

We Want Total Abstainers

Despite all the indisputable evidences of the better quality of Total Abstainers as insurance risks, there are only four or five life companies on this continent to-day which make any pretence of offering them special benefits.

It is acknowledged that the Manufacturers Life takes the leading position amongst these companies in this respect.

With it Total Abstainers receive full credit for the profit arising from their exceptionally low mortality rate.

Special Plans and Rates are offered them.

The Manufacturers Life is, moreover, one of the strongest of our native Canadian companies.

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

**THE MANUFACTURERS LIFE
INSURANCE CO.
TORONTO, - CAN.**