

When you need help outside your specialty, don't you agree that calling on the services of a professional is the wisest course . . . calling someone who knows his or her job just like you know yours? Wouldn't you, for example, want a qualified lawyer, doctor, or some other specialist when your problem is their life's work?

If yes is your answer, then we'd like to ask you one more question: Wouldn't it make equally good sense to consult an expert for answers about one of life's most vital and complex questions—Finances?

Or, maybe you believe, as many people do, that only the wealthy can afford to have their money professionally managed. If so, it's easy for us at IDS to understand why. Banks and many other financial institutions do not offer individual money management unless you happen to a hundred thousand dollars, or more, lying around.

IDS, however—the oldest and largest financial institution of its kind in the world—has been helping individuals and businesses, large and small, to prosper through good times and bad ever since 1894. For instance, while doubling our assets even during the great depression, we paid our investors a grand total of twenty-seven million dollars. That was between the grim years of 1929 and 1932, when five thousand banks went broke. Today, our assets under management exceed 9 billion. And we're expanding and improving our services every day.

If that sounds interesting, then we know this will—It doesn't cost you a single penny to have an IDS Account Executive visit your home or office and give you a free financial analysis.

What you do with the results is entirely up to you.

Wouldn't it be worth an hour or less of your time to find out if we can improve your financial condition? We almost always can.

Why don't you **right now** fill out the enclosed card? Join the thousands of IDS customers who consider it the most profitable move they've ever made.

P. S. Watch for our National TV Ads.