

# 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.