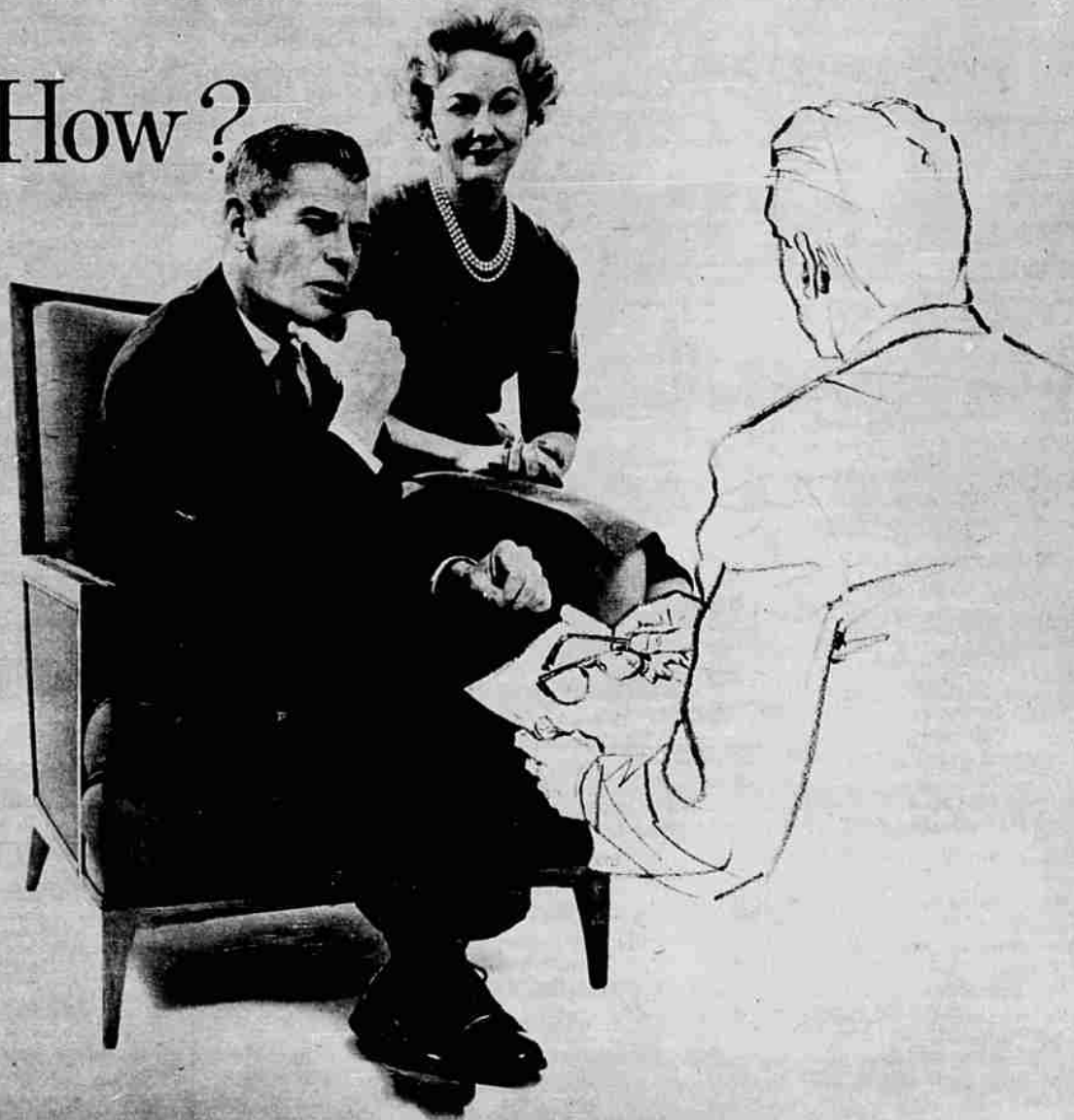


Guarantee a retirement income we can't outlive?

How?



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

YOU: You mean any of my life insurance policies?

YOUR LIFE INSURANCE AGENT: Any of them that have cash values.

YOU: How much income can I get?

AGENT: Well, naturally, that depends on the policies you use, and how long you've had them. But you'll find that the additional income these policies can provide may make the difference between

a comfortable retirement and just getting by.

YOU: How do I do it?

AGENT: By making use of a unique advantage of life insurance. When you're ready to retire, we'll just convert your policies so they'll bring you a regular income.

YOU: Sounds good. But how about my wife? I'll want her protected.

AGENT: Of course. I can set it up for you as joint income. One that's guaranteed to last as long as *either* of you lives.

YOU: I never realized life insurance could do that.

AGENT: Well, that's why you have an agent!

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