

# EQUITABLE LIFE

## LIFE INSURANCE

### THE EQUITABLE

IS THE  
STRONGEST AND BEST  
COMPANY IN THE WORLD

ITS STATEMENT FOR THE YEAR ENDING DEC.  
1896 SHOWS:

Assets,	\$216,773,947.35
Surplus to Policy Holders,	42,277,179.12
Outstanding Assurance,	915,102,070.00
Income in 1896,	45,011,052.38
Paid Policy Holders in 1896,	21,937,439.43
New Insurance Written in 1896,	127,694,004.00

THE **EQUITABLE'S**  
NEW CASH GUARANTEE POLICY  
HAS A LOAN, CASH OR PAID UP VALUE

FULL PARTICULARS CHEERFULLY GIVEN BY

**J. A. STROUD, Gen'l Agent,**

Macdonough Building,

Oakland, Cal.

Rooms 53 and 54.  
TELEPHONE 975 BLUE.

THE EQUITABLE SURPLUS HAS THE LARGEST SURPLUS OF ANY COMPANY IN THE WORLD. SURPLUS IS STRENGTH

WHO CARRIES THE RISK ON YOUR LIFE YOUR WIFE AND CHILDREN IF YOU ARE NOT INSURED?

# EQUITABLE LIFE