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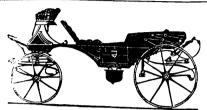
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LIFE

Assurance Society,

NEW YORK.

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In reviewing the business of Life Insurance since the financial panic of 1873, which unsettled credit and business throughout the United States and tested the solvency of the strongest organizations, the condition of the Equitable must be a source of congratulation to all interested.

On January 1, 1877, the Society held in available Assets, \$31,734,934.41, and had a surplus, over and above all Liabilities, of \$5,503,793.41, a net gain since 1873 in Assets of \$8,856,515.56, and in Surplus of \$2,633,810.54; and this, too, after paying to Policy-holders for the years '74 75, and 76, \$15,321,841.42 cash. We may add that since the beginning of the year there has been, as heretofore, a steady and healthy growth: to-day (November I) the Society's Assets may be safely stated at

\$33,000,000, and the Surplus at \$6,000,000,

with an Annual Income of about \$10,000,000.

Such results during such a period, should satisfy the most incredulous mind of the strength and resources of the Equitable.

Widespread epidemics; financial crashes; sudden or existing shrinkage in value of securities; wars and political disturbances, have been and may be-but unless the Equitable is overtaken by some catastrophe, such as human experience has not known since Life Insurance has had an existence, the Society, with the same careful management, will stand every shock. It may be said, indeed, to have provided for contingencies which will never arise, and to have entrenched itself behind bulwarks which are impregnable.

The reports of the recent examination of the Society clearly analyze its past and present condition.

Persons wishing to effect insurance should examine the Society's various plans before insuring elsewhere.

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