

The Man Who Carries No Life Insurance

is in no more danger personally than the man who does—but his wife and children are. Instances innumerable go to show that a Life Policy offers the surest way of providing for dependent ones, and the **only** way within the reach of the great majority.

Under the Limited Payment Policies of the Great-West Life the Insured not only protects his family, but provides for his own future as well. Rates are low and within the reach of all. Ask for rates at your own age.

The Great-West Life Assurance Co.

DEPT. "T"

Head Office: WINNIPEG

**ASK FOR A 1918 DESK CALENDAR
FREE ON REQUEST**