## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Notice of Effectiveness

|                     | Notice of Effectiveness     |
|---------------------|-----------------------------|
| Effectiveness Date: | October 30, 2014 11:00 A.M. |
| Form:               | S-3                         |
| CIK:                | 0000352736                  |
| Company Name:       | ALLSTATE LIFE INSURANCE CO  |
| File Number:        | <u>333-199259</u>           |
|                     |                             |