For today's new patterns in living...

New designs for financial security from New York Life!

Modern Whole Life Policy meets a lifetime's changing needs–gives $10,000 family protection now, retirement income later!

Remarkable new products . . . convenient new ways of shopping for them . . . have become a familiar pattern in living today. They point up a problem, too—how to enjoy the products of progress without sacrificing financial security now or in the years ahead.

New York Life's Whole Life insurance is designed for the needs of *today*—geared to the changes of *tomorrow*. Its $10,000 minimum face amount assures your family immediate and substantial cash, if you should die. If you live, Whole Life steadily builds cash and loan values available in an emergency. Then, when you reach retirement age, and no longer need insurance protection, Whole Life can pay you a regular monthly income *for the rest of your life!*

Most important, premiums for Whole Life leave room in your budget for other things you enjoy. Issued at age 25, for example, the monthly premium for a $10,000 policy is only $15.50. Issued at age 35, it's $20.80, at 45, $29.70, and at 55, $44.60. Under Check-O-Matic®, New York Life's *special* monthly premium payment plan, the premium is $15.00 at age 25, $20.10 at age 35, $28.60 at age 45, and $42.90 at age 55. And dividends you receive can reduce premium payments even further.

So for security that will cover your needs now—and as they change over the years—ask your New York Life agent about Whole Life. Or mail the coupon below.

The New York Life agent in your community is a good man to know

New York Life Insurance Company

Dept. FW-13, 51 Madison Avenue, New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

Please send me, without obligation, information on your Whole Life insurance policy, minimum face amount $10,000.

*Name*____________________

*Address*____________________

*City*__________ *Zone*_____ *State*________

Life Insurance · Group Insurance · Annuities · Accident & Sickness Insurance · Pension Plans