

>> Life insurance? That can wait. My fishing lure business can't. >> ANNOUNCER: That's what Sumner Halsband, fishing lure manufacturer, told the man from Mony. He was very definite. >> This new business of mine takes every dime I've got. Maybe I'll think about life insurance later on. >> ANNOUNCER: "But think of your family," the Mony man said. "Later might be too late. If you died, would your wife have enough to carry on the business, or would they lose everything?" >> The Mony man was right. I started a plan that protects my family right now, and at the same time builds up some cash savings. I tell you, it's like having a partner, dealing with that Mony man.