News for any man who needs but thinks he can't afford $10,000 more life insurance!

At a low premium rate, New York Life's Whole Life policy can protect your family until you retire . . . then can pay you a regular income for life!

Haven't you often felt that you really should have more life insurance—then brushed aside the idea because you thought it would be too expensive?

If this has happened recently, you'll want to know more about Whole Life—the New York Life policy that has been making life insurance history.

At low premium cost, Whole Life does this: 1. It assures your family of cash, if you should die. 2. While you live, it builds high cash values that can be used in an emergency. 3. When you reach retirement age and no longer need insurance protection, the cash value can be used to pay you a lifetime income.

Premiums are low because Whole Life's minimum face amount of $10,000 permits savings which are passed along to you. Issued at age 25 for example, the monthly premium for each $10,000 of Whole Life is only $15.50. Issued at age 35, it's $20.80 and at 45, $29.70. 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, and $28.60 at age 45. And dividends can be used to reduce payments even further.

Your New York Life agent can give you complete details . . . without placing you under any obligation. Why not get in touch with him today—or mail the coupon at right.

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

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

New York Life
Insurance nylic Company

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

Please supply me, at no obligation, more information about your Whole Life policy.

*Name*____________________ *Age*______

*Address*________________________

*City*__________ *Zone*____ *State*______