



The Longevity of Total Abstainers

over Moderate Drinkers is proven by our statistics which cover a period of almost thirty years and embrace many thousand lives. Space will not permit a record of each year, but our experience in 1915 was but a repetition of previous years, the actual death loss in our Abstainers' Section being 42% of the expected, as compared with 66% in the General Section. Our little booklet "Total Abstainers vs. Moderate Drinkers" contains a history of the favorable experience of our Company. Copy will be gladly mailed upon request. Why not ascertain the special advantages we have to offer you, if you are an abstainer, before placing your insurance? Write us to-day for further particulars.

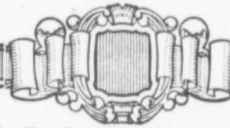


The Manufacturers Life

Insurance Company

HEAD OFFICE, . TORONTO

| | |
|-----------------------|-----------------|
| Insurance in Force, . | \$83,746,172.00 |
| Assets, | 20,744,678.34 |



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