

Neglect No Longer

to inform yourself of the innumerable advantages of Life Insurance. It is probable that you do not know for how small a sum you may, under the Policies of The Great-West Life Assurance Company, place your family beyond the necessity of appealing to the sympathy of others should the unexpected happen.

Make these enquiries as a matter of business, not sentiment. It is sometimes necessary to remember that while some wives not only fail to urge Insurance upon their husbands, but actively discourage such provision—there is yet to be found **THE WIDOW** who fails to appreciate the advantage of Life Insurance.

State age, when full details will be mailed of the many attractive plans issued by

The Great-West Life Assurance Co.

DEPT. "T"

Head Office : WINNIPEG

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