
"Strongest in the World"
Nothing succeeds like success
The following letter is evidence of the fact that an endow. ment policy in the Equitable makes money for you and at the same time protects your family. Take it out with the Equitable and a load of worry will be lifted from your shoulders and you will have confidence in the future that nothing else can impart.

| Mr. H. D. Neeley, Manager, Omaha, Nebraska. <br> Dear str:-1 was very glad to find that my policy in <br> the Equitable was indeed a "Sight draft at maturity." November 19, 1883, I took a twenty year Tontine policy; November 19, 1903, I presented it at your office for its cash value, which was immediately paid. <br> You offered to allow me to continue policy at old rate and withdraw accumulated dividends, which exceeded 51 per cent of the premiums I had paid, but I selected to take its cash value. <br> However, as I did not want to diminish the amount of insurance I carried or be without an Equitable policy in my safe, I gave you my application for a policy in an amount equal to the one canceled. This is the best evidence of my entire satisfaction with the splendid results attained by the Equitable. Yours very truly, |
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our customers our best priends
The Equitable Life Assurance Society (2) H. D. NEELEY, MANAGER.
Merchants National Bank Bldg., Omaha.



For Thanksgiving Day Wear.
Medium or heavy weight, overcoaty, fine as can be made.

Our stock is complete, and comprises all the newest styles and fabrics.

The most popular is the long swagger, Chesterfield and Paletot, in oxfords,
$\$ 12.50, \$ 15.00, \$ 18.00$, $\$ 20.00 . \$ 25.00$ and $\$ 30.00$.

