

## **"The Cost of Living"**

—It is a significant and gratifying fact that while the cost of everything else in the line of necessity has gone up, the price of one of the chief necessities of all—Life Insurance—has gone DOWN.

—To those looking for the best available in Life Insurance, it is sufficient to point to the fact that for thirteen successive years the public have shown that they consider The Great-West Life Policies unequalled. For thirteen successive years The Great-West Life has written the largest Canadian Business of all the Canadian Companies.

—Policies are inexpensive—liberal—profitable—arranged to cover all needs. Ask for personal information, stating age.

# **The Great-West Life Assurance Co.**

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**Head Office : WINNIPEG**