



January 17-23

— is —

National

Thrift Week



Take Out a Policy Today—Each Day's Delay Will Only Add to the Cost

THURSDAY—Why You Need Insurance.

IF YOU are hesitating to take out Life Insurance because you have made some provision for the future along other lines—consider this—

Such men as John D. Rockefeller, Henry Ford and J. P. Morgan, whose incomes run into tens of millions, all have Life Insurance.

If the world's richest men realize the value of Life Insurance, how much more does the man of average means need such protection.

Nothing takes the place of Life Insurance. Savings

accounts, investments, other forms of saving, are all vital to a well organized plan of living. But Life Insurance gives security for the immediate future of wife, children or other dependents. This is especially important when there has not yet been time to accumulate much money in savings or investments.

Take out a policy today. Every day's delay adds to the cost. Don't wait until you can take out a large amount. Take out as much as you can afford to now. Additional policies can be added as your circumstances warrant.

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