



**Born yesterday...
with a financial head start on tomorrow!**

*Now a single policy
insures the entire family—
even covers new babies
automatically 15 days after
they're born—then
pays Dad an endowment at 65!*

Important addition to any family's security is New York Life's new Family Endowment Plan. Just one policy, one low premium monthly insures Dad, Mother and children—automatically includes new babies 15 days after they arrive. Then when Dad reaches age 65 and insurance protection ends, the policy pays him its *full face amount* in cash! Or he can choose a regular monthly income for life! So give the whole family a financial jump on tomorrow by asking your New York Life agent about the Family Endowment Plan today.

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

New York Life
 **Insurance Company**

Dept. FW-21, 51 Madison Avenue, New York 10, N.Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

Please send me, at no obligation, more facts
about your new Family Endowment Plan.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____