



Two Royal Leaders

The King of the British Empire and the Czar of all the Russias, in discouraging the use of alcohol during the war, do so in the full knowledge that its use impairs life.

It is well known that the use of alcohol, even in moderate quantities, not only impairs life, but shortens life. This has been proved by the experience of this Company which for many years has maintained a Department for the insurance of Total Abstainers only. This is the reason that the Company is enabled to grant special terms and rates to those who can qualify for insurance in this Department.



If you are a Total Abstainer, and wish to reap these benefits to which you are entitled, write for particulars to

The Manufacturers Life

Insurance Company

HEAD OFFICE: . . . TORONTO
KING and YONGE STREETS

Ask for a copy of "Total Abstainers vs. Moderate Drinkers." It will place you under no obligation. The Booklet is free and will interest you. A postcard to-day will do.

