

**"IT IS THE SAFEST AND FAIREST POLICY I HAVE
EVER SEEN,"**

Was the remark made by a prominent representative of one of the
largest and best American Life Assurance Companies, when he had
carefully examined

THE ORDINARY LIFE POLICY OF
THE TEMPERANCE AND GENERAL
Life Assurance Company

This is the only policy offered to the Canadian public that can
neither lapse nor expire as to its paid-up value till death ensues, after
three annual premiums have been paid on it.



We have the best Plans and Policies in existence.
Risks Properly Classified.
Abstainers and Non-Abstainers.



According to the Actuaries' Report :

The death claims in the General Section of the United Kingdom
Temperance and General Provident Institution in 1889 were
\$350,250 against \$447,240 the table expectation, or 78 per cent, of
actual to expected claims. In the Temperance Section the actual
death claims were \$219,370, against \$379,580 expected, or 57 per
cent.—*Insurance and Finance Chronicle, July 1st, '90.*

That is, mortality in the Temperance Section was
37 per cent. more favourable than in the General
Section, although comparatively small in that section.

Temperance men should insure in the **Temperance and General
Life Assurance Company**, and get the full benefit of the much
lower mortality that always and everywhere occurs amongst total
abstainers.

PRESIDENT,

HON. G. W. ROSS, LL.D , Minister of Education.

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HON. S. H. BLAKE, Q.C.

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