

What Gift Shall You Buy

For Your Family ? This Xmas Time !

Why not, this year, a gift that really means something? Why not Life Insurance?

For a real gift—a lasting memento—affection made tangible—what could be more appropriate than a Life Policy?

So—this Xmas time—take Life Insurance, and thus make safe provision for XMASSES TO COME. You make yourself a sterling gift at the same time.

In choosing—choose the best—choose as over 100,000 others have chosen—the Policies that cost least—that return highest profits—that include everything good Life Insurance implies. That is to say—choose the Policies of

The Great-West Life Assurance Co.

DEPT. "T"

Head Office: WINNIPEG

Your request for rates involves no obligation. When writing ask for a 1921 Desk Calendar.