

BEFORE BUYING A FARM

or any piece of property, the cautious man makes most careful investigation.

A buyer of Life Insurance should be equally careful—more so, indeed, for his purchase affects others as well as himself.

Make leisurely and careful examination of the various forms of Life Insurance by requesting pamphlets from The Great-West Life Assurance Company. A description of the principal Policies issued will be mailed—rates at all ages—and everything necessary for a man to choose the best plan for his own individual needs. And there will be no undue solicitation to insure.

The Great-West Life Policies are considered **the best** by a sufficient number of persons to give the Company—for nine successive years—the greatest paid-for Canadian business of all the Companies. That, surely, is one good reason for looking into these Policies.

The Great-West Life Assurance Co.

Head Office: WINNIPEG

Over \$125,000,000 now in force.