

Some insurance is for sitting and waiting. Equitable's

What is your picture of this world's green pastures? If you see it as a place in the sun for your family and yourself, where your futures are secure — *Living* Insurance can lead you there.

Equitable's insurance is not the sort that simply waits for the worst to happen. It works with you now — to

achieve the things you hope for. Advanced training for your children. A growing cash nest egg. The certainty that you can someday stop working. Equitable *guarantees*, at low cost, the money you need for all of these — and more.

No other form of investment makes your prospects so

Living Insurance is for the pursuit of happiness.

green as *Living* Insurance. For *Living* Insurance means benefits for the living. Benefits for you while you live. If you die, benefits for those who live on after you. Why not see the Man from Equitable?

The Equitable Life Assurance Society of the U. S., 393 Seventh Ave., New York 1, N. Y.

Living Insurance by **Equitable**