

THE EQUITABLE

Life Assurance Society of the United States,

120 BROADWAY, - NEW YORK.

Preliminary Statement of Business, Jan. 1, 1883.

TOTAL ASSETS, over	\$48,000,000
TOTAL INCOME, over	11,800,000
SURPLUS OVER LIABILITIES.	10,600,000

The amount of new business transacted during the past year, \$62,260,000, exceeds the largest business ever done by any other Company in one year.

THE SOCIETY in 1878 wrote \$21,440,213 Insurance; in 1879, \$26,502,541; in 1880, \$35,170,805; in 1881, \$46,189,096; **in 1882, \$62,250,000.**

The reasons for the increased patronage received by the Society during the past five years are

1st. The fact that the percentage and amount of its surplus over its liabilities according to the State Insurance Reports (four per cent. valuation), are larger than in any other one of the five largest life insurance companies.

2nd. The percentage of dividends earned for policy-holders, according to the same Reports, is now, and has been for the last five years, greater than in any other one of these companies.

3rd. The Society issues a plain and simple contract of insurance, free from burdensome conditions and technicalities, **INCONTESTABLE AFTER THREE YEARS.**

4th. In the event of death, a policy which has become incontestable is paid immediately upon the receipt of the proofs of death with a legal release of the claim, *thus affording pecuniary relief to the family as quickly as if the amount of the policy were in a Government bond*, and avoiding the annoying delay of weeks and months, and sometimes years of vexatious litigation, which many have experienced in other companies.

5th. The Society has no contested claims on its books.

6th. The popularity of the Society's tontine system of insurance,—which provides full insurance in case of death, and gives the greatest return for the money paid by the policy-holder if he lives, with more advantageous options to meet an insurer's need at the end of the term, than any other form of policy ever devised.

Life Assurance furnishes the only method by which a capital can be *instantly* created upon the deposit of a small sum, and the subsequent payment of moderate annual instalments.

The uninterrupted progress of the Society during the last twenty-three years gives the public the best possible guarantee that a *present* investment with the Equitable will prove of more value than with any other company.

A Policy in the Equitable Life Assurance Society is better than a Government Bond.

R. W. GALE,

Gen'l Manager, Montreal.

G. W. VAN SLYKE,

Inspector, London, Ont.