

**FIRST AND PARAMOUNT—ABSOLUTE
SECURITY TO POLICYHOLDERS**

IMPERIAL LIFE

ASSURANCE COMPANY OF CANADA

An insurance policy is a form of contract which, perhaps, you do not pretend to understand. Possibly you take it for granted that only an expert in insurance matters can explain the terms of such a contract. If so, a perusal of the policy contract of the Imperial Life will be a pleasant surprise to you. The Imperial's policy contract has been made very simple through an avoidance of technical terms. It tells you clearly and briefly just what is required of you and just what you are guaranteed—the minimum of conditions and the maximum of guarantees. Apply to the Head Office, Toronto, or to any of the Company's representatives for sample copy.

HEAD OFFICE ——— TORONTO, CANADA