

VERY IMPORTANT
—TO—
TOTAL ABSTAINERS

REASONS WHY THEY, ESPECIALLY, SHOULD
INSURE IN

The Temperance and General
= LIFE =
Assurance Company

- 1st.—Because it is the only Company in Canada that offers GENUINE Life Assurance to abstainers from intoxicants; it gives them the benefit of their superior longevity, by keeping them in a separate class, thus avoiding the heavier death rate amongst those who use liquor as a beverage. The experience of the "United Kingdom Temperance and General Provident Institution of Great Britain," which is one of the most successful of British Companies, and does its business on the above principle, shows that FIFTY PER CENT. more profit accrues in the TEMPERANCE than in the General Branch.
- 2d.—The Company is carefully and economically managed.
- 3d.—IT IS PERFECTLY SAFE, having made the regular deposit with the Dominion Government, and having a Guarantee Fund of \$100,000.00 for the protection of its policy-holders.
- 4th.—Its rates are low, risks carefully selected, policy contract clear, simple and definite.
- 5th.—Its plans are such as to suit everyone. THE "INSTALMENT BOND" is a *splendid* investment, while the Graduated Premium Plan furnishes straight protection insurance at the least possible outlay.

Send for or call and get information
at Head Office

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