



National Life Group®

Experience Life®

We have a long history of offering life insurance products that provide living benefits.

THE THIRTY-THIRD OF A SERIES

(This advertisement appears in *The Saturday Evening Post* June 19, 1937, and in *Time Magazine* June 7, 1937)

“PROTECTING THE AMERICAN HOME”

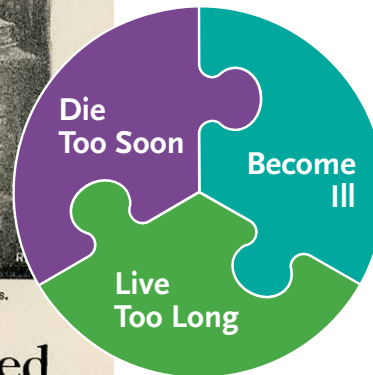


Back in the 1850's, life insurance was limited by law to do little more than offer death benefits.

Grandfather Never Dreamed of LIVING Benefits

Today, we continue the tradition.

With our living benefits, the insurance companies of National Life provide life insurance products you don't have to die to use.



We offer simple solutions for life, whether you die too soon, become ill or live too long.

Products issued by

National Life Insurance Company® | Life Insurance Company of the Southwest®

Living Benefits are provided by no additional premium Accelerated Benefit Riders. Riders are supplemental benefits that can be added to a life insurance policy and are not suitable unless you also have a need for life insurance. Riders are optional and may not be available in all states or on all products. This is not a solicitation of any specific insurance policy.

National Life Group® is a trade name of National Life Insurance Company, founded in Montpelier, VT in 1848, Life Insurance Company of the Southwest, Addison, TX, chartered in 1955, and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York.

One National Life Drive, Montpelier, VT 05604 | 800-732-8939 | www.NationalLife.com

No bank or credit union guarantee | Not a deposit | Not FDIC/NCUA insured | May lose value | Not insured by any federal or state government agency

Guarantees are dependent upon the claims-paying ability of the issuing company.