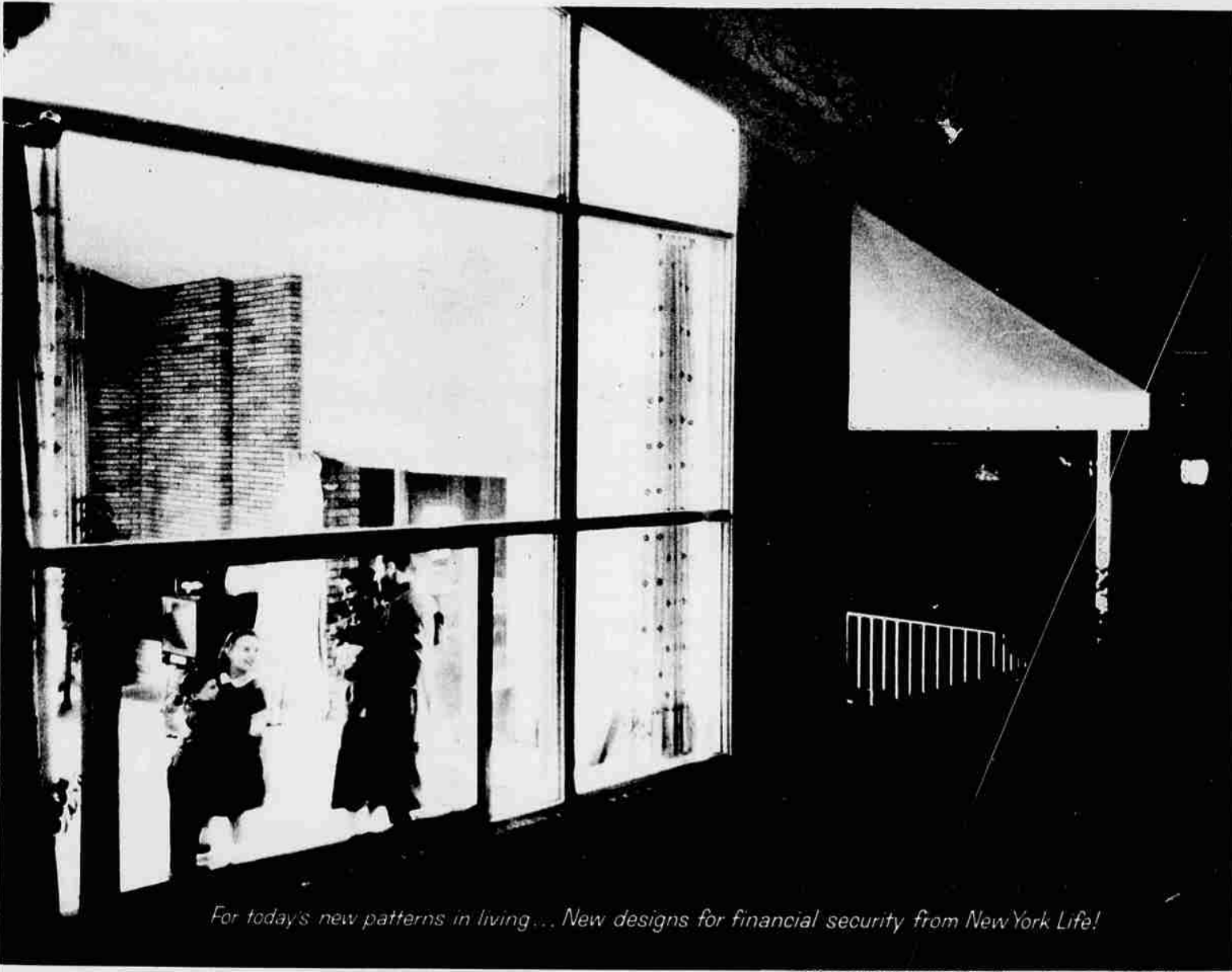




For today's new patterns in living... New designs for financial security from New York Life!

Whole Life Policy offers \$10,000 family protection now—retirement income later!



Homes, nowadays, are designed to combine charm with convenience—planned to meet the changes in every family's needs. And your family's financial set-up can be equally modern—just as efficiently planned to provide protection now, as well as security for the years to come.

That's the kind of security New York Life's Whole Life insurance is designed to provide. Its \$10,000 minimum face amount assures your family immediate cash, if you should die. Throughout your life, while your policy is in force, it keeps building cash values for emergency use. Or when you reach retirement age, these cash values can pay you a generous income *for the rest of your life!*

Best of all, your monthly outlay for all these benefits is in tune with today's prudent budgets. The monthly premium for a \$10,000 policy, issued at age 30, is only \$17.90—only \$17.20 under Check-O-Matic, New York Life's special monthly premium payment plan. Issued at other ages, the premium is correspondingly low. And dividends, as declared, can reduce payments further.

Ask your New York Life agent about Whole Life insurance or mail the coupon below.

*The New York Life agent
in your community is a good man to know*

New York Life Insurance nylic Company

Dept. FW-19, 51 Madison Avenue, New York 10, N. Y.
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I would like more information about
your modern Whole Life policy.

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