

ABSOLUTE SECURITY

is the consideration in ANY financial contract, especially when the contract may run for twenty years—or more (into the future). There are other things to be considered, but the first—and greatest—is SECURITY.

This security, rigidly demanded in any ordinary financial transaction, should be still more rigorously insisted upon in a contract of life assurance, on which the whole future of your family may depend.

What questions would you ask about a bank, a business, or any enterprise in which you think of investing? (1) What is its financial strength? (2) What are its surplus earnings? (3) What dividends does it pay? Carry the same business sagacity into life assurance and the Equitable will answer your questions as follows:

1. FINANCIAL STRENGTH.

The Equitable is the strongest life company in the world. Its surplus is larger by many millions than that of any other company. And surplus not only means strength, but is also the fund from which dividends to policy holders are paid.

2. SURPLUS EARNINGS.

During the past twenty years the Equitable's surplus earnings have been larger than those of any other company. And dividends to policy holders cannot legitimately be paid until they are earned.

3. DIVIDENDS PAID.

Since 1890 the Equitable has paid a larger amount in dividends to policy holders than any other company. Moreover, during the past seven years the Equitable has paid each year, in dividends to policy holders, more than \$2,000,000. No other company can point to such a record.

During the forty years of the Equitable's history it has achieved results which have not only never been paralleled, but HAVE NEVER BEEN APPROACHED by any other company during a similar period.

Equitable Policies are to the assurer what Government Bonds are to the investor—the safest that can be obtained. Yet they cost no more than any other GOOD assurance. Here is the actual result of an investment in an Equitable Policy:

The Largest Endowment Ever Paid.

Fifteen years ago Mr. Geo. Gooderham, of Toronto, took out 15-Year Endowment Policy No. 289,421 for \$100,000 in the Equitable Life Assurance Society, paying an annual premium of \$8,382. Now his policy has matured and shows the following results:

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|-----------------------|-----------|
| 1. Cash, | \$150,847 |
| 2. Paid-up Assurance, | 210,000 |
| 3. Annuity for Life, | 20,320 |

At the same time Mr. Gooderham took out a policy of the same kind for the same amount and with the same premium in another company; the cash return on which was \$15,000 less than on the Equitable policy.

Here is what Mr. Gooderham says of his results:

"I have always been a strong advocate of Endowment Insurance, and about the time I took your policy for \$100,000 I placed \$400,000 of Endowment policies on my life in eight different companies. Of this amount \$310,000 has already matured. I have lived to see the result and to know what it means. These results realized by the Equitable are larger and more satisfactory than any results ever realized by me on any of my policies which have matured to date. I may say that they are quite satisfactory, and that no company has ever done so well for me."

If you would like to know what the result of an endowment would have been in your own case, send your age and the amount on which you would like to receive figures.

POLICIES ISSUED FROM \$1,000 TO \$200,000.

The Equitable Life Assurance Society

OF THE UNITED STATES.

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