



## 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
July 31,	\$48,708,000	\$73,047,000	\$82,500,000	\$9,453,000
Week ending	1915	1916	1917	Increase
Aug. 7,	1,787,000	2,985,000	2,559,000	Dec. 426,000
14,	1,815,000	2,943,000	2,746,000	197,000
21,	1,956,000	2,860,000	2,700,000	160,000

#### GRAND TRUNK RAILWAY.

Year to date	1915	1916	1917	Increase
July 31,	\$27,672,692	\$32,589,209	\$36,503,344	\$3,914,135
Week ending	1915	1916	1917	Increase
Aug. 7,	993,773	1,256,376	1,320,706	64,330
14,	1,004,412	1,236,989	1,320,753	83,764
21,	1,052,483	1,304,848	1,371,233	66,385

#### CANADIAN NORTHERN RAILWAY

Year to date	1915	1916	1917	Increase
July 31,	\$12,356,700	\$19,907,600	\$23,458,100	\$3,550,500
Week ending	1915	1916	1917	Increase
Aug. 7,	438,500	868,000	775,500	92,500
14,	427,600	841,500	746,800	94,700
21,	465,400	846,300	748,500	97,800

So far this year the Ontario Fire Marshal's office has collected unlicensed insurance taxes to the amount of \$5,000, and over \$9,000 is outstanding from recent fires. Newspaper reports say that the Quaker Oats Company is very slow in paying up \$6,600 due as a result of their Peterboro' loss, and that failing compliance with a final notice the Ontario Government will institute proceedings to recover the amount.

## 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**