

# You probably don't spend much time thinking about insurance.



BUT TRY DOING ANYTHING WITHOUT IT.

Consider for a moment that insurance is the oxygen that fuels our economy.

Makes sense, really. Because without it, sidewalks wouldn't get paved. There would be no office buildings, businesses or employees of any kind. Even this newspaper wouldn't get delivered. The financial risk would be just too big.

The concept behind insurance is to pool that risk, thus reducing it for everyone. This is what keeps the heart of free enterprise beating. It builds restaurants and hotels. It clears airplanes for

takeoff. And it has helped the United States grow into the world's largest economy.

So the next time you enjoy a nice, hot cup of coffee, or pick up your dry cleaning or even take your kids to the playground, think about insurance. **Just like oxygen, there is no way we could get by without it.**

*Insurance is the oxygen of free enterprise.*  
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