

# We Hold Strongly

to the opinion that total abstainers should have their life insurance for a less cost than non-abstainers, and our opinion is justified by the experience of all companies that have maintained rigidly, as we do, a separate classification of their risks. This justifies us in offering total abstainers their insurance at a lower cost than any other company, and makes this Company the COMPANY FOR TOTAL ABSTAINERS IN CANADA. Our plans and policies meet their requirements fully and on the most favorable terms that can possibly be secured.

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HON. G. W. ROSS,

PRESIDENT

H. SUTHERLAND,

MAN. DIRECTOR

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