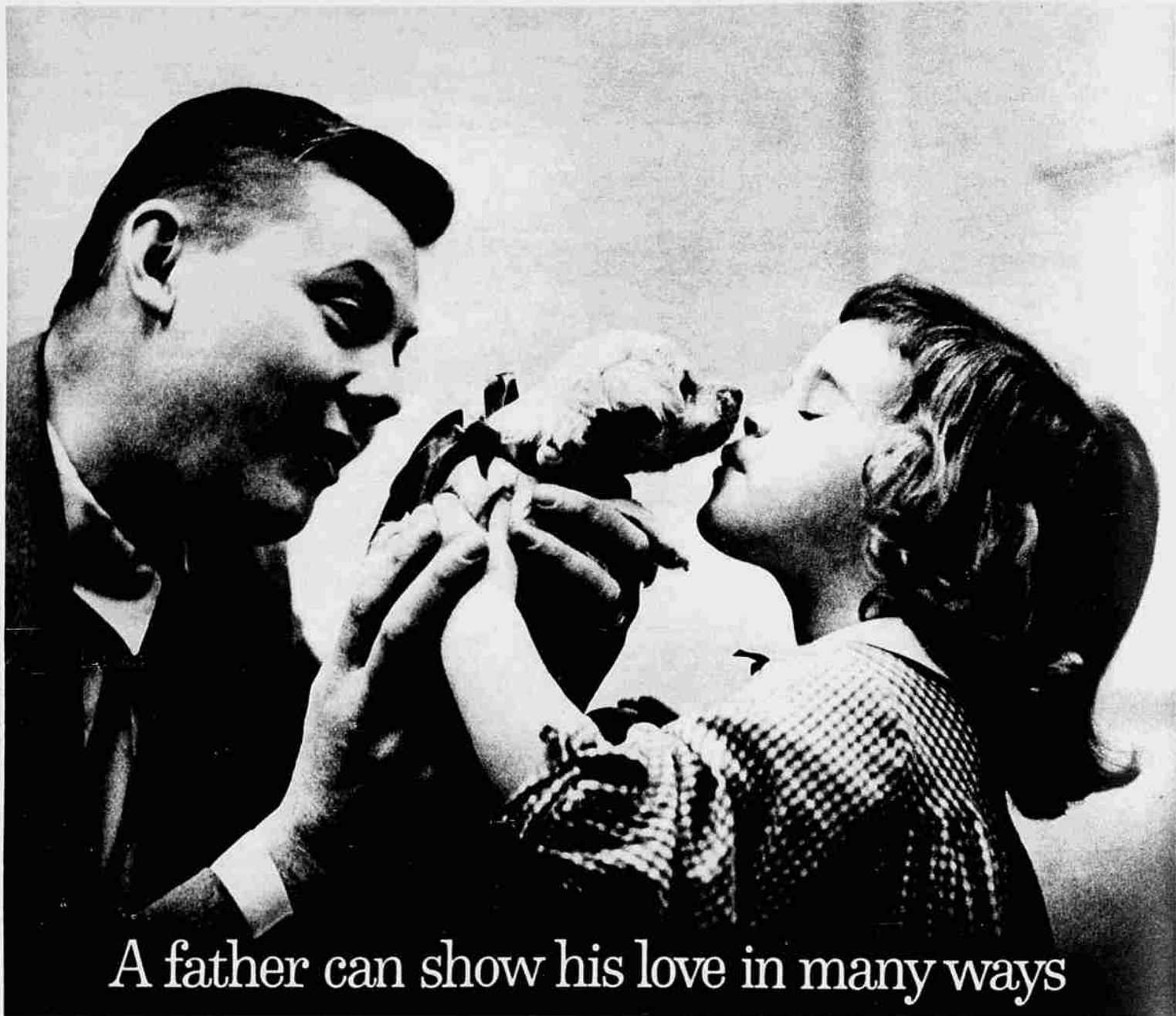




A father can show his love in many ways —and life insurance is one of them

For many a young man, true adult responsibility begins on the day he marries. Suddenly he is aware of his obligations to someone else.

With the birth of each of his children, this awareness deepens. Gradually, he comes to realize that devotion and willing hands are a great deal, but not enough. A wife and children need basic financial security. And so he begins to build his life insurance program.

One of the best things about modern policies is that they can provide this vital

protection and a lot more besides. Funds for retirement, perhaps. For a college education. Or for an emergency or a business opportunity.

Ask your New York Life Agent to tell you about such policies. You can talk to him with confidence. As a full-time representative for New York Life, he has the training, the experience, and the interest needed to help you plan soundly—and economically. Call him at the New York Life office nearest you, or mail the coupon for more information.

New York Life INSURANCE COMPANY *nylic*

Dept. FW-43, 51 Madison Avenue, New York 10, N.Y.
(In Canada: 443 University Avenue, Toronto 2, Ont.)

I would like more information about policies especially suited for families.

I (am) (am not) a New York Life policyowner now.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

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

LIFE INSURANCE • GROUP INSURANCE • ANNUITIES • HEALTH INSURANCE • PENSION PLANS