

INSURANCE FACTS

FOR

TOTAL ABSTAINERS

It has been in dispute for a century past whether Total Abstainers live longer on the average than Non-Abstainers.

It has remained for the statistics collected by the Life Insurance Companies to furnish facts positively proving it to be the case. These statistics embrace many thousand individuals, so that the conclusions obtained have been the results of comparisons made between large groups of each class, each group being as nearly as possible of the same number, average age and social condition.

The Manufacturers Life, one of Canada's strongest native companies, therefore, takes the fair and just stand when it offers Total Abstainers a separate classification and thus gives them special privileges when taking insurance.

Write for its Booklet, "Total Abstainers vs. Moderate Drinkers."

THE MANUFACTURERS LIFE

Insurance Co.,

Toronto - Canada