
The Imperial Life Assurance Company of Canada.

Seven Cardinal Reasons for Insuring in the Imperial.

(1) **It affords unquestionable security** to policy-holders, by its large Capital Stock of \$1,000,000.00, and its Dominion Government Deposit of \$250,000.00, being the largest Government Deposit of any Canadian Life Insurance Company.

(2) **Its policy reserves** are held on the most stringent basis used in Canadian Actuarial calculation.

(3) **Its policies do not restrict** the assured in respect to residence, travel or occupation, and are payable immediately on receipt of satisfactory proof of death.

(4) **Its policies cannot be forfeited** after three annual premiums have been paid, but provide for surrender values by way of cash or paid-up insurance.

(5) **The premium rates compare favorably** with those of other Insurance Companies, and a grace of one month is allowed in payment thereof, during which time the policy remains in full force and effect.

(6) **Its policies are automatically continued** in force after three years' premiums have been paid, for such time as the whole reserve is sufficient to pay premiums.

(7) **Liberal Cash Loans** are granted under policies after three annual premiums have been paid.

Write for additional information to HEAD OFFICE—

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