

The Mass of Information

Gained from a careful study of the experience of all Companies that carefully classify their risks, so that those who are total abstainers remain in a distinct and separate class from those that are not total abstainers, proves conclusively that the former are much better risks for life insurance than the latter, and for that reason should either have lower premiums charged them, or should have larger profits returned them in future. The Company that will return the largest profits in future is the Company that experiences the lowest death rate, invests its funds most judiciously, and manages its business most economically. These conditions are being fulfilled by

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which offers the greatest inducements to total abstainers in Canada that can be offered them. It is their Company because they are the best risks, and its aim has been and is to be "The Best Company for the Best Risks." Every reader of temperance literature, and every advocate of temperance principles should read this Company's paper, and advocate its claims to support.

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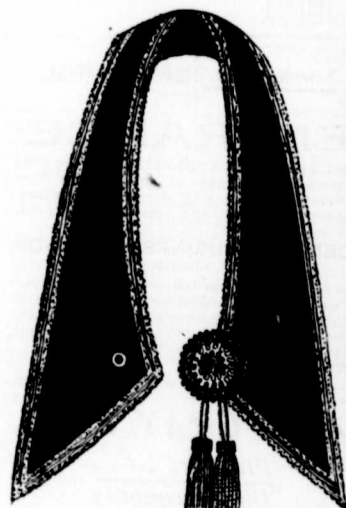
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