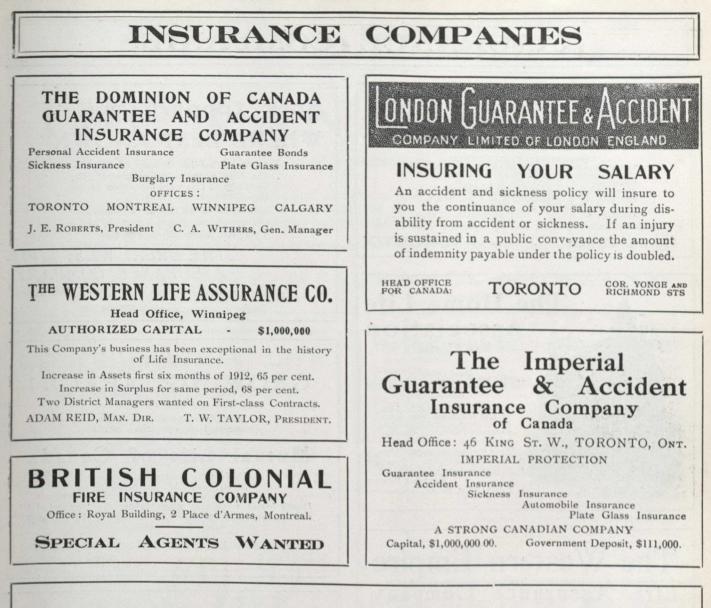
September 7, 1912.



'EQUITABLE' ADVANTAGES

Some of the Good Things Enjoyed by Equitable Representatives

The backing of one of the largest and strongest A Company whose policyholders include the world's financial institutions in the world.

- A Participating Company.
- A Prompt Paying Company. Of the 5,089 domestic death claims paid by the Equitable during 1911, 5,035 or nearly 99% were paid within one day after receipt of "Proofs of Death.'
- A Company whose policies are standard contracts. drawn to conform to the insurance laws of New York and other States.
- A Company issuing every desirable form of insurance, including Corporation Insurance, Income Insurance, Employee Insurance, Home Purchase Insurance, Joint Life Insurance, and a large variety of Annuities.
- A Company sufficiently large and strong to insure applicants for large amounts under a single policy.

- Captains of Industry whose identification with the Equitable is in itself an endorsement.
- A Company which insures women at the same premium rate as men.
- A Company whose canvasing documents are comprehensive, adequate and attractive.
- A Company engaged in a broad "conservation of life" movement-aiming to lengthen the lives of its policyholders as well as insuring them.
- A Company that has withstood every conceivable test-wars, financial panics, epidemics, and lastly, a great fire.
- The Society has openings in practically every State for energetic agents of character and ability-Address:

GEORGE T. WILSON, Second Vice-President.

The Equitable Life Assurance Society of the United States 165 BROADWAY NEW YORK