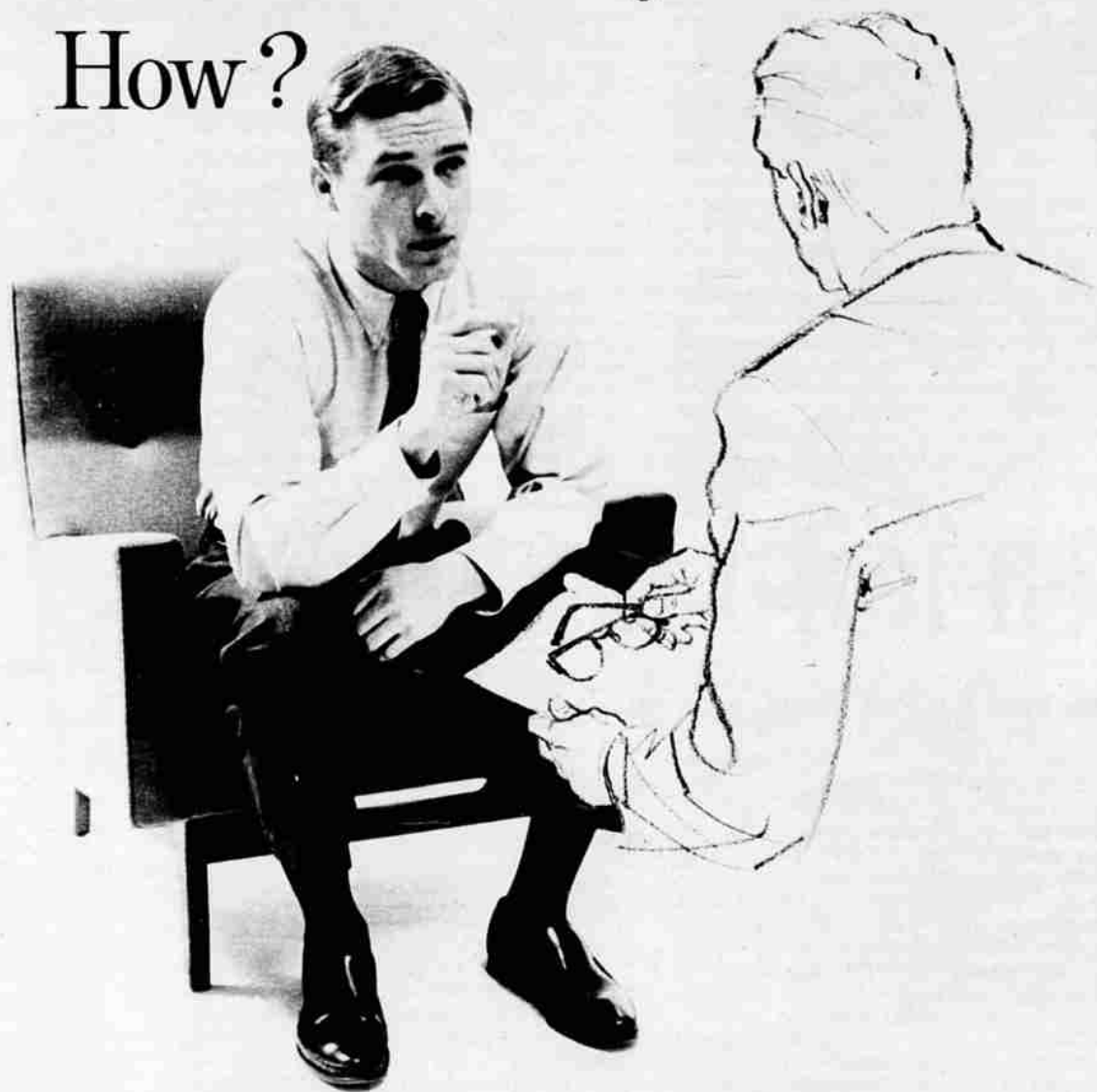


Guarantee my family more money than I could save in years? How?



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
Central Source of Information About Life Insurance
488 Madison Avenue, New York 22, N. Y.

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