

I'm Just a Piece of Paper: But Even More...

I am an idea.

I am a promise.

I help men see visions, dream dreams, and achieve economic immortality.

I am education for the children.

I am savings.

I am also property that increases in value from year to year.

I lend money when you need it most – with no questions asked.

I pay off mortgages so that the family can remain together in its own home.

I assure fathers the daring to live and the moral right to die.

I create, manage, and distribute property.

I am the great emancipator from want.

I guarantee the continuity of business...I protect the jobs of employees...I conserve the employer's investment.

I am tangible evidence that a man is a good husband and father.

I am a declaration of financial independence, a charter of economic freedom.

I am the difference between an "old man" and an "elderly gentleman".

I'll provide cash if illness, injury, old age, or death cuts off the breadwinner's income.

I am the only thing a father can buy on the installment plan that mother doesn't have to finish paying for.

I am a certificate of character, an evidence of good citizenship, an unimpeachable title to the right of self-government.

I bring dignity, peace of mind, and security to the latter years of life.

I am "a great social compact that merges the individual into the mass and places behind the frailty of man, standing alone, the immeasurable strength of men, standing together".

I supply investment capital that makes the smoke go up the chimneys, wheels turn, and motors hum.

I guarantee that there "will always be Christmas – with tinsel, a happy fireside, and the laughter of children – even though father is not there".

I am the guardian angel of the home.

I AM YOUR LIFE INSURANCE POLICY.