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The Great-West Life Assurance Company

EUSTACE A. BROCK
SECRETARY

Winnipeg, Man. March 4, 1931.

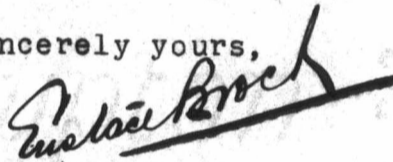
The Right Honorable Arthur Meighen, K. C.,
Vice-President,
Canadian General Securities Limited,
National Building,
Toronto, Ont.

Dear Mr. Meighen:

While the contents of your letter of February 27 are very disappointing to me, I want to thank you for the kind consideration you gave my request that you should address the Insurance Advertising Conference next October.

I appreciate the reasons you mention as operating to make it impossible for you to make an address of this kind, but I felt that perhaps your association with the Insurance business and the fact that you had a real message of value to those interested in the advertising of all classes of insurance, added to the fact that the meeting was to have been held in Toronto, might have made it possible for you to make an exception in this case.

Sincerely yours,



Secretary.

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