

Experience
Demonstrates

THE
Fact

That Total Abstainers are Better Risks for Life Insurance
than Non-Abstainers. ❖ ❖ ❖ ❖ ❖ ❖ ❖

The Insurance News,

of Manchester, England, a leading British
authority, said editorially in its issue of
March 15th, '99, that:

"It is now beyond demonstration that total abstainers,
as a body, attain to a greater age than those who indulge
in alcoholic beverages."

**The Insurance and Finance
Chronicle,**

Our leading Canadian authority, said edi-
torially on August 4th, '99:

"The superior vitality of total abstainers is generally
admitted."

**The Secepre Life Association
of Great Britain**

Reports that it had in force, at the close of 1898, 6750
policies for £1,120,000 in its Temperance Section, and 6350
policies for £1,161,000 in its General Section (a very even
division). Its death losses during the previous fifteen
years were 56.3 per cent. of the expectation in its Temper-
ance Section, and 80.3 per cent. of the expectation in its
General Section (a good showing in its General Section, but
a very much better showing in its Temperance Section)

*All other Companies making a similar classifica-
tion of risks show similar results.*

...THE...

**Temperance and General
Life Assurance Company**

Is the Total Abstainers' Company in Canada. It has had an unparalleled mortality
record. It is the Company for the best Agents and for the best Risks. Ask for "Our
Advocate," the Company's Paper, and learn more about its advantages.

HON. G. W. ROSS, President.

H. SUTHERLAND, Man. Director.

Head Office—GLOBE BUILDING, TORONTO.