

THE
TEMPERANCE AND GENERAL LIFE ASSURANCE CO.
OF NORTH AMERICA.

INCORPORATED BY SPECIAL ACT OF THE PARLIAMENT OF CANADA, 1894.

Head Office, Manning Arcade, Toronto.

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Minister of Education.

HON. J. H. BLAKE, Q.C.,

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This Company has new plans which commend themselves to all classes. A perfectly
Secure, Cheap plan for those who want protection for family
or business at the Lowest Cost. An

INSTALMENT BOND PLAN

which, while making provision in case of death, also gives a negotiable bond having a
guaranteed cash surrender value on its face, thus forming
a very desirable mercantile collateral.

See Figures on Inside Front Cover.

A SEMI-ENDOWMENT PLAN

with much lower premiums than the regular endowment, but securing **DOUBLE**
PROTECTION during its currency, and the contract sum to
the assured if living at its maturity.

Also all other desirable forms of Life Assurance.

THE ONLY CANADIAN COMPANY

Giving to Total Abstemious the benefit of their superior lives.