

Announcing New York Life's pace-setting FAMILY INSURANCE PLAN



Covers you, your wife,
your children—all in just one policy
with a low monthly premium

Modern as the minute, this new insurance offers "family plan" convenience and economy. Taken out on your own life, the same single policy insures your wife and children as well—even covers children born later. If your family qualifies, here's the protection *each unit* of New York Life's Family Insurance provides:

FOR YOU—\$5000 of permanent insurance which builds generous cash and retirement values.

FOR YOUR WIFE—\$1250 of term insurance if she's your age—more if she's younger, less if older. Her insurance expires at your age 65* and can then be converted to permanent insurance. If your wife dies before you, her insurance becomes payable and, in addition, you receive \$1250 of term coverage until you reach age 65.

FOR YOUR CHILDREN—\$1000 of term insurance on each insured child which expires at his age 22 or

at your age 65—whichever is earlier. At its expiration the term insurance on each child can be converted to as much as \$5000 of permanent insurance.

OTHER SPECIAL FEATURES: Newly arrived babies from the age of 15 days to 6 months are covered for \$500—and, after 6 months, for \$1000—at no increase in premium. Automatic waiver of premium on you and double indemnity on both you and your wife are also included. What's more, if you die, the term insurance on your wife and children becomes *fully paid up!*

So why not make both present and future more secure for your entire family this easy, economical way? Ask your New York Life agent how you can insure yourself, your wife and your children all under this one new low premium plan—Family Insurance. Or mail the coupon now.

THE NEW YORK LIFE AGENT IN
YOUR COMMUNITY IS A GOOD MAN TO KNOW

HERE'S THE LOW MONTHLY PREMIUM FOR EACH UNIT OF FAMILY INSURANCE

Father's age at issue	Premium for each unit	Premium for each unit if under Check-O-Matic®†
25	\$10.70	\$10.30
30	12.17	11.72
35	14.08	13.56

Dividends can be used to reduce premium payments. Plan available throughout the United States and Canada (except in Massachusetts).

*All expiration dates occur on policy anniversary nearest age shown.

†Check-O-Matic® is New York Life's special monthly premium payment plan.

New York Life

Insurance  Company

Dept. FW-4, 51 Madison Avenue, New York 10, N.Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

I would like more information, without obligation, on your new Family Insurance Plan.

Name _____

Address _____

City _____ Zone _____ State _____