

# THE TEMPERANCE AND GENERAL LIFE ASSURANCE COMPANY



OF NORTH AMERICA.

Incorporated by Special Act of the  
Parliament of Canada.

Hon. GEO. W. ROSS, }  
Minister of Education, } *President.*

Hon. S. H. BLAKE, Q.C. }  
ROBT. McLEAN, Esq } *Vice-Presidents.*

Guarantee Fund, \$100,000.

Deposited with the Dominion Government  
for Security of Policy-Holders:  
\$50,000.

Head Office,—Manning Arcade,—King st., Toronto.

This Company has been organized by prominent Temperance and Business men on the basis of **The United Kingdom Temperance and General Provident Institution of Britain**, one of the most successful of British Companies, whose experience for the last twenty years was

NEARLY THIRTY PER CENT. IN FAVOUR OF TOTAL  
ABSTAINERS

over their General Class. Their experience for the last five years shows that the profits in the Temperance Section were FIFTY PER CENT. more than in the General.

The Manager of the Whittington Life Assurance Company of England says that the death claims in six years had been 21½ PER 1,000 IN THEIR TEMPERANCE BRANCH AGAINST 50½ PER 1,000 IN THEIR GENERAL BRANCH.

The experience of **The Sceptre Life Assurance Company**, for the last ten years, shows that the deaths in their Total Abstinence Branch were MORE THAN TWENTY-FIVE PER CENT. IN FAVOUR OF THAT CLASS over Moderate Drinkers insured in the Company.

COMPETENT MEN WANTED AS AGENTS  
in unrepresented districts. Apply to

H. O'HARA, Managing Director.