



*"How long before you finish the bird house, Daddy?"*

*"Well—I've followed the plans carefully. It shouldn't take much longer."*

*"Could you finish it in—five minutes?"*

*"Five minutes? Why?"*

*"There's a bird waiting."*



The house will be ready because Dad *planned* on having it ready. He did the same with his life insurance: he *planned* it. With his Prudential Agent he checked over the family's budget and needs. The insurance program that resulted is his "blueprint for security" . . . and now, no matter what happens to Dad, his family will be provided for. There's no one better qualified to advise on life insurance than a Prudential Agent. Welcome him when he calls.

TO OVER 35 MILLION AMERICANS—INSURANCE MEANS PRUDENTIAL