

FIRST AND PARAMOUNT—ABSOLUTE SECURITY TO POLICY-HOLDERS

IMPERIAL LIFE

ASSURANCE COMPANY OF CANADA

5 FACTS FOR INTENDING INSURERS.

1

THE AVERAGE RATE OF INTEREST EARNED BY THE IMPERIAL LIFE IN 1901 ON ITS INVESTED ASSETS WAS 5.39 PER CENT.

2

THE POLICY CONTRACT OF THE IMPERIAL LIFE IS ONE OF THE MOST LIBERAL ISSUED CONSISTENT WITH SAFETY AND EQUITY.

3

THE GOVERNMENT DEPOSIT MAINTAINED BY THE IMPERIAL LIFE IS LARGER THAN THAT OF ANY OTHER CANADIAN LIFE INSURANCE COMPANY.

4

FOR EVERY ONE HUNDRED DOLLARS OF LIABILITIES TO POLICY-HOLDERS THE IMPERIAL LIFE HOLDS ONE HUNDRED AND SIXTY DOLLARS OF SECURELY INVESTED ASSETS.

5

THE IMPERIAL LIFE WAS THE FIRST COMPANY IN CANADA TO PLACE ITS ENTIRE POLICY RESERVES UPON THE STRONG AND CONSERVATIVE INTEREST BASIS OF 3½ PER CENT.

HEAD OFFICE, TORONTO, CANADA.