



"That's your new sister."  
"I wanted a brother."  
"Maybe you'll have a brother someday."  
"I'll call her Johnny."  
"But her name is Alice."  
"I'll call her Alice."



Johnny or Alice, boy or girl—a Prudential Family Policy covers the new baby, too. It's all part of a modern plan that insures Dad, Mom, the children and every new arrival, just as soon as he or she is 15 days old—at no increase in the original low premium. That's why your Prudential Agent recommends it so strongly. And he's more than an insurance adviser—he's a man dedicated to filling your family's insurance needs. Ask him about Prudential's Family Policy—one of many Prudential Plans designed to protect the future of your family.

TO OVER 35 MILLION AMERICANS—INSURANCE MEANS PRUDENTIAL