

Now—New York Life announces
a new convenience for its policy owners—
CHECK-O-MATIC®

*pays your insurance premiums safely, surely
every month out of your regular checking account
yet you never write a check!*

SAVES YOU MONEY!

*Check-O-Matic premium
is less than if you pay monthly
the usual way!*



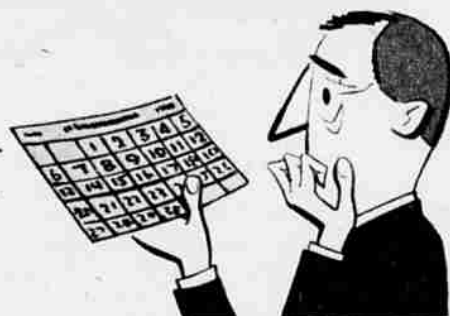
SAVES YOU TROUBLE!

*No inconvenience every
month of writing checks
or mailing them!*



SAVES YOUR POLICY!

*Prevents possible
lapse of your policy—
due to forgetfulness!*



Through the cooperation of your local bank, New York Life can now offer you Check-O-Matic—a new method of premium payment. It ties in with the modern American practice of budgeting everything by the month. It makes the monthly payment of insurance premiums *completely automatic*—you never lift a pen or lick a stamp!

Here's how Check-O-Matic works: First, you authorize New York Life to draw checks on your *regular* checking account for your monthly premiums. Then you authorize your bank to honor these checks—just as though you signed them yourself.

That's all there is to it . . . you budget a proper balance in your account and you do nothing more from then on, *thanks to your local bank*. The canceled check is your receipt. All you need to qualify for Check-O-Matic is a New York Life individual Life or Accident & Sickness insurance policy which has a monthly premium of \$10 or more.

Equally important, Check-O-Matic actually makes your premiums lower. For example, on a new life insurance policy where the regular monthly premium would ordinarily be \$51.94, the Check-O-Matic premium is only \$50—a *saving of \$23.28 a year!*

Ask your New York Life agent for complete details about this wonderfully convenient, wonderfully simple, wonderfully safe Check-O-Matic service.

New York Life
Insurance  Company

51 Madison Avenue, New York 10, N. Y.

Life Insurance • Group Insurance
Accident & Sickness Insurance • Employee Pension Plans