

**"First and Paramount—
Absolute Security to Policyholders"**

Facts for Intending Insurers.

IMPERIAL LIFE

ASSURANCE COMPANY OF CANADA

1. It is a purely Canadian Company, having all its funds invested in Canadian Securities and transacting business only in Canada.
2. It maintains the largest government deposit of any Canadian Life Insurance Company.
3. It maintains relatively the strongest policy reserves of any Canadian Life Insurance Company.
4. Its past record—the greatest guarantee of the future—has been unparalleled in Canadian life insurance.
5. Its policy contract is one of the most liberal issued, consistent with safety and equity.
6. It has a Capital of \$1,000,000, which makes policyholders' security unquestionable. At the same time the assured is practically in the same position regarding profits as if he held a policy in a mutual company, the Imperial's charter providing that at least 90% of all profits shall be divided amongst policyholders.
7. For every \$100 of liability to policyholders it holds \$180 of securely invested assets. These assets are all of the highest order and will bear the closest scrutiny.
8. An Imperial policy is the most valuable estate you can leave behind you. It never depreciates in value, but on the contrary, is constantly becoming more valuable.

All information regarding plans of insurance, etc., supplied on application to the Head Office, or to any of the Company's Agents.

HEAD OFFICE - - TORONTO, CANADA

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