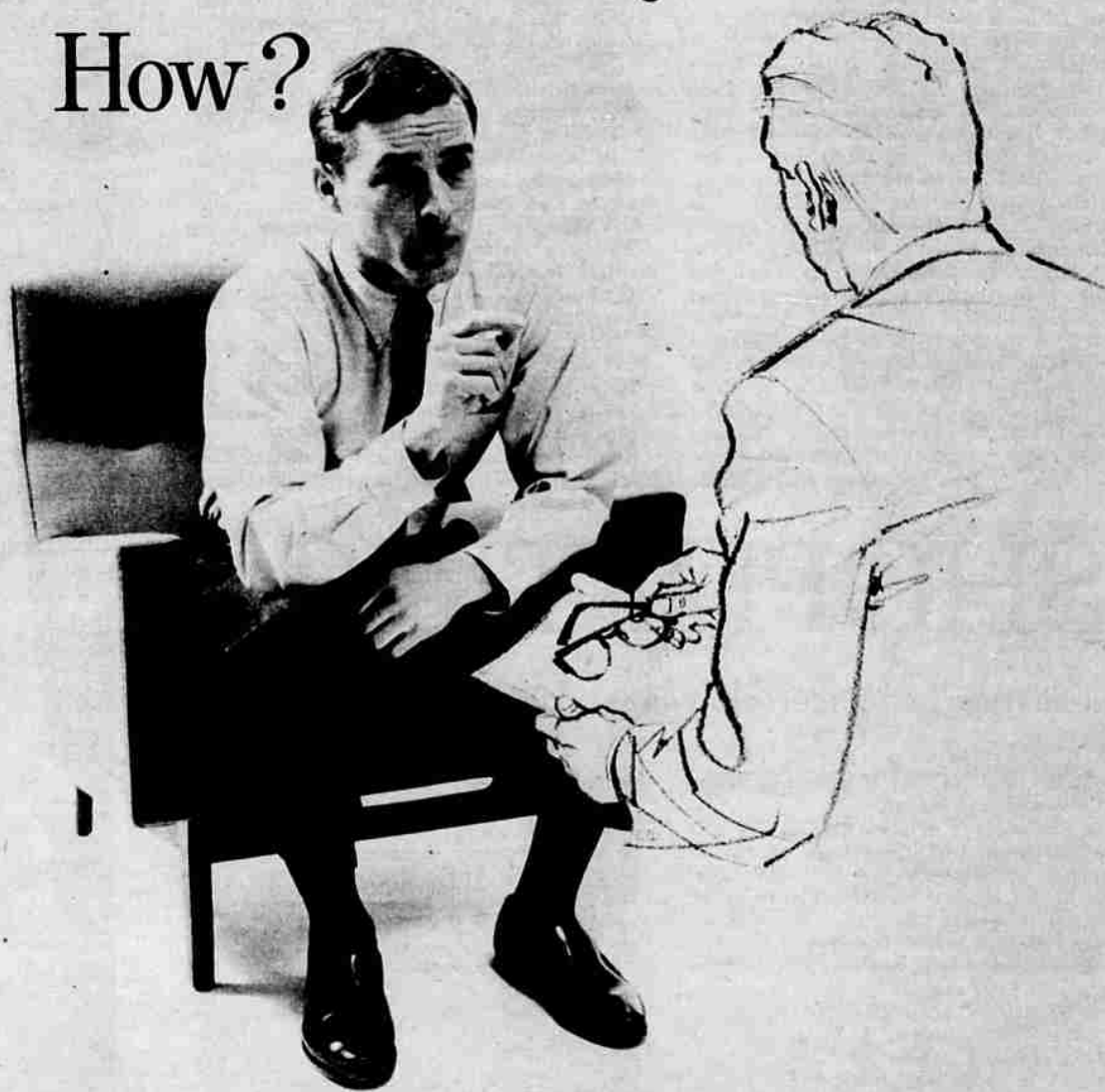


Guarantee my family more money than I could save in years? How?



With your life insurance... and the help your agent is trained to give you!

YOU: You mean all this money is already guaranteed—before I've really saved it?

YOUR LIFE INSURANCE AGENT: Right. That's a unique advantage of life insurance. The moment you received your policy your family was guaranteed the *full* amount, even though you had only paid the first premium.

YOU: When you put it that way, I can see that

I'm a lot richer than I thought.

AGENT: And remember, your life insurance offers more than just a lump sum of money.

YOU: How is that?

AGENT: Well, most families feel that *real* security means having a *regular income*. If anything happens to you, your policies can be arranged to bring your wife such an income.

YOU: In other words, she'll never have to worry about reinvesting the money? But how long would this income last?

AGENT: It can be set up to last as long as she lives. That's another unique advantage of life insurance.

INSTITUTE OF LIFE INSURANCE
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WHEN SOMEONE'S COUNTING ON YOU... YOU CAN COUNT ON LIFE INSURANCE