1172 No. 42

THE CHRONICLE



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## BUSINESS INSURANCE

on the lives of the men who run the business is just as important as fire insurance on the property. Fire is a possibility but death is a certainty.

The ready cash from a Canada Life Business Insurance Policy at such a time will readjust matters and carry on the business as nothing else can do. Ask for particulars.

## CANADA LIFE ASSURANCE COMPANY Home Office - TORONTO