

PROSPECTUS.

THE TEMPERANCE AND GENERAL
Life * Assurance * Company
 OF NORTH AMERICA.

Incorporated by Special Act of Parliament, April 19th, 1884.

A Charter has been obtained by the following prominent business men who, by the Act, are appointed the Provisional Directors:

Hon. G. W. Ross, Minister of Education; Hon. Alex. Vidal; Hon. R. W. Scott; Hon. T. R. McInnis, Hon. S. H. Blake, Q.C.; Hon. J. W. Sifton; G. E. Foster, M.P.; John Maughan, Esq.; Henry O'Hara, Esq.; David Millar, Esq.; D. D. Hay, Esq.; Robert McLean, Esq.; Thomas Caswell, Esq.; T. W. Casey, Esq.; J. W. Manning, Esq.; E. M. Morphy, Esq.; R. McPhail, Esq.; Robert Houghan, Esq.; Thos. W. Campbell, Esq.; I. H. Flagg, Esq.

A large majority of the Provisional Directors are total abstainers from the use of intoxicating liquors, holding prominent positions in connection with the Dominion Alliance and other Temperance organizations.

They propose forming a company similar to the "United Kingdom Temperance and General Provident Institution," of Great Britain, established in 1840, which is one of the most prosperous British Life Companies. The mortality of total abstainers in this Company, for the last seventeen years, was thirty per cent. less than that of the "general" class insured by the Company, notwithstanding the great care exercised in the selection of risks in this class. These facts show beyond doubt that there is an opening in this country for a company that will do justice to total abstainers. There is no doubt that the Guarantee Stock of this Company will prove a good investment. No stocks in this country have proved as safe and profitable investment as those in Life Assurance Companies. It is the intention of the Directors to distribute this Stock as much as possible throughout the Dominion. Persons wishing to obtain this Stock will require to make application at once to

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The patronage of temperance men particularly requested.

Reference.—Sir W. P. Howland, K.C.B.
 " J. G. Macdonald, Mgr. Lodon & Canadian Loan and Agency Co.

"THE CITIZEN" PUBLISHING COMPANY, Limited.

Capital, \$10,000, in 1,000 shares of \$10 each; payable 10 per cent. on allotment, and 5 per cent. per month.

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President, **JOSEPH TAIT.**
 Vice-President, **THOS. BENCOUCH.** Manager, **F. S. SPENCE.**
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OFFICE, - 8 KING STREET EAST, - TORONTO.

IT IS PROPOSED TO ESTABLISH A TEMPERANCE PUBLICATION HOUSE OR BOOK ROOM

for the supply of Temperance and Prohibition Literature of every kind, and we invite the co-operation of all temperance men and women. We invite applications for shares in the Stock of the Company from every part of the Dominion, as it is desired to make the undertaking thoroughly representative.

Applications by mail may be made to

F. S. SPENCE, Manager, 8 King St. East, Toronto.

Who will send full prospectuses etc., to any address.