



"Sure is a beauty, Dad."

"Worked out just the way we planned ..."

"It's going to surprise a lot of people."

"What do you mean, son?"

"It's going to fit through the cellar door."

The boat will fit through the door because Dad planned it that way. Dad has done the same kind of careful planning for his family's future. He and his Prudential Agent checked over the family's budget and needs. Then they drew up a modern life insurance program that Dad calls 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 you on the best plan for you and your family than your Prudential Agent. Welcome him when he calls.



TO OVER 35 MILLION PEOPLE - INSURANCE MEANS PRUDENTIAL