

## HIS FACE TO THE WALL



THE man who stands with his face close to the wall must stand in his own light, and the man who refuses to be guided by reason and experience in his business transactions stands in his own light, and is sure to pay dearly for his folly. ❁ ❁

❁ The man who is guided by reason and experience, and judges impartially, is ready to admit that the best lives should have life insurance at the lowest cost, and that total abstainers are the best lives.

**The Temperance and General Life Assurance Company** is the total abstainers' Company in Canada. It has a record of more favorable mortality in its Temperance Section than has ever been experienced amongst as large a number of risks over so long a period by any other Company. No Company has had a better record in any respect in recent years; it should have the patronage of all Total Abstainers. ❁ ❁ ❁ ❁ ❁ ❁ ❁

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