## THE EQUITABLE

LIFE INSURANCE SOCIETY OF THE U. S.
The 57th Annual Report of the Society shows substantial gains in all items of essential importance including an increase in the interest rate, and decreases in the expense and mortality rates.
The New Insurance paid for amounts to $\$ 209,706,988$. The Outstanding Insurance amounts to $\$ 1,607,089,581$.

Payments to Policyholders in 1916; \$58,915,422.


In addition to the ordinary forms of life insurance the Equitable makes a specialty of the following:

> Insurance to protect business firms and corporations.

Group Insurance, by which employers protect families of employs. A flexile contract which can be converted by the insured into
an Ordinary Life, Limited Payment Life, or Endowment Policy. A bond giving the investor an income for his declining years. A new policy is offered under which the insurance is DOUBLED if death results from ACCIDENT. This policy also embodies the following advantages if the person whose life is insured becomes totally and permanently disabled:



The Annual Report embodying the Financial Statement, veined Equitable's policies will be sent to any address s on request. The Edward A Woods Company



GUARD AND ARMY
254,826 STRONG
111,122 Regulars Thoroughly
Trained and Capable of Tak-
ing the Field at Once


## Careless Use of Soap Spoils the Hair

ORPINE FOR

DRINK HABIT



Come Here and See What's New For Spring


## SOUTTER'S

lc to 25c Department Store
Where Every Day Is Bargain Day
215 Market St. Opposite Courthouse


ToDAY SAT. MAT: FEB. 17THE
MILITARY$\$$ OFI.OHE
aDELINE Regent Theater nonary novene FRANK McINTYRE "The Traveling Salesman" "A Modern Monte Crista" VINCENT SERRANO

## Colonial

Peggy Hyland \& Antonio Moreno "HER RIGHT TO LIVE"
9

Francis X. Bushman $=A N D=$ BEVERLY BAYNE
,


3 Days Com. Monday, February 19 TWICE DAILY 2:10 and 8:10
D.W. GRIFFITHS COLOSSAL ${ }^{\text {s }} 2,000,000$ SPECTACLE INTOLERANCE

LOVES STRUGGLE
THROUGHOUT THE AGES
Seats Tomorrow For All Performances All Mats.

All Nights



