

The IMPERIAL Life Assurance Co. of Canada.

HEAD OFFICE . . . Toronto, Canada

CAPITAL . . . \$1,000,000

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This Company has valuable districts not yet assigned to field representatives, and is prepared to deal liberally with gentlemen of intelligence, energy and integrity, desirous of making a record for themselves and the Company.

The unprecedented success of the Company, its strong financial basis of operation, its sound scientific plans of insurance, and straight forward and simple policy contract, render the Company one of the best for policy-holders. Communications will be considered as confidential if so desired.

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Financially, in respect to life insurance, is **GOOD HEALTH**. Without it a man cannot secure to his dependents the munificent results of life insurance; therefore, while you enjoy good health, make the necessary provision for the protection of your dependents in the event of your death, before the fell hand of disease lays hold of you and you are debarred from investing life's valuable asset to such advantage.

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— OF THE —

North American Life Assurance Co.

exactly meets the requirements of a large number of insurers, and may be just the policy you desire under which to make the above provision.

The North American has a larger ratio of assets to liabilities and net surplus to liabilities than any other Canadian company.

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Assurance Company Ltd. of London, Eng.

Capital and Assets, - - - - - \$32,500,000
Life Fund (in special trust for Life Policy Holders) 9,548,535
Total Annual Income, - - - - - 8,170,190
Deposited with Dominion Government, - 536,000

HEAD OFFICE CANADIAN BRANCH:

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J. McCRECOR Manager

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Memorandum

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