

...way,
...et is to increase...nor...any limit...
...capacity.

BUSINESS AND SENTIMENT

PERHAPS in no other purchase which a man can make are business and sentiment combined so essentially as in the taking out of a life insurance policy. There are instances—and in growing number—where insurance is taken out for strictly business reasons. There are others—and these are greatly in the majority—where sentiment is the compelling motive. But more and more it is coming to be recognized that these too are "good business" for the insured himself as well as exceedingly necessary from the viewpoint of his dependents.

The business instincts that prompted a multi-millionaire like J. P. Morgan to secure for his estate \$2,500,000 of ready funds, or which led a Winnipeg railroad contractor the other day to take out a \$250,000 policy, are no different in kind from those which should prompt, say, the Western farmer to make sure of a substantial nest egg in cash for those who must carry on his business in the event of death.

The Canada Life issued a policy to
J. Pierpont Morgan for
\$200,000.
The other policy mentioned (\$250,000)
was also issued by The Canada Life

Canada Life
Assurance Company
Head Office - **TORONTO**
ESTABLISHED 1847

LIFE INSURANCE AND THE FARMER.

You are a progressive and up-to-date farmer, and understand how essential it is to insure your buildings and crop. Has it occurred to you how indispensable you are to your family, and the exact value in money you represent to them? To make your farm more productive, and consequently to make money faster and easier, you will probably borrow money to purchase up-to-date equipment and machinery. If you live you will surely pay off that mortgage, but the question arises, will you live? There is only one way of settling this beyond any doubt, and that is, to leave your estate sufficient money to pay off your outstanding obligations. Many a foreclosure has been prevented by a life insurance policy.—*North American Life.*

Regular insurance companies are not permitted to pay unearned dividends, but state insurance funds can take appropriations given them by the legislatures, pay unearned dividends to policyholders in order to encourage business, and get away with it.—*Insurance Post.*

TRAFFIC RETURNS.

CANADIAN PACIFIC RAILWAY.

Year to date	1915	1916	1917	Increase
June 30	\$41,261,000	\$61,252,000	\$69,575,000	\$8,323,000
Week ending	1915	1916	1917	Increase
June 7	1,565,000	2,674,000	2,927,000	253,000
14	1,623,000	2,629,000	3,165,000	536,000
21	1,619,000	2,631,000	2,939,000	308,000
30	2,163,000	3,409,000	3,975,000	566,000
July 7	1,666,000	2,616,000	3,101,000	485,000

GRAND TRUNK RAILWAY.

Year to date	1915	1916	1917	Increase
June 30	\$23,174,746	\$27,271,848	\$39,501,564	3,229,716
Week ending	1915	1916	1917	Increase
June 7	968,977	1,107,091	1,333,194	226,103
14	949,313	1,113,418	1,348,185	234,767
21	979,072	1,152,440	1,441,424	288,984
30	1,506,251	1,736,084	2,104,316	368,232
July 7	990,278	1,155,029	1,297,003	141,974

CANADIAN NORTHERN RAILWAY

Year to date	1915	1916	1917	Increase
June 30	\$10,390,000	\$16,073,400	\$19,613,200	\$3,539,800
Week ending	1915	1916	1917	Increase
June 7	409,400	429,700	908,700	279,300
14	403,500	880,400	916,800	36,400
21	413,800	744,300	911,400	167,100
30	552,900	1,122,800	1,311,700	188,900
July 7	429,400	885,100	902,300	17,200

Montreal Tramways Company
SUBURBAN TIME TABLE, 1916-1917

Lachine :

From Post Office—
10 min. service 5.40 a.m. to 8.00 a.m. | 10 min. service 4 p.m. to 7.10 p.m.
20 " " 8.00 " 4 p.m. | 20 " " 7.10 p.m. to 12.00 mid.

From Lachine—

20 min. service 5.30 a.m. to 5.50 a.m. | 10 min. service 4 p.m. to 6.00 p.m.
10 " " 5.50 " 9.00 " | 20 " " 8.00 p.m. to 12.10 a.m.
20 " " 9.00 " 4 p.m. | Extra last car at 12.50 a.m.

Sault au Recollet and St. Vincent de Paul:

From St. Denis to St. Vincent de Paul—
15 min. service 5.15 a.m. to 8.00 a.m. | 30 min. service 8.00 p.m. to 11.30 p.m.
20 " " 8.00 " 4.00 p.m. | Car to Henderson only 12.00 mid.
15 " " 4.00 " 7.00 p.m. | Car to St. Vincent at 12.40 a.m.
20 " " 7.00 " 8.00 p.m.

From St. Vincent de Paul to St. Denis—

15 min. service 5.45 a.m. to 8.30 a.m. | 30 min. service 8.30 p.m. to 12.00 mid.
20 " " 8.30 " 4.30 p.m. | Car from Henderson to St. Denis 12.20 a.m.
15 " " 4.30 p.m. | 7.30 p.m. | Car from St. Vincent to St. Denis 1.10 a.m.
20 " " 7.30 " 8.30 p.m.

Cartierville:

From Snowdon Junction—20 min. service 5.20 a.m. to 8.40 p.m.
40 " " 8.40 p.m. to 12.00 mid.
From Cartierville—
20 " " 5.40 a.m. to 9.00 p.m.
40 " " 9.00 p.m. to 12.20 a.m.

Mountain :

From Park Avenue and Mount Royal Ave.—
20 min. service from 5.40 a.m. to 12.20 a.m.
From Victoria Avenue—
20 min. service from 5.50 a.m. to 12.30 a.m.
From Victoria Avenue to Snowdon—
10 minutes service 5.50 a.m. to 8.30 p.m.

Bout de l'Île:

From Lasalle and Notre Dame—
60 min. service from 5.00 a.m. to 12.00 midnight.

Tetrautville:

From Lasalle and Notre Dame—
15 min. service 5.00 a.m. to 9.00 a.m. | 15 min. service 3.30 p.m. to 7.00 p.m.
30 min. service 9.00 a.m. to 3.30 p.m. | 30 min. service 7.00 p.m. to 12 mid.

Pointe aux Trembles via Notre Dame:

From Notre Dame and 1st Ave. Maisonrouve.
15 min service from 5.15 a.m. to 8.50 p.m.
20 " " 8.50 p.m. to 12.30 a.m.
Extra last car for Blvd. Bernard at 1.30 a.m.