## WHY?

are policies of the Equitable Life Assurance Society to be preferred to those of ANY other company?

BECAUSE Equitable policies are to the intending assurer what Government Bonds are to the investor.

BECAUSE the Equitable is the strongest life company in the world, having over \$61,000,000 of Surplus, and

**BECAUSE** Surplus not only means financial strength, but it is also the fund from which dividends to policy holders are paid.

BECAUSE Dividends to policy holders must be earned before they are paid, and during the last ten years the Equitable's Surplus Earnings have been larger than those of any other company.

during the past seven years the Equitable has paid each year more than \$2,000,000 in dividends to its policy holders each year, and for the last two years, it has paid more than \$3,000,000 each year. NO OTHER company can point to such a record.

BECAUSE the policies of the Equitable are paid more promptly than those of ANY OTHER company.

BECAUSE while there are many good strong companies, the Equitable is the strongest of them all.

AND THEREFORE BECAUSE a man or woman assuring in the Equitable secures a contract... backed by the company which is the strongest in the world; which earns greater profits; and which pays its policies more promptly than any other company.

## The Equitable Life Assurance Society

OF THE UNITED STATES.

C. H. PORTER, Manager.

Queen Building, - - - Halifax, N. S.