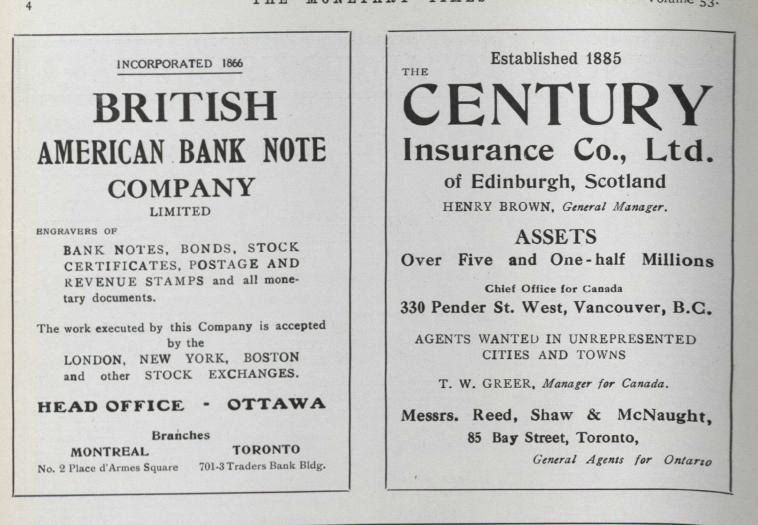
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THE

Equity-Value Accident Policy

backed by our national advertising campaign in the leading magazines and weeklies, is creating a demand for itself. This policy is based on a new principle in Accident Insurance—

It has none of the "frills" of the old policy-

No "promises" based on remote chance.

But-

It does give more insurance-

To the average man-

For the everyday accidents-

And has better selling features than you ever saw in one policy before.

It is destined to make the biggest hit with the public of any policy ever offered. If you want to "tie to" this combination—unequalled policy plus wide, resultful advertising—write us today for agency proposition for your city. Please mention this paper.



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