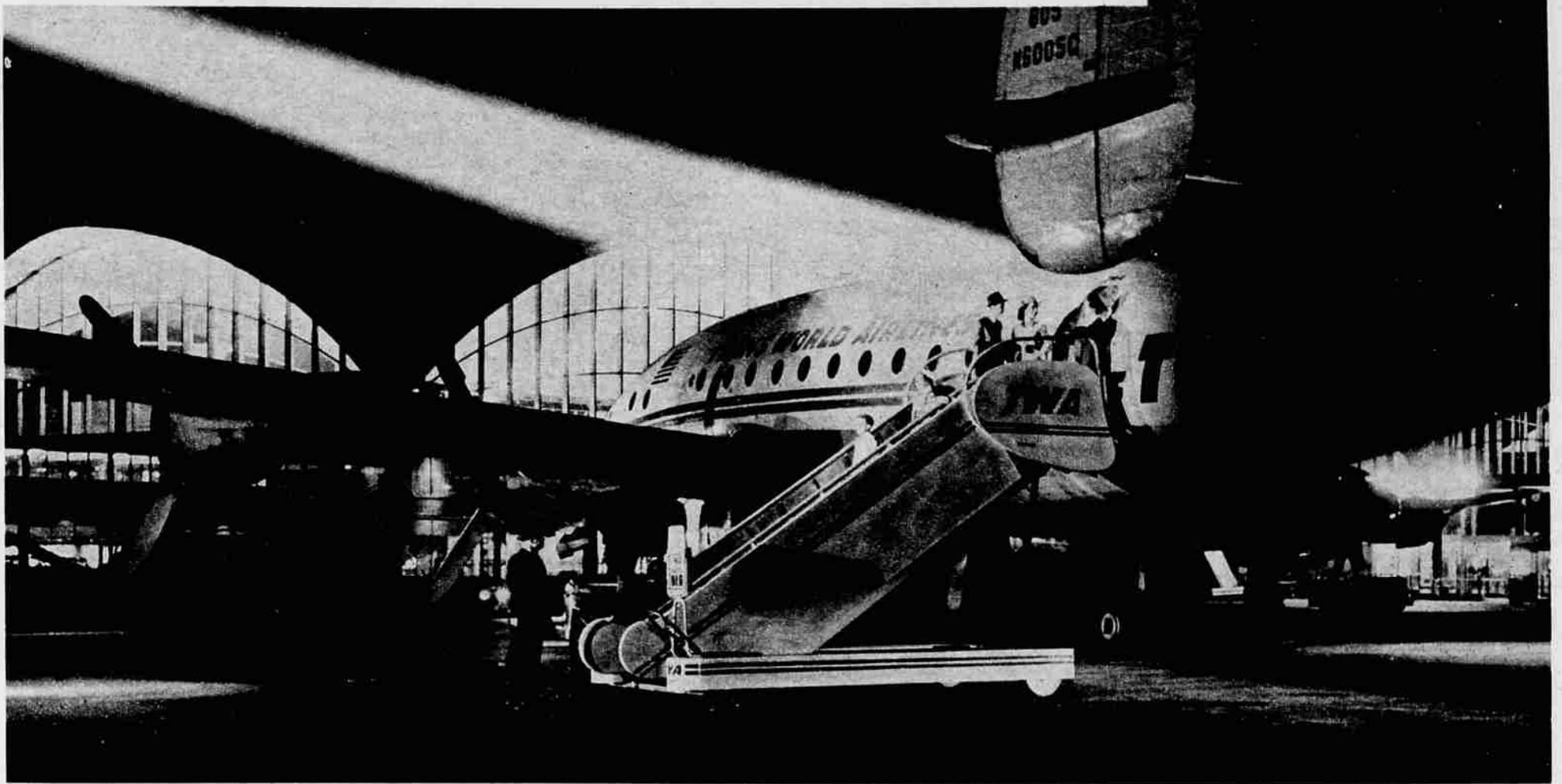


For today's new patterns in living...

New designs for financial security from New York Life!



New plan for modern families insures the lives of you, your wife, your children—all in one convenient policy!



A faster pace of living . . . more things to plan and enjoy together . . . add up to a whole new look in today's family living. And designed to fit into this modern pattern is New York Life's new Family Insurance Plan—a single low-cost policy that protects you, your wife and children now . . . helps meet *future needs* as well. If your family qualifies, each unit of Family Insurance provides these important benefits . . .

\$5,000 permanent insurance for you which builds generous cash and retirement values. \$1,250 insurance for your wife if she's your age—more if younger, less if older. Her coverage continues until your age 65*—can then be converted to permanent insurance. If she dies before you, her insurance becomes payable and then \$1,250 additional insurance covers you until age 65. \$1,000 coverage for each insured child which continues until his age 22 or your age 65—whichever is earlier—which *can then be converted to as much as \$5,000 of permanent insurance*. New babies automatically are covered for \$500 from 15 days old to 6 months—thereafter for \$1,000—at no premium increase. What's more, if you die, the term insurance on your wife and children becomes *fully paid up!*

Premiums are realistically low, too. At age 30, for

example, only \$12.17 per month for each unit of Family Insurance. Only \$11.72 under Check-O-Matic, New York Life's special monthly premium payment plan. And dividends, as declared, can reduce payments. Ask your New York Life agent about this new "all together" way to protect your family—or mail the coupon below.

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

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

New York Life Insurance nylic Company

Dept. FW-16, 51 Madison Avenue, New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

Please send me, at no obligation, more facts about your new Family Insurance Plan.

Name _____ Age _____

Address _____

City _____ Zone _____ State _____

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