

ALL THE FESTIVE PREPARATIONS

so lavishly planned at this season of the year are unsubstantial unless CHRISTMASSES TO COME are provided for — so far as human forethought can provide.

Make this provision by means of Life Insurance. Take leisure this Christmas season to consider the matter of protection.

A line to The Great-West Life (stating date of birth) will bring full information.

The Great-West Life Assurance Co.

Head Office: WINNIPEG