



Your family's future

will be less of a puzzle...if

you take out enough life insurance now!

**An ample amount can help make your plans come true.
Here's how your New York Life Agent can assist.**

Although no one can predict the future, almost all family men prepare for it—through life insurance. And no wonder. Immediately it creates an estate your wife can count on. The same policy can build sizable funds—to help put your children through college... to bring you a lifetime retirement income. Because it's so versatile, so dependable, life insurance should be every man's financial cornerstone.

Make sure you have enough. Exactly how much life insurance you need depends

on your standard of living, the ages of your children, and other factors. Ask your New York Life Agent for help in figuring the right amount, as well as for facts about New York Life's Family Plans. With one of these modern policies, a man of 30 can insure his whole family for less than 38 cents a day!

Call your New York Life Agent soon and arrange a meeting with him. Or mail the coupon at the right for helpful information—without obligation!

NEW YORK LIFE INSURANCE COMPANY

Dept. FW-38, 51 Madison Ave., New York 10, N. Y.
(In Canada: 443 University Avenue, Toronto 2, Ont.)

- ☐ I would like your booklet that will help me estimate my insurance needs.
☐ I would like more information about your Family Plans.

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