## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 Notice of Effectiveness

**Effectiveness Date:** October 30, 2014 12:00 P.M.

Form: S-3

**CIK:** <u>0000352736</u>

**Company Name:** ALLSTATE LIFE INSURANCE CO

**File Number:** <u>333-199266</u>