

The Imperial Life Assurance Co. of Canada.

Head Office---Toronto.

1—Its Motto: “First and paramount, absolute security to policyholders.”

2—Its Strength: Unquestioned. Annually inspected by the Dominion Government. A larger Government deposit than any other Canadian life company.

3—Its Record: Without parallel in the history of Canadian life assurance:

Dec. 31	Income.	Reserves.	Assets.	Insurance in Force.
1898	\$167,411	\$ 180,761	\$ 677,062	\$ 4,169,125
1900	294,852	597,488	1,102,092	9,226,350
1902	481,229	1,102,531	1,660,777	13,384,119
1904	696,885	1,768,706	2,404,941	17,672,050

4—Its Aim: Absolute satisfaction to every policyholder.

A Canadian Company.

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