

First and Paramount—

Absolute Security to Policyholders

IMPERIAL LIFE

Assurance Company of Canada

The Imperial Life was the first company in Canada to place all of its policy reserves upon the strong and conservative interest basis of $3\frac{1}{2}$ per cent.

The Government Deposit maintained by the Imperial Life is larger than that of any other Canadian life insurance company.

The policy contract of the Imperial Life is one of the most liberal issued consistent with safety and equity.

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