

When Men Realize

that there is a very marked difference between the mortality
experience of well-selected lives who are total abstainers
and a similar class of lives many of whom are not
abstainers, those who are

Abstainers will Realize

the advantage that must accrue to them by being classed with
total abstainers for their life insurance.

The Temperance and General Life

gives total abstainers distinctly lower rates than non-abstainers,
or otherwise separate classification for profits.

All Total Abstainers owe it to themselves and to the
cause they represent to give the T. and G. their consideration.

Future Results depend on future mortality and future
good management. No company has a better record than the
T. and G. for favorable mortality, judicious investment of funds,
and economical and progressive management.

HON. G. W. ROSS,
President.

W. SUTHERLAND,
Managing Director.

HEAD OFFICE:
Globe Building, Toronto.