



*"How do they know where they're going, Dad?"*

*"They're guided by instinct."*

*"Is he the one in front?"*

Dad will patiently clear up the confusion about instinct. He'll also be careful to point out that people can't rely on instinct alone when it comes to making important decisions. That's why you should use Prudential's famous "Dollar Guide" when planning your family's security. With the "Dollar Guide," you and your Prudential Agent can easily determine what your family's future dollar needs will be and how far your current assets will go toward meeting them. The "Dollar Guide" is an exclusive service provided by your Prudential Agent...Welcome him when he calls.



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