

INSURANCE FACTS

FOR

TOTAL ABSTAINERS

That Total Abstainers are better insurance risks than Moderate Drinkers has been conclusively proved by Mr. Moore, one of England's most eminent Actuaries, in a recent exhaustive research on the subject.

The following table gives a good idea of the better showing made by abstainers over non-abstainers. The figures are compiled on the basis of 100,000 lives, beginning each decade in each class:

Ages	Number of Deaths		Excess Deaths among Moderate Drinkers	
	Total Abstainers	Moderate Drinkers	Number	Per Cent.
20-30	4,221	4,667	456	11%
30-40	4,201	7,041	2,840	68%
40-50	6,246	10,861	4,615	74%
50-60	13,056	18,524	5,468	42%
60-70	29,078	34,568	5,490	19%

The Manufacturers Life, one of Canada's strongest native Companies, and subject to the stringent supervision of the Canadian Government, whose Insurance Laws are believed to be the best in the World, offers Total Abstainers special privileges because of such facts as shown above.

Write for the booklet, "Total Abstainers vs. Moderate Drinkers."

THE MANUFACTURERS LIFE
Insurance Co.,
 Toronto - Canada