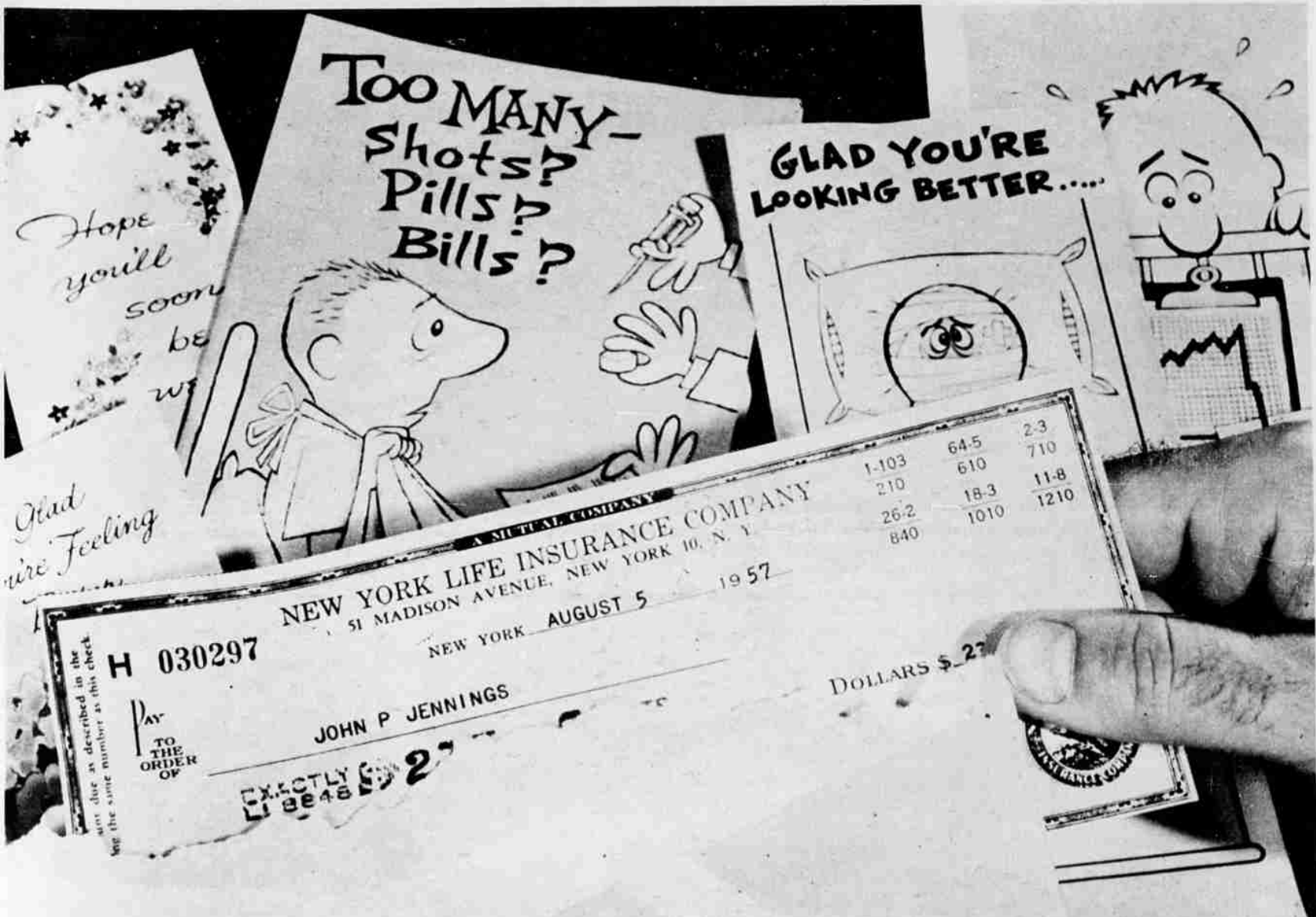




New kind of "Get Well" card from New York Life...

Lifetime insurance that helps pay the heavy cost of hospitalization or surgery!

New Hospital and Surgical Expense Plans are guaranteed renewable as long as you live... premium rates can't be increased unless the rate is changed for everyone in your policy class... benefits never decrease.

Today, such lifetime insurance can be yours with one of these history-making new Hospital and Surgical Expense Plans developed by New York Life for families and single persons. One plan is issued from ages 18 through 60; the other is issued from ages 61 through 75—makes insurance available right now to men and women who are in their later years.

Most important, these plans are guaranteed renewable for life! You can keep your protection in force

as long as you live... and the Company can't increase your premium rate, unless it changes the rate for everyone in your policy class. Benefits can never be reduced—even after you reach age 65! And an unusual deductible feature, by eliminating small claims up to \$25, gives protection against the bigger bills at a lower premium.

These dramatic new Hospital Insurance policies join New York Life's Income Protector and Major Medical Insurance Plans to round out the Company's line of modern Accident & Sickness coverages. Because of the assurance this dependable new protection gives you, it lets you get more out of the health you enjoy today. Ask your New York Life agent for details... or mail the coupon.

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IN YOUR COMMUNITY IS A GOOD MAN TO KNOW

New York Life Insurance Company

Dept. FW-7, 51 Madison Ave., New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

I would like more information about your new Hospital and Surgical Expense Plans which are guaranteed renewable for life.

Name _____ Age _____
Address _____
City _____ Zone _____ State _____