

## BUSINESS PERMANENCY



One of the greatest contributors to the permanency of a business is partnership insurance.

A North American Life partnership policy will establish a high degree of credit and safeguard your business in any eventuality, be it financial stringency or death.

The numerous advantages which this form of policy offers will be explained by any representative or upon direct communication with the

**North American Life Assurance Company**

"SOLID AS THE CONTINENT"

Head Office: TORONTO, CANADA

## IMPREGNABLE

Assets of the Sun Life of Canada have more than doubled in the past five years, have more than trebled in the past nine years, and have more than quadrupled in the past eleven years.

At December 31st last they stood at \$64,187,656; now they exceed \$72,000,000—easily the largest amount held by any Canadian Life Company.

Sun Life of Canada policies are safe and profitable policies to buy.

**SUN LIFE ASSURANCE  
COMPANY OF CANADA**  
HEAD OFFICE—MONTREAL

## LONDON & LANCASHIRE LIFE

AND GENERAL ASSURANCE ASSOCIATION,  
LIMITED  
of LONDON, ENGLAND

ESTABLISHED IN CANADA, 1863

**ASSETS EXCEED \$21,000,000**

DIRECTORS FOR CANADA:

A. J. DAWES, ESQ. H. B. MACKENZIE, ESQ.  
E. F. HERDEN, ESQ. E. C. PRATT, ESQ.  
Manager for Canada: ALEX. BISSETT

BRANCHES THROUGHOUT THE DOMINION

HEAD OFFICE FOR CANADA:

LONDON AND LANCASHIRE LIFE BUILDING,  
164 ST. JAMES STREET, MONTREAL, P.Q.

## The Manufacturers Life

A Splendid Canadian Old Line  
Life Insurance Company

Good for Agents. Attractive for Policyholders.

Assets, \$19,000,000.00  
Insurance in Force, \$82,000,000.00

Head Office:  
TORONTO - - - CANADA

## THE GENERAL ACCIDENT

ASSURANCE COMPANY OF CANADA

## THE CANADIAN CASUALTY

AND BOILER INSURANCE COMPANY

TORONTO, ONTARIO

JOHN J. DURANCE, Manager

The above Companies are under the same management and control. Insurance Policies of the most liberal form, at conservative rates, are issued on the following lines:

Steam Boiler Personal Accident Sickness  
Theatre Liability Automobile Property Damage  
Automobile Liability Public Liability  
Employers' Liability Elevator Liability  
Teams Liability Monthly Payment Accident & Sickness

ROLLAND, LYMAN & BURNETT

General Agents, Montreal.

## METROPOLITAN LIFE

INSURANCE COMPANY OF NEW YORK

Insurance in Force — \$2,991,114,669.00

Policies in force on Dec-  
ember 31st, 1914 — 14,843,108

In 1914 it issued in Canada  
Insurance for — \$40,780,675.00

It has invested in the  
Dominion, exclusively  
for Canadians over \$19,000,000.00

There are over 700,000 Canadians insured in the  
METROPOLITAN

Home Office 1 Madison Ave., New York City