



If you're saving for your family's future ...

make sure you own enough life insurance now!

**How much is enough? It depends upon your family's size, needs, plans.
Your New York Life Agent can help you figure the proper amount.**

No matter what your savings plan may be . . . in spite of any concern you may have about the future effects of inflation—don't overlook the importance of giving your family adequate life insurance protection right now. Basic financial security is vital to every family, and *nothing* provides it as surely, as quickly as life insurance. It creates an immediate estate your family can count on.

Just make sure you have enough. The amount of life insurance you need depends upon your standard of living, the number

and ages of your children, and other factors. For a realistic figure, see your New York Life Agent. He can plan a program based on modern policies you can afford. Example: the Assured Accumulator Policy that "banks" \$10,000 for your retirement and, until then, protects your family with that much life insurance. This versatile policy costs a man of 30 only about 77 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-34, 51 Madison Ave., New York 10, N. Y.
(In Canada: 443 University Avenue, Toronto 2, Ont.)

- I would like your booklet designed to help me estimate my insurance needs.
- I would like more information about your Assured Accumulator 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