

The Largest

ENDOWMENT EVER PAID.

Fifteen years ago Mr. George 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:

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 satis-"
 "factory than any result 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."

Strongest in the World

The **EQUITABLE**

Life Assurance Society of the United States.

Energetic men of character who desire to
 represent the Society address

H. D. NEELY, Manager for Nebraska,

WM. HENRY BROWN, Cashier.

206 and 208 Bee Building, OMAHA, NEB.