

# WHY DO PEOPLE BUY LIFE INSURANCE?

PEOPLE BUY LIFE INSURANCE...

**BECAUSE THEY HAVE CHARACTER...** *not because someone might die, because someone else must go on living.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE THEY LIKE GUARANTEED THRIFT...** *not for big returns on their money, but for certain return of their money.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE THEY ENJOY SENDING MONEY ON AHEAD TO THEMSELVES...** *not to make themselves rich, but to assure themselves against want.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE IT IS THE SINGLE, BALANCED, PERFECT HEDGE AGAINST THE TWO GREATEST ECONOMIC DISASTERS: DYING TOO SOON OR LIVING TOO LONG!...** *we can't determine when we will die, we must prepare for both possibilities.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE IF THE BANKER REFUSES US, THE INSURANCE COMPANY CAN'T...** *life insurance provides the only guaranteed borrowing power, and there may come a time when we desperately need to borrow money on a day when bankers are only calling loans and not making them.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE IT IS A THRIFT PLAN SUPPORTED BY LOVE...** *it is the plan most likely to succeed, and because, we know in our heart that we will save money consistently and successfully over a long period of time, only when we are aided by a positive plan and an element of compulsion.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE THE HUMAN LIFE VALUE IS THE MOST IMPORTANT ASSET...** *it insures the most fundamental of all values – earning power.*

PEOPLE BUY LIFE INSURANCE...

**BECAUSE WE NEED TIME, LIFE INSURANCE BUYS US TIME...** *we must have time to complete our plans to turn our aspirations into realities, to grant our families a future, or without us, because we cannot know how much time has been granted us!*