

... EIGHT FACTS ...

The following are a few facts regarding The Imperial Life Assurance Company of Canada. They give some of the many reasons why Canadians should carry a policy in the Imperial Life in preference to any other Company.

1	The Imperial Life has made a record unequalled in the history of Canadian Life Assurance. Is not this a guarantee of future progress and success?	1
2	The Imperial Life maintains probably the strongest reserves of any Canadian life company—an evidence of the unquestionable security afforded policyholders.	2
3	The Government Deposit of the Imperial Life is larger than that of any other Canadian life assurance company,—another evidence of unquestionable security to policyholders.	3
4	The Imperial Life's percentage of assets to liabilities to policyholders is 138%, being a larger percentage than that of any other Canadian company whose capital is not impaired.	4
5	The mortality actually experienced by the Imperial Life since its commencement has been only 53% of the expected mortality,—an evidence of the careful selection of its risks, and an indication of satisfactory profits under Imperial policies.	5
6	The average rate of interest earned by the Imperial Life in 1903 was 5.29%, a rate considerably higher than the average earned by Canadian, British or United States Companies,—another indication that profits paid under Imperial policies will be satisfactory.	6
7	The Imperial Life issues a policy that, in the liberality of its provisions and absolute security to the holder, is unexcelled by that of any other life assurance company.	7
8	The Imperial Life's "Guaranteed Security Policy" is a policy peculiar to the Company, and is an ideal contract from the policyholders' standpoint. It has been termed "The Policy of Guarantees."	8

The Imperial Life Assurance Company of Canada

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