

Protection That Protects.

Absolute Security is the consideration in any financial contract—especially where it extends into the future. There are other things to be considered, but the first—and greatest—is security.

Why do Government Bonds, yielding only 3 per cent. sell at a premium above par, while many municipal and other Bonds yielding 6 per cent. sell even *below* par? **SECURITY.** Why is it easy to borrow money at 4 and 4½ per cent. on centrally located city property, while owners of suburban property find it difficult to borrow even at 6 and 7 per cent. interest? **SECURITY.**

And financial strength is of far greater importance in Life Assurance than in any other business because of the duration of life assurance contracts, and because on such a contract the whole future of your family may depend.

The Equitable Life Assurance Society has the greatest financial strength of any life company in the world. It has over sixty million dollars of surplus over all liabilities, and is the "**strongest in the world.**" Its contracts are to the assurer what Government Bonds are to the investor.