



WHY
SHOULD

Total Abstainers

PAY for the Larger Death Rate necessarily entailed on them by being classed with MODERATE DRINKERS in Life Assurance? _____

THEY SHOULD NOT,
BUT THEY DO!

Avoid this error in the future by insuring in

The Temperance and General Life Assurance Co.

THIS COMPANY PLACES

TOTAL ABSTAINERS

In a SEPARATE CLASS, thus Guaranteeing to them the

LARGER PROFITS PRODUCED BY THEIR **SUPERIOR LONGEVITY.**

“Economy and Safety”

IS ITS MOTTO.

All Sound Plans of Life Insurance Issued.

HON. GEO. W. ROSS,
President.

H. O'HARA,
Managing-Director.

Head Office, 22 to 28 King Street West, Toronto.