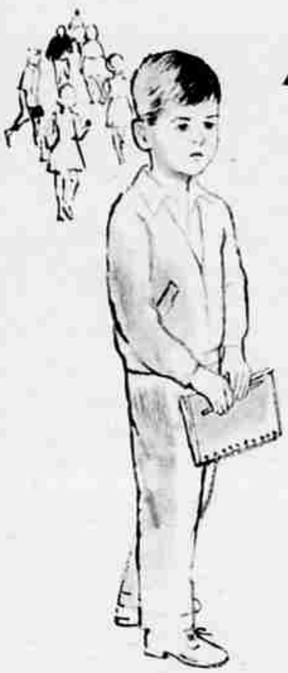

HIS FIRST DAY AT SCHOOL

A TIME THAT MAKES YOU STOP AND THINK...

Will we be able to send him to college?

With a growing family, are we free to accept new opportunities?

Could my wife pay off the mortgage, if I were not here?

Will my family always be able to count on me?

Will my wife and I be independent in our later years?

How 5 unique advantages of life insurance help answer these questions... bringing peace of mind at the stroke of a pen

1 BY GUARANTEEING FUNDS FOR COLLEGE.
By figuring in advance the cost of sending their children to college, parents can make sure—through their life insurance—that college expenses can be met.

2 BY ENABLING YOU TO ACCEPT NEW OPPORTUNITIES WITH CONFIDENCE. You know, in advance, exactly how much money will be available in your life insurance at any given time. Secure in this knowledge, you feel free to accept the risks of a new opportunity more readily.

3 BY SAFEGUARDING THE HOME.
With life insurance, a man can safeguard the home his family loves by owning a policy which takes care of any unpaid mortgage.

4 BY GUARANTEEING FAMILY PROTECTION.
With life insurance, a family is protected right from the start. For life insurance guarantees, at the stroke of a pen, an amount of money far greater than most couples could save in many years.

5 BY PROVIDING A STEADY RETIREMENT INCOME. A couple can get more pleasure from their later years when their life insurance provides a steady income guaranteed to last for both their lifetimes.

The wise family head estimates his family's future needs, then plans his life insurance accordingly. Since family circumstances change, many couples review their program with their life insurance agent regularly. In this way, they get the most from their life insurance.

Institute of Life Insurance
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WHEN SOMEONE'S COUNTING ON YOU . . . YOU CAN COUNT ON LIFE INSURANCE