

The Head of a Great Manufacturing Concern

in the East, resident in Toronto, had occasion, some time ago, to take out a considerable policy for Life Insurance.

The importance of the case and the exhaustive enquiries made by the Applicant, led to exceedingly vigorous competition for the business. After most deliberate consideration, an application for \$50,000 was given to

The Great-West Life Assurance Company

After two years' intimate acquaintance with the Company, the Policy-holder thus summarises his opinion of the contract held:—

"In every particular I am well pleased with the Policy, and am glad to recommend your Company to any intending insurer."

The circumstances of the case lend particular weight to this statement, which clearly shows that the Great-West Policies offer all that can be desired in profitable Life Insurance.

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The Great-West Life Assurance Company

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Stanfield's Underwear

(Chapter 1)

A Talk by the Maker to the Wearer.

The Wool

Stanfield's Underwear is made of the best wool that grows on the best wool-bearing sheep in the world—the long, silky-fibred Nova Scotia wool.

The founder of the Stanfield mills did more than anyone else to develop the wool industry throughout the Maritime Provinces. For half a century, the farmers of New Brunswick, Nova Scotia and Prince Edward Island have saved their best wool for the Stanfields—first for C. E. Stanfield—and now for his sons, John and Frank, the President and Treasurer of Stanfields Limited.

The wear of a garment depends on the quality of wool from which it is made. Underwear may be PURE WOOL, and ALL WOOL—and still shrink, ravel and wear out in a single season. Because the underwear is not made of good wool in the first place.

There are seven grades of wool in the fleece when clipped from Nova Scotia sheep. Only the first three grades of this best wool are used in making Stanfield's Unshrinkable Underwear for men and women.

There are no weak spots in the fibre to break in the garments. There can be no unraveling, because every stitch is locked. Garments can't shrink, because of our perfected process of treating the wool BEFORE garments are woven, thus insuring absolutely Unshrinkable Underwear.

Stanfield's Underwear is right from start to finish. It is planned right, made right and wears right. In all sizes from 22 to 70 inch chest measure. In three winter weights—RED label for light weight—BLUE label for medium weight—BLACK label for heavy weight.

Your dealer probably has all sizes and weights in stock. If not, he can easily get whatever you wish.

STANFIELDS LIMITED - TRURO, N.S.

