



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
Oct. 31,	\$80,428,000	\$110,875,000	\$121,068,000	\$10,193,000
Week ending	1915	1916	1917	Increase
Nov. 7,	3,015,000	3,036,000	3,204,000	168,000
14,	3,035,000	3,051,000	3,575,000	524,000
21,	2,960,000	2,984,000	3,565,000	581,000

GRAND TRUNK RAILWAY.

Year to date	1915	1916	1917	Increase
Oct. 31,	\$41,530,305	\$49,636,732	\$54,152,481	\$4,515,749
Week ending	1915	1916	1917	Increase
Nov. 7,	986,765	1,244,959	1,287,185	42,226
14,	971,715	1,283,901	1,305,511	21,610
21,	935,884	1,202,291	1,266,711	64,420

CANADIAN NORTHERN RAILWAY

Year to date	1915	1916	1917	Increase
Oct. 31,	\$20,770,800	\$30,497,200	\$34,146,600	\$3,649,400
Week ending	1915	1916	1917	Increase
Nov. 7,	806,500	885,000	895,400	10,400
14,	820,800	825,100	1,039,800	214,700
21,	768,900	853,000	931,700	78,700

In order to be informed of the sentiment prevalent among the United States agents of the Liverpool and London and Globe on the establishment of underwriters' agencies, Mr. H. W. Eaton, U.S. manager of that Company, has asked the agents to present their views on the subject. Before taking action Mr. Eaton wants to hear from his agents and their opinion will be used as a guide.

* * *

A one-time wealthy lumberman of Vancouver, who until his death was rated as a millionaire, left debts amounting to more than a quarter of a million dollars, and to his wife he left a life insurance policy for \$,000.—*North-Western National Life.*

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