



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
Nov. 30,	\$93,542,000	\$124,032,000	\$136,010,000	\$11,978,000
Week ending	1915	1916	1917	Increase
Dec. 7,	3,046,000	3,139,000	3,289,090	150,000
14,	3,055,000	3,106,000	2,908,000	Dec. 198,009
21,	2,945,009	2,979,000	3,051,000	72,000
31,	3,534,000	3,065,900

GRAND TRUNK RAILWAY.

Year to date	1915	1916	1917	Increase
Nov. 30,	\$45,721,176	\$54,980,385	\$59,701,817	\$4,721,432
Week ending	1915	1916	1917	Increase
Dec. 7,	1,012,326	1,151,306	1,218,138	66,832
14,	1,023,433	1,203,868	1,040,349	163,519
21,	1,040,059	1,164,962	1,355,105	190,143
31,	1,743,306	1,760,109	2,040,966	280,857

CANADIAN NORTHERN RAILWAY.

Year to date	1915	1916	1917	Increase
Nov. 30,	\$24,306,000	\$34,219,500	\$38,196,800	\$3,977,300
Week ending	1915	1916	1917	Decrease
Dec. 7,	830,600	917,900	916,000	1,900
14,	823,700	892,600	753,800	138,800
21,	774,400	805,700	758,300	67,400
31,	1,006,900

Mr. Robert Bickerdike, of the Western and British America Assurance companies, has been warmly congratulated by numerous friends this week upon the occasion of his eldest son, Major Robert Bickerdike, having been awarded the Distinguished Service Order. Major Bickerdike went overseas as a subaltern with the 87th Battalion, Canadian Grenadier Guards, was severely wounded in October, 1916, and during his convalescence was promoted major, subsequently rejoining his battalion as junior major. At Lens, Major Bickerdike suffered a severe attack of trench fever.

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