



The "Grim Reaper"

OUT of every hundred men now 35 years of age, forty-five—almost one-half of them—will be cut down before they reach 67. That is the story of life's uncertainty the mortality tables tell. Now you would probably be content if you were certain that you would live to age 67. If you just knew—

But you *don't* know, and there is no way you *can* know, how or when the Grim Reaper will gather you in.

You do not live for yourself alone. There is a wife, a child, or someone

that really makes life worth while.

You are ever planning ahead and in all your plans is included some person besides yourself.

If you live out your natural expectations you may be able to carry out your plans. But if you are one of those who don't—What then?

Fortunately you can capitalize your remaining years at the amount you hope they would enable you to accumulate, and you can make sure that you, or someone you name, will receive every dollar of that value.

Our booklet entitled "The Creation of an Estate" tells how. Ask us to send you a copy.

THE IMPERIAL LIFE ASSURANCE

Company of Canada

HEAD OFFICE

TORONTO, CAN.

BRANCHES AND AGENTS IN ALL IMPORTANT CENTRES