



Safest way to be "lucky with money"

...take out enough life insurance today!

Before you do anything else, make sure you fully provide for your family's basic financial needs. Your New York Life Agent can help!

Of all the investments you can make for your family's future, nothing will do for them what life insurance does. Immediately it guarantees your wife and children funds to help them support themselves if you should die. If you live, the same policy can build for you a comfortable retirement income. No wonder so many millions of men make life insurance the cornerstone of their financial plans.

Just make sure you have enough . . . enough to fully provide for your family's

basic needs. The proper amount depends upon your standard of living, the number of your children, their ages, and so on. Your New York Life Agent is trained to help you figure how much insurance you should own. Ask him, too, for details on New York Life's modern Whole Life Policy. It offers \$10,000 of protection, yet costs a man of 30 about 57 cents a day!

Call your New York Life Agent soon, or mail the coupon at the right for helpful information—without obligation!

NEW YORK LIFE INSURANCE COMPANY nylic

Dept. FW-32, 51 Madison Avenue, New York 10, N.Y.
(In Canada: 443 University Ave., Toronto 2, Ontario)

☐ I would like your booklet designed to help me estimate my insurance needs.

☐ I would like more information about your Whole Life Insurance Policy.

I (am) (am not) a New York Life policy owner now.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

The New York Life Agent in Your Community is a Good Man to Know

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