

# START THE NEW YEAR WELL

by joining the vast and ever-increasing multitude of those who find in Life Insurance the one sure way of protecting dependent ones—while making timely provision for their own future at the same time.

Join the ever-increasing number who have found, in the Policies of The Great-West Life Assurance Company, all that can be desired in profitable Life Insurance.

Thus you will obtain protection at low cost, and will secure a share in the remarkable profits that are being paid to Policyholders of

## The Great-West Life Assurance Co.

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*Head Office: WINNIPEG*

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In requesting information, ask for a Desk Calendar  
for 1917