



## A Monthly Income for Life

**S**UPPOSE you knew for certain that when your earning days are over your present income would be replaced by another—one which would be adequate for the support of yourself and of your family! And suppose you were sure that income would continue as long as the need for support exists! Can you imagine anything more comforting?

### For Yourself in Old Age

**N**INETY-FIVE out of every hundred men who live to be sixty years of age are then dependent upon their daily earnings or upon charity for their support. It was this condition that caused Lord Rothschild, the eminent banker, to say that "while it required a great deal of boldness and of caution to amass a fortune, it required ten times greater wit to keep it."

But you can easily escape the misfortune of being dependent in your old age. Simply invest a portion of your earnings for a few years in an Imperial Monthly Income Endowment. Then, beginning when you are 55 or 60, or at whatever age you choose, we will send to you—regularly—each month—for the rest of your life—a cheque to provide for your comfort and independence.

If you should die before the policy matures the Monthly Income will be paid to whomever you have named as your beneficiary. And these Monthly Income payments will be made to you or to your beneficiary for not less than 20 years, no matter when your death may occur.

**N**OW while you are insurable and can spare the money—ask us to tell you how small a yearly saving will put an Imperial Monthly Income Policy between you and a penniless old age—between your family and a life of hardship. Just fill in the information called for on the coupon at the side and mail it to us and we will send you full particulars without delay. It will cost you nothing to learn all about this most modern form of life assurance. Sign the coupon and mail to us to-day—to-morrow may be too late!

### For Your Wife in Widowhood

**Y**OUR salary will stop with your pulse. But your widow and children will still require shelter, food, clothing, education.

You can provide now for these needs by means of an Imperial Monthly Income Policy. Then after you're gone we will send to your widow—regularly—each month—a cheque for \$25, \$50, \$100, or whatever sum you may choose. These Monthly Income payments will commence immediately after your death. They will continue as long as your widow lives. Should she not live to receive at least 240 Monthly Income cheques, the balance of that number will be paid to her estate.

There is no other provision you can make for her that is so sure and, at the same time, so convenient. Just think! She will have no worry or bother or expense in looking after the investment of her legacy. She can't lose it. Neither can she be swindled out of it. And it will earn a rate of interest far beyond what could be secured by an inexperienced investor, without danger—great danger—of losing the principal sum.

The Imperial Life Assurance Co. of Canada  
Head Office: Toronto

Please send me full particulars and quote premium rate for an Imperial Monthly Income Policy to pay \$\_\_\_\_\_ each month.

I was born on \_\_\_\_\_ and if I should decide to purchase a policy would want the Monthly Income made payable to my \_\_\_\_\_ who is \_\_\_\_\_ years of age.

Name \_\_\_\_\_

Address \_\_\_\_\_

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Branches and Agents in all Important Centres