

| Dr. Anthony G. Baker Dies of Pneumonia |  |
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| Troles Injuries Fatal |  |
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Thin Model Cigarette Cases

S. Kind \& Sons, 1110 Chestnut St.

## THE EQUITABLE

By the thrift of the people the Nation is strength ened. The most effective teacher of thrift is life insurance.
The Equitable's Outstanding Insurance now aggregates $\$_{1,754,868,908}$. The New Insurance paid for in 1917 amounted to $\$ 251,344,000$, an increase of $\$ 41,637,000$ over 1916, and the largest single year's business in the history of the Society Its payments to policyholders in 1917 totaled \$62,831,172

The following items are from the 58th Annual Statement, which will be furnished on reques

| Assets, December 31, 1917. |  | \$576.837.343 |
| :---: | :---: | :---: |
| Insurance Reserve.... | \$471,914,234 |  |
| Other Liabilities. Olus Reserves: | 13.620,304 | \$485,534,538 |
| For Distribution to Policyholders in 1918 | \$ 16.065.192 |  |
| Awaiting apportionment on deferred dividend policies | 63,592,355 |  |
| For Contingencies. | 11,645,258 | \$ 91.302.805 |
|  |  | \$576.837,343 |

During the year the Equitable invested $\$ 45,889,556$ at an average yield of $5.24 \%$.
The Mortality Rate in 1917 was the lowest for the last twenty-five years.
The Equitable issues the following special policies in addition to all varieties of Life. Endowment, and Annuity contracts

Beneficiary in the form of a monthly incor imsurance is paid to
GROUP POLICY by which an employer protects his employees.
CORPORATE POLICY to protect business CONVERTIBLE POLICY which can be modified to meet chang
ing conditions.
woman.
the total return may be more, but can never be less, than the price paid
A NEW POLICY under which if the Insured becomes totally and
permanently disabled he will receeive a life incomecomes wotally and
the amount payable at his death to the Beneficiary; and under whing
the Beneficiary will receive double the face of the policy if the I
For full particulars apply to the Equitable or to any of its agencies. W. A. DAY, President

PHILADELPHIA STEAM HEATING COMPANY
Engineers and Contractors

Philadelphia clearing office: commercial




