

WHEN IT'S APPLE BLOSSOM TIME



IN THE SPRING OF THE YEAR, THE TATTERED OLD MAN USED TO START WANDERING. THE BIG SWOLLEN RIVER HE FLOATED DOWN BECAME A RAGGED DIRT ROAD AND THEN THE ROAD WIDENED INTO PRAIRIE, YET THE MAN KEPT HOBBLING ON.

EVERYWHERE JOHN CHAPMAN WENT, HE DUSTED THE FRESH GREEN SPRING EARTH WITH SEEDS, APPLE SEEDS, AND SO THEY CALLED HIM JOHNNY APPLESEED.



ALL HIS LIFE, JOHNNY KEPT PLANTING TINY SEEDS FOR THE FUTURE. AND TODAY, AS SPRING BEGINS TO WARM THE BIG BROAD LAND HE LOVED, AMERICANS ARE PLANTING FOR THEIR OWN FUTURE THROUGH INCREASED SAVINGS AND LIFE INSURANCE -WHICH WILL GROW AND RIPEN JUST AS SURELY AS JOHNNY'S APPLE SEEDS.