Canadian Magazins Advertiser.



Many a Fool Has Laughed

at what he considered the folly of the man who has pinched himself to protect his home and dear ones through life insurance, but many a wife and many a child has had reason to bless the men who have been laughed at for making such a sacrifice. The wise man scorns the laugh of the fool and does his duty, as thousands of men have done by insuring their lives in

Che Cemperance and General Life Hssurance Company

Some men laugh at others because they are total abstainers. The T. and G. is the total abstainers' company. They should learn all about it by reading its paper and its literature.

HON. C. W. ROSS. President. H. SUTHERLAND. Managing Director. HEAD OFFICE-Globe Building, Toronto,

A Quarter Century's Growth

is the Best Proof of its Prosperity.

Mutual	YEAR 1873	INCOME \$16,435	ASSETS \$23,144	ASSURANCE IN FORCE \$70!,000
	1878	59,277	142,619	1,885,311
Life	1883	199,182	533,705	6,572,719
	1888	393,075	1,313,853	12,041,914
Head Office;	1 89 3	626,208	2,598,424	17,751,107
WATERLOO, ONT.	1898	\$923,941	\$4,136,129	\$23,703,979

With Total Assets \$206, 546.20. 1898 An increase over last year of over 41 per cent. With an Interest Income of \$6.741.07. An increase over last year of 59 per cent. A Successful Year for the With a Premium Income of \$30,298,78. An increase over last year of 159 per cent. Northern Life With New Business for the Year of \$665.950.00. An Increase over last year of 85 per cent. Assurance Co. With New Policies Issued for the Year 571. An increase over last year of 99 per cent. of Canada With Amount of Insurance in Force \$879.950.00. An increase over last year of 148 per cent. Beginning business in April, 1897, it With no Death Claims presented since the Company began business. closed its books Head Office. LONDON, ONT. Dec. 31st, 1898.