NOW—Your Entire Family Protected by ONE Life Insurance Policy—at ONE Low Premium

$2,000
FOR FATHER

$1,000
FOR MOTHER

$500
FOR EACH CHILD
...even those yet to be born!

New "Family Life Policy" Provides "Basic Protection" for your ENTIRE FAMILY

By George K. Morton

If you are a husband and father—or a prospective father—you'll want all the exciting details of the most revolutionary insurance policy of the day. You'll want to learn how little it costs to give the whole family this wonderful protection.

First, read the high spot features of this "All Family" policy—then mail the coupon for complete details and rates at your age. All the facts are yours free and without obligation for the cost of a postage stamp.

If you and the eligible members of your family are now insurable, you can protect them by merely insuring your *own* life. This new Policy, L-392, is available in units of $2000.00 each. But when you take out a $2000.00 Unit—or two, or three—the same policy automatically provides term insurance in proportionate amounts for your wife, for each child over six months of age and under 18 years, and then after 15 days for every child who may be born into your family in the future.

But that isn't all. One low premium covers everyone—and the small monthly payment can never be raised by the company, regardless of how many children may arrive in later years. Then, as each child reaches the age of 25—or when you reach 65—whichever happens first—they can convert their term insurance to any one of a number of attractive forms of permanent life insurance without a physical examination by applying prior to expiration date as to each.

If your insurance is $2000.00 and your wife is your same age, she will be covered for $1000.00 (less if she is older, more if she is younger); each child from 15 days to six months will be covered for $250.00 and after six months to age 18 for $500.00—automatically.

And even that doesn't begin to tell the whole story. Mail the coupon and learn how your policy builds up cash values after the first two years—how much you can get back if you drop your policy; how much you can borrow on it if you need money to meet an emergency. Learn how if you die before 65, the family receives your insurance money, and then the insurance on the rest of the family continues to protect them to the full term without their paying another penny to keep it in force. Then, finally, learn the conditions under which *you do not pay any premiums at all*—while *all* the insurance remains in force.

In this small space it is impossible for me to fully describe all the revolutionary features of Policy L-392. Mail the coupon and let me supply all the facts and the low rates for your present age. Then, in the privacy of your home, decide for yourself whether you want this wonderful low-cost protection for *your* family.

Mr. George K. Morton, Dept. 1551
4444 Lawrence Avenue • Chicago 30, Illinois

Please supply me with complete description of your Family Life Policy L-392 showing all features, all benefits, cash values, loan values, cash refund plan, and cost for my family based on the ages of myself and my wife as given below. All this is free and I am not obligated in any way.

Name _____

Address _____

City _____ *RR No. or P.O. Zone* _____ *State* _____

49-0098

My age is _____ years. My wife's age is _____ years. (Give age at nearest birthday.)

THE WHITE CROSS PLAN — BANKERS LIFE & CASUALTY CO.

An Old-Line Legal Reserve Stock Company

4444 Lawrence Avenue • Chicago 30, Illinois

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