THE EQUITABL

LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

120 BROADWAY, NEW YORK. - 0-

Assets... \$48,000,000 Cash Surplus ... 10.000.000 New Assurance in 1881 (The largest business in the world)... Outstanding Assurance 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 days.

days.

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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LIABILITY OF SHAREHOLDERS UNLIMITED.

 CAPITAL,
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 FUNDS INVESTED,
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 ANNUAL INCOME, upwards of
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Investments in Canada for protection of Canadian Policy holders (chiefly with Government), exceed \$600,000.

Every description of property insured at moderate rates of premium.

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LIFE ASSURANCE COMPANY.

HEAD OFFICE, HAMILTON, Ont.

Capital Subscribed,
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\$700.000

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