

for the man whose income has not caught up with his ability:

Prudential's new modified life 5-10 plan helps you get the insurance protection you need today at a cost you can afford today



Young families are often forced to take on their heaviest financial obligations at a time when the breadwinner's income is just beginning to grow. Home buying, investing in a business, saving for a child's education and many other expenses prompt every father to ask himself, "How will my family get along?—Where will the money come from if something happens to me now?"

NOW PRUDENTIAL'S MODIFIED LIFE 5-10 PLAN ENABLES YOU TO HAVE MORE OF THE LIFE INSURANCE PROTECTION YOU NEED TODAY—AT A PRICE YOU CAN AFFORD TODAY.

This remarkable plan features a premium structure scaled to match your economic progress.

HERE'S HOW PRUDENTIAL'S MODIFIED 5-10 POLICY WORKS:

————— You pay only 50% of the ultimate premium for the first five years.
————— You pay only 75% for the next five years.
————— Thereafter you pay the whole premium.

The Modified Life 5-10 Plan also builds up cash values which can provide you with a monthly retirement income for life. There is no longer any reason for postponing the start of the life insurance program you really need. Get the facts now, about Prudential's Modified 5-10 Plan, from the insurance expert who specializes in helping young people plan their future security. Get in touch with the Prudential Agent in your community. Ask him about this modern insurance plan for the man on the way up.



TO OVER 35 MILLION PEOPLE—INSURANCE MEANS PRUDENTIAL