

# On Their Merits Alone

There must be some good reason why so many hard-headed business men, when requiring insurance for business purposes, apply to The Great-West Life. "Sentiment" has nothing to do with the choice—The Great-West Policies are chosen on their merits alone.

Low rates and remarkably high profit returns are the reasons.

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Information on request.

## The Great-West Life Assurance Co.

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*Head Office: WINNIPEG*