

The Imperial Life Assurance Co.

Incorporated
by Special Act
of the Government
of Canada, A.D. 1896.

OF CANADA.—

26 KING STREET EAST, - TORONTO, ONT.

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A. E. KEMP, ESQ..... Pres. Kemp M'fg Co, and 2nd Vice-Pres. Toronto Board of Trade.
F. G. COX, ESQ..... Managing Director.

BANKERS: CANADIAN BANK OF COMMERCE. | SOLICITORS: MESSRS. EDGAR & MALONE.
CHIEF MEDICAL REFEREE: JOHN L. DAVISON, B.A., M.D.C.M., M.R.C.S.

Capital Fully Subscribed, at 25 per cent. premium, \$1,000,000

10,000 Shares of \$100 Each.

- I. In 1868, the first year in which any reliable records were published, the total amount of life assurance premiums collected in Canada was \$960,381. By reference to the last official returns from the Dominion Government Insurance Department it will be seen that for 1896 the total life premiums amounted to \$10,604,577, and of this sum no less than \$4,529,123 went to foreign companies, a serious and unnecessary drain upon the resources of this country. These and other equally important facts have led the promoters of the Imperial Life Assurance Company of Canada to feel that an institution conducted upon conservative lines, with a large cash capital, a large government deposit and a directorate commanding the confidence and respect of the public, will at once take its place side by side with the older and more successful life assurance institutions of this country. The fact that at the end of last year policies upon residents of Canada totalling no less than 182 million dollars were carried by foreign companies, indicates the room for increased home enterprise.
- II. The issue of one million dollars capital at a premium of 25 per cent. places this company at its commencement in the very first rank, and by affording its policy holders and annuitants unquestioned security enables it to start with the certainty of doing a large and profitable business.
- III. The insurance plans of the company will be formed on attractive but thoroughly tested lines, assuring best permanent results to both policyholders and shareholders.

Applications for Agencies will be received by

F. G. COX, Managing Director.