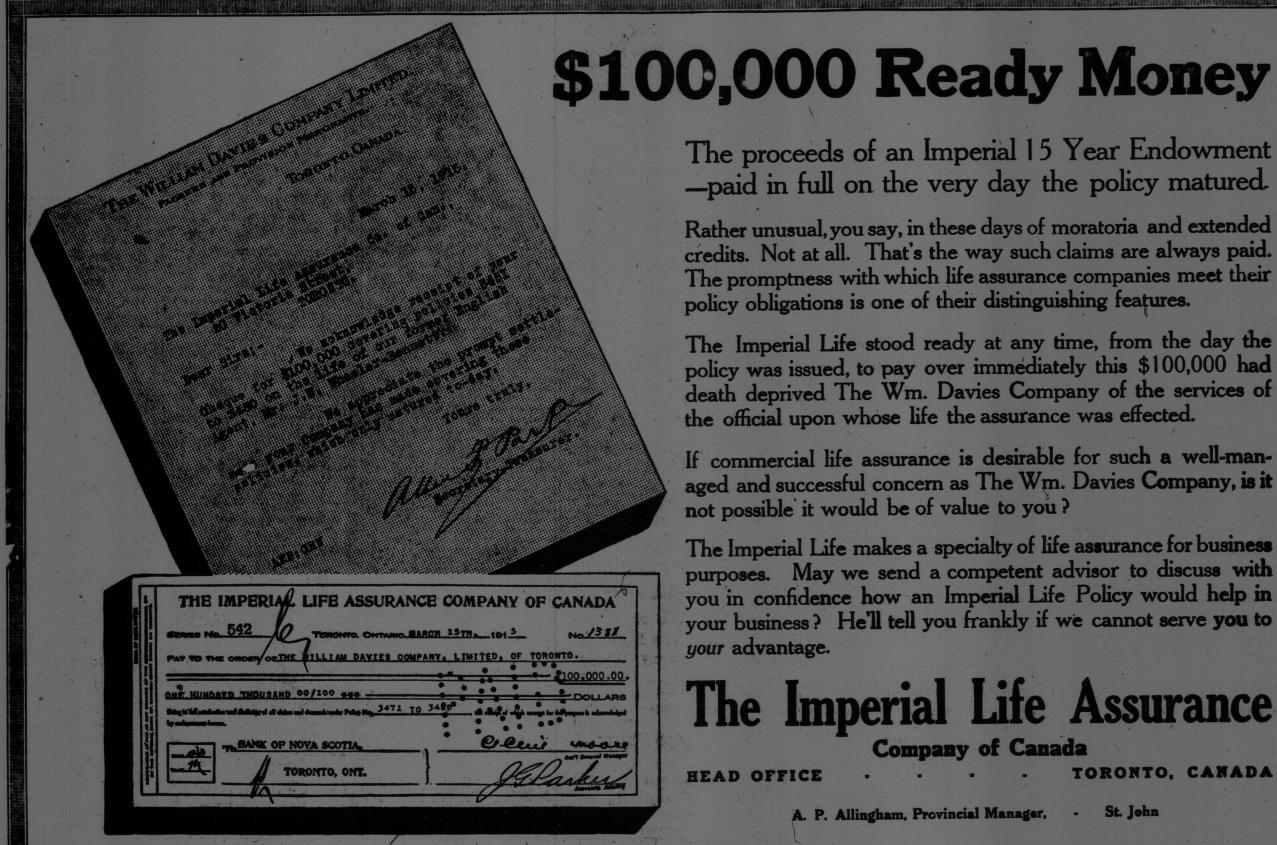
MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B. THURSDAY, APRIL 8, 1915



The proceeds of an Imperial 15 Year Endowment -paid in full on the very day the policy matured.

Rather unusual, you say, in these days of moratoria and extended credits. Not at all. That's the way such claims are always paid. The promptness with which life assurance companies meet their policy obligations is one of their distinguishing features.

The Imperial Life stood ready at any time, from the day the policy was issued, to pay over immediately this \$100,000 had death deprived The Wm. Davies Company of the services of the official upon whose life the assurance was effected.

If commercial life assurance is desirable for such a well-managed and successful concern as The Wm. Davies Company, is it not possible it would be of value to you?

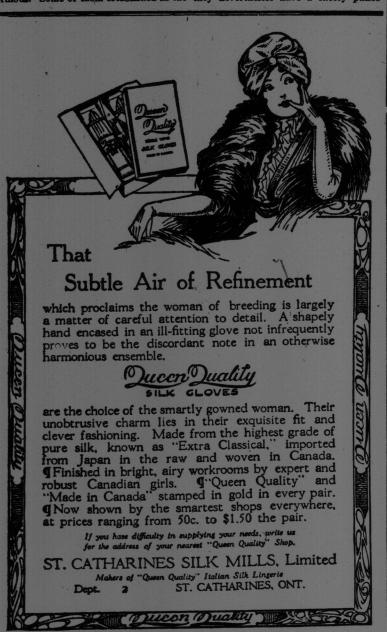
The Imperial Life makes a specialty of life assurance for business purposes. May we send a competent advisor to discuss with you in confidence how an Imperial Life Policy would help in your business? He'll tell you frankly if we cannot serve you to your advantage.

The Imperial Life Assurance

Company of Canada

. . . TORONTO, CANADA HEAD OFFICE

A. P. Allingham, Provincial Manager, - St. John



In The British Lines

Weeping The Men Fit For The Great Advance
Movement Against Tine Hordes of Huns

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