

**Fourteenth Annual Convention of the
Association of Life Insurance
Presidents**

The fourteenth annual convention of the Association of Life Insurance Presidents was held at the Hotel Astor, New York, on the 9th and 10th instant. Mr. T. B. Macaulay, President Sun Life of Canada gave a very interesting address on "Canadian Life Insurance."

THE MORAL HAZARD

With all the fire prevention work which is being done, the perfection of water supply and fire department equipment, the education in the schools of a fire prevention nature and the increase of better building construction, the fire losses continue to mount and the moral hazard, a reflection of business conditions, may rightly shoulder a considerable part of the blame.

**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



She's Daddy's Girl-

The very sunshine of his life. He's planning great things for her--if he lives.

And if he dies--well, he's proud of the fact that she will then receive--regularly--each month--as long as she lives--a cheque from The Imperial Life to provide for her every need.

You can provide in this way for *your* little girl. Our free booklet tells all about it. Write for a copy. Address--

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