

The following letter from John J. Roche,
Secretary of Omaha Cattle Loan Co.

South Omaha, Neb., June 8, 1903.

MR. H. D. NEELY, Manager,
Equitable Life Assurance Society,
Omaha, Nebraska.

Dear Sir:—I am this morning in receipt of your check in the sum of four thousand six hundred and seventy-six dollars and seventy cents (\$4,676.70), being the cash value of my Five Thousand Dollar Limited Payment Life Policy which you wrote for me twenty years ago. Let me tell you this is a great result; my dividend exceeds 53 per cent of the total premiums paid.

It has been my pleasure to have you write me, since this policy was taken, three other policies in the Equitable, and to show my further faith in the Equitable and you as its representative, and because I want the goods, I give you herewith my order for an additional \$10,000 contract, Continuous Instalment, which will provide an annual payment to my daughter of \$500, so long as she may live.

Yours truly, JOHN J. ROCHE.



T. J. Foley, President of Peru Plow and Implement Co., Council Bluffs, writes:

Council Bluffs, Ia., Aug. 15, 1903.

MR. H. D. NEELY, Manager,
Equitable Life Assurance Co.,
Omaha, Nebraska.

Dear Sir:—To experience the pleasure of LIFE INSURANCE the living must wait for the maturity of a Tontine policy. Recently I enjoyed this privilege in the Equitable by acceptance at the allotted time of a sum greater than I paid in premiums on a policy of \$5,000.00 Ordinary Life, 25 year payment.

The greatest benefactor and friend is the life Insurance Agent who writes you for five times more than you think you want; in after years you will bless him for it. My belief in life insurance is so strong that I will give you the opportunity of insuring me for an additional \$10,000.00.

Very truly yours, T. J. FOLEY.

JAMES W. ALEXANDER,
President.

HENRY B. HYDE,
Founder.

JAMES H. HYDE,
Vice President.

The Equitable Life Assurance Society

IS THE YOUNGEST OF THE GREAT COMPANIES. NEVERTHELESS, DURING ITS COMPARATIVELY BRIEF HISTORY OF 43 YEARS, IT HAS ESTABLISHED A RECORD UNPARALLELED IN THE HISTORY OF LIFE ASSURANCE

Assets, Jan. 1, 1903, \$359,395,537.72

Surplus \$75,127,496.77

EVERY MAN OF ABILITY, FORCE, ENERGY AND HONESTY CAN EARN LARGE INCOMES AND ACCUMULATE A COMPETENCY BY ENGAGING IN THIS BUSINESS WITH THE EQUITABLE.

APPLY TO

H. D. NEELY, Manager.

Merchants Nat. Bank Bldg., Omaha, Neb.

"Strongest
in
the
World"



Sight Drafts
at
Maturity

"Strongest
in
the
World"



Sight Drafts
at
Maturity

The following is from Mr. J. H. Parrotte,
Real Estate Broker:

Omaha, Neb., January 6, 1903.

H. D. NEELY, Manager,
Equitable Life Assurance Society,
Omaha, Nebraska.

Dear Sir:—I have before me the statement as to the results attained under my policy No. 338,253 in the Equitable Life, and I desire to congratulate your society on the magnificent results attained, and you on being its representative for the State of Nebraska.

I took this policy December 14th, 1886, on the Ordinary Life plan, with an annual premium of \$349.19 for \$5,000.

I am now offered \$4,533.20 in cash for the surrender of the policy; or I can withdraw in cash the accumulated dividend, \$3,353.30 (over 5 per cent of the premiums I have paid) and continue the policy at the same annual premium, less future annual dividends.

I regard this as a practical and conclusive vindication of your claim that the deferred dividend plan of insurance is the best.

On the same date I took out a policy for a like amount in another most excellent company, but not on the deferred dividend plan, contrary to the advice of your then representative, but on the advice of agent of said company, who assured me that it would prove the best. It was cheaper at that time but the result proves that it was a long way the most expensive, for I have still a premium in that company to pay, much larger than my premium in the Equitable and if I quit now I can get nothing; and in order to reap any benefit from this policy I must pay till I die, which is a burdensome condition.

I have decided, after mature deliberation, not to take either of the above mentioned options but rather to apply the dividends to the payment of the premium due 1901, and with the balance purchase an annuity for life of \$364.55. By this means I will have a full participating policy for \$5,000, on which I will have no further premiums to pay, but which guarantees me a minimum income of \$15.55 a year which will be increased by future annual dividends.

Such a result need only be stated to be appreciated. Wishing you abundant success in your efforts to increase the number of Equitable policy holders, I remain, with great satisfaction,

Yours very truly, J. H. PARROTTE.



Miss Gertrude Goodrich, of Omaha,
Has This to Say:

Omaha, May 24, 1902.

MR. GEO. M. COOPER, General Agent,
Equitable Life Assurance Society,
Omaha, Nebraska.

Dear Sir:—I am in receipt of the check of the Equitable Life Assurance Society for \$250, in payment of the first instalment due under Continuous Instalment Policy No. 1,114,448, which was issued on the life of my father, Dell H. Goodrich, April 3, 1902, and made payable to me.

I also beg to acknowledge receipt of the Annuity Bond, which provides an annual income of \$250 for me so long as I may live.

One of the great advantages of this Annuity Bond, however, is that it provides that the Society shall pay the annuity for not less than twenty years, and in the event of my decease before the twenty payments have been made, the remaining payments will be made to my heirs.

I am sincerely grateful to you for your kindness to my father in making it possible for him to make this provision for me, and I desire to thank you for the Society's promptness in settling with me, as my claim was only presented to you May 19th.

My father held several policies in different companies, and while the policy in the Equitable was the last taken, still it is the first paid.

Yours truly, GERTRUDE GOODRICH.