



**You may thank your lucky stars one day...**  
*you took out enough life insurance now!*

**The proper amount will give your family needed security... help you retire comfortably. Your New York Life Agent can show you how!**

Today—when your financial picture looks bright and retirement seems far away—this is the very best time to fully insure for the future. Consider the cost. Because premiums are based on age, life insurance costs more each year you delay. As for the need—every young family should have ample financial security. At the stroke of a pen, life insurance can provide it. Your policy can also begin building emergency funds, assure you retirement income later. And *only* life insurance can do all this.

Be sure you have enough! The right amount depends upon your family, your plans—not on how much insurance "the Joneses" have or don't have. Your New York Life Agent can help figure your needs. Let him also tell you about New York Life's popular Whole Life Policy. It offers a man of thirty \$10,000 of permanent insurance for only about 57 cents a day!

Call your New York Life Agent soon, or mail the coupon at the right for more information. No obligation, of course!

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

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

## **NEW YORK LIFE** INSURANCE COMPANY

Dept. FW-35, 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 Whole Life Policy.

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

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_