

IMPORTANT TO TOTAL ABSTAINERS.

FAC SIMILE OF MR. O'HARA'S LETTER.

OFFICE OF THE TEMPERANCE AND GENERAL LIFE ASSURANCE COMPANY—22-28 KING ST. W.,
Toronto Jan. 31st, 1888.

DEAR SIR,

As you are interested in the success of The Temperance and General Life Assurance Company, we desire to submit for your consideration a statement of the business for the year ending 31st of December, 1887. The number of applications for Assurance was 1050 for \$1,770,100--declined, held in abeyance, and not taken up, 83 for \$164,500, leaving 967 for \$1,605,600, with an annual premium income of \$38,289.96, this is exclusive of the business of the Company for nine months in 1886, which was \$401,000. Our business for the second year has never before been reached by any other Canadian Company in its second year, and with only one death claim for \$1,000, and that caused by an accident.

To enable you more fully to understand our success, we take from the returns of the leading Canadian Companies to the Superintendent of Insurance, the following facts concerning their new business:--The Canada Life for its 22nd year issued 881 policies for \$1,156,855; the Confederation for its 5th year issued 1005 for \$1,383,000; the Sun Life Assurance Company for its 5th year issued 324 policies for \$465,119, and for its 10th year, 573 policies for \$926,370; The Ontario Mutual for its 10th year issued 427 Policies for \$490,000; the North American Life Assurance Company for its 3rd year issued 687 policies for \$1,347,088.

On making comparisons with British Companies established on principles similar to our own, we find the business of the United Kingdom Temperance and General Provident Institution for its 15th year was \$1,339,250; the Scottish Temperance Life Assurance Company, recently established, in its 3rd year wrote \$732,228.

The unparalleled success of "The Temperance and General" must be gratifying to every friend of the Company, and as one of its friends, we would respectfully request you to make known our excellent plans to your acquaintances who are likely to insure; for this purpose we enclose two tables, one our Bond Plan, and the other our Total Abstiners' Graded Plan, which are unequalled by any other form of Assurance. We are anxious that the business of the Company for 1888 shall reach at least \$3,000,000, and we can only attain this desired end by the assistance of all our friends.

Yours very truly,

H. O'Hara
Managing Director.

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