



## 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
21,	3,068,000	2,932,000	3,429,000	" 497,000
31,	4,340,000	4,170,000	4,989,000	" 819,000
Nov. 7,	3,015,000	3,036,000	3,204,000	" 168,000

#### 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
21,	1,043,088	1,200,044	1,254,304	54,260
31,	1,535,958	1,841,092	1,935,666	94,574
Nov. 7,	986,765	1,244,959	1,287,185	42,226

#### 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
21,	791,800	839,700	872,300	" 32,600
31,	1,271,400	1,172,000	1,350,200	" 178,200
Nov. 7,	806,500	885,000	895,400	" 10,400

President Henry Evans, of the Continental, states that of \$444,000,000 of total net fire premiums collected in the United States in 1916, foreign, principally British companies, wrote 36 per cent. He estimates the United States premiums of the leading British companies as about 60 per cent. of their world premiums.

## 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**