THE EQUITABLE

LIFE ASSURANCE SOCIETY OF THE UNITED STATES,

120 BROADWAY, NEW YORK. - 0-

10,000,000 46,189,096 New Assurance in 1881 (The largest business in the world)... Cash Surplus Outstanding Assurance
Total amount paid policyholders since the organization of 200,679,019 the Society..... 61,912,031

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The policies written by THE EQUITABLE are short, simple and easily understood. They become INCONTESTABLE after three years from their issue, and such incontestable policies are payable immediately upon receipt, at the Society's office in New York of satisfactory proofs of death, and without the usual delay of sixty or ninety

The Society has not a single contested claim on its books.

In Canada the Equitable Life Assurance Society paid last year, for death claims, \$80,385. It olso paid to policy holders in Canada, \$7,200 for matured endowments, and \$15,717 in dividends or bonuses.

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 Investments in Sanada for protection of Canadian Policy

holders (chiefly with Covernment) exceed \$600,000. Every description of property insured at moderate rates of premium. Life Assurances granted in all the most approved forms.

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THE

MUTUAL

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INCORPORATED IN 1848.

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This is the only Company that issues Policies giving the benefits of the Maine non-forfeiture law, and specifying in definite terms by its Policy Contract, that there can be no forfeiture of the insurance by non-Policy Contract, that there can be no forfeiture of the insurance by non-payment of premium after three annual premiums have been paid, until the value provided for is exhausted in extended insurance, and every policy issued, states in plain figures, the extended insurance and cash value as the case may be (after the third year), according to the number of full annual premiums paid. NOT MERELY ESTIMATES BUT ACTUALLY GUARANTEED and after being in force THREE FULL YEARS the policy BECOMES INCONTESTABLE. Matured policy are negative of activations. are payable at once without rebate of interest on receipt of satisfactory proofs of death, together with a valid discharge from proper parties in interest, the Company waving the usual delay of ninety days required by most Companies.

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LIFE ASSURANCE COMPANY.

HEAD OFFICE, HAMILTON Ont.

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