# THE TORONTO SUNDAY WORLD: DECEMBER 1.1895 

## THE BEST OF ALL

## IN ALL THINGS AT ALL TIMES.

There are many GOOD life insurance companies, but among them alf there mu'st be one BEST. THE BEST is THE EQUITABLE. If you wish to know why, send for: 1, the report of the Superintendent of Insurance for the State of New York on the examination in 1894. Then you will for actual results of maturing policies; 3 , for statement of death claims paid in 1894.1 , $k$, its great
know the three great reasons of The Equitable's supremacy: 1st, its financial stability; 2 d, profits and advantages to living policy-holders; 3rd, the promptness of lits payments and liberality of its settlements.

## THE EQUITABLE LIFE ASSURANCE SOCIETY

GEORGE BROUGHALL, General Manager,
Corner King and Yonge, TORONTO.
ASSETS, \$185,044,310.
SURPLUS, $\$ 37,481,060$.
 EQUITABLE. $\$ 804.147,562$ Jas. w. alexanie wis

OF THE UNITED STATES.




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