



You Look for Security.

Whether with the intention of taking out insurance or associating yourself with some Company, you look for security.

The latest figures emphasize the unexcelled financial position of this Company.

BUSINESS IN FORCE over \$59,600,000
ASSETS - - - 16,400,000
NET SURPLUS - - - 2,600,000

These are reasons why the Company is known as

"Solid as the Continent"

NORTH AMERICAN LIFE ASSURANCE COMPANY

HEAD OFFICE - TORONTO, CAN.

NEW RECORDS

¶ Results secured during the past year re-affirm the position of the Sun Life of Canada as the *largest life assurance organization of the Dominion.*

¶ Fair-dealing and progressive business methods have given it leadership in annual New Business, Total Business in Force, Assets, Surplus Earnings, Net Surplus, Total Income, Premium Income and Payments to Policyholders.

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

TRAFFIC RETURNS.

CANADIAN PACIFIC RAILWAY.

Year to date	1915	1916	1917	Increase
Sept. 30,	\$67,117,000	\$97,773,000	\$106,475,000	\$8,702,000
Week ending	1915	1916	1917	Decrease
Oct. 7,	2,915,000	2,966,000	2,842,000	124,000
14,	2,988,000	3,034,000	3,333,000	Inc. 299,000

GRAND TRUNK RAILWAY.

Year to date	1915	1916	1917	Increase
Sept. 30,	\$36,863,614	\$43,976,411	\$48,307,956	\$4,331,545
Week ending	1915	1916	1917	Increase
Oct. 7,	1,019,816	1,319,090	1,342,050	22,960
14,	1,067,819	1,300,095	1,312,505	12,410

CANADIAN NORTHERN RAILWAY

Year to date	1915	1916	1917	Increase
Sept. 30,	\$17,092,300	\$26,780,400	\$30,205,000	\$3,424,600
Week ending	1915	1916	1917	Decrease
Oct. 7,	847,500	857,400	758,500	98,900
14,	767,800	847,700	960,600	Inc. 112,900

It seems to people here that shortage of foodstuffs in all countries is likely to increase, testing the endurance of civilians and possibly subjecting them to actual danger. It is also felt that the food difficulties will probably long outlast the war. If world-wide famine later on is to be avoided, conclusive victory should be hastened.—*London cable, N. Y. Evening Post.*

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The Monarch Life has issued an interesting convention number of its agents' journal, the "Courier." Containing the cream of the addresses and debates at the recent agents' convention, this issue should be of considerable utility to the Company's agents.

THE PROVIDENT ASSURANCE COMPANY

All lines of

**Accident, Sickness,
 Liability, Guarantee and Automobile
 Insurance.**

Head Office

160 St. James Street - MONTREAL

Representatives Wanted for Ontario and
 Maritime Provinces.

METROPOLITAN LIFE INSURANCE COMPANY OF NEW YORK

Insurance in force in Canada Dec. 31, 1916 \$190,951,326
 (Ordinary, \$91,184,000; Industrial, \$99,767,326)

Paid policyholders in Canada during 1916 . \$2,684,045.15

Over 960,000 Metropolitan policies held by Canadians.
 This company has over 1120 employees in Canada.

For the exclusive protection of its Canadian policyholders, it has on deposit with the Dominion Government and Canadian Trustees, in registered Canadian Bonds and Mortgages, over \$23,400,000.

In 1916 the Company increased its holdings in Canadian securities by \$6,300,000.

Home Office 1 Madison Ave., New York City

While Canadian success in an annuity Canada through annuity appreciate generally invested Canadian similarly-disinclinations—a appears a the main goes on becomes develop munity, and those produce for a for their need A book by the upon the financial accompa dom fro has a g tendency by the and whe the cor should expansion

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