

Christmas, 1917

This is a time when all men rest awhile—a time of family re-union—a time to consider matters requiring “setting right.”

To the man having the real well-being of his family at heart, what could be more appropriate at this season than the timely consideration of protecting their continued welfare and happiness by LIFE INSURANCE.

In the contracts of The Great-West Life Assurance Company all this is provided and more. A man does not necessarily have to “die to win,” but may be reassured of comfort in his old age at the same time. Rates are low and the profit returns being paid to policyholders are the highest.



The Great-West Life Assurance Co.

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Head Office: WINNIPEG