

than in your own home in a quiet little country town...or on a farm in a green valley at the foothills... or on a half acre within commuting distance of the city?

Ideal, indeed,-for a growing family and a tranquil way of life. But the sense of security can be deceivingparticularly so, when one fails to consider the inevitable "if".

-- if the farmer becomes unable to harvest his crops ...

sudden death of the wage earner ...

-if the mortgage unexpectedly becomes a crushing burden on the family.

These are a few of the big "ifs' that should be considered in any measure of true security. The answer, and the only answer for the average man, is the cooperative protection provided by mutual life insurance.

Wherever you live, whatever you do, adequate life insurance is the vital foundation on which to build -if the paycheck ceases due to the enduring security for your family.

NEW YORK 1, NEW YORK

PHONE 3-6031

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Earl B. Longenecker

Landisville, Pa.

11.4 cubic feet of useable storage space in the size of an "8". Provides maximum refrigerated storage space in the minimum of floor space.

HUGE ZERO-ZONE FREEZER LOCKER

Plenty of room to keep heaps of frozen food at safe, freezing temperatures. Separate fast-freezing shelf for ice trays.

GIANT FRESHENER

Glass-covered, moist-cold Freshener keeps large quantity of fruits, vegetables and greens fresh, crisp and tasty.

LARGE SNACK BOX

It's brand new from Philco. Removable plastic container to keep butter, cheese, spreads and snacks in perfect condition. Prevents transfer of odors.

COMPLETE SHELF ADJUSTABILITY

For a complete variety of arrangement to accommodate foods of every sur and shape. Only Philco has it!

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CONVENIENT TERMS

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES 393 SEVENTH AVENUE

ROBERT J. SMITH, District Manager

142 EAST KING ST., LANCASTER, PA.

Represented by:

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