

THE EQUITABLE Life Assurance Society, OF THE UNITED STATES.

CASH ASSETS,	- - - - -	\$24,000,000
CASH INCOME,	- - - - -	10,000,000
SURPLUS (beyond what is required for Reserve), over		2,500,000

NEW BUSINESS, Sum Assured 1873, - - \$53,500,000

PURELY MUTUAL—ALL CASH—ANNUAL DIVIDENDS.

Dividends paid at the end of the FIRST and Every Succeeding Year.

POLICIES NON-FORFEITABLE.

The Society will give a cash value, or its equivalent in a paid-up policy, and thus make policies non-forfeitable as follows:

Life and Endowment Policies, the premiums on which are payable during a stipulated period longer than Ten Years, after THREE annual premiums have been paid.

All Five and Ten payment policies, whether Life or Endowment, after Two annual premiums have been paid, for as many Fifths or Tenths respectively as there shall have been payments made for full yearly premiums.

The Equitable has become the Leading Company of the World.

Attention is particularly called to the new method of insuring lives originated by the Equitable, combining greater advantages than have heretofore been presented to the public for making Life Insurance a Remunerative Investment,

Entitled THE TONTINE SAVINGS FUND POLICY.

ART 1. It has been urged, as an objection against Life Assurance, that it is more profitable in the case of those dying early than of those dying in old age.

ART 2. It has been further objected that the money invested in Life Assurance could not at any time be withdrawn and the transaction terminated, except with serious loss.

To remove even the slightest ground for such objections, The Equitable Life Assurance Society introduces, for the first time, the Tontine Savings Fund Policy, the principle of which will be applied to new policies upon any plan of Insurance heretofore offered by the Equitable, without increase in rates of premium. For examples see pamphlets on Tontine Plan issued by the Society.

R. W. GALE,

Manager for the Dominion of Canada and British Provinces of North America.

HEAD OFFICE—198 St. James Street, Montreal, Canada,

Adjoining Molsons Bank.

Good Reliable Agents wanted where the Society is now unrepresented in Canada.

**Lady's Carved Dining Chairs, in Walnut and Oak, at
C. E. PARISEAU'S, Notre Dame Street.**