



Just pocket change every day can buy a young family \$10,000 more security!

New York Life's Whole Life policy protects your family at a low premium cost—assures funds for their future—or for your own retirement.

If you're like most fathers in their 20's or 30's, you're probably finding it rough on the family budget to give your wife and children the financial security you want them to have. New York Life's low premium Whole Life policy can be the answer. It assures your family immediate cash, if you should die . . . or promises you a lifetime income at retirement.

Because Whole Life is issued in a minimum face amount of \$10,000, savings are made possible which are passed along to you in lower premiums. For a man of 30, for example, the

monthly premium for \$10,000 of Whole Life is only \$17.20 under Check-O-Matic, New York Life's special monthly premium payment plan. This means setting aside about 57 cents a day. And dividends, as declared, can be used to reduce premium payments, if you wish.

Aside from the protection it offers your family, Whole Life holds many benefits for you, too. It builds cash values fast, so you have a handy source of cash for an emergency. Then when you reach retirement age, Whole Life can pay you a monthly income for the rest of your life.

Why don't you take this simple "pocket change" way to protect your family and yourself? Ask your New York Life agent for all the facts about Whole Life insurance today. Or just mail the coupon at right.

THE NEW YORK LIFE AGENT IN
YOUR COMMUNITY IS A GOOD MAN TO KNOW

New York Life Insurance Company

Dept. FW-23, 51 Madison Avenue
New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

I would like more information on your Whole Life policy, at no obligation.

Name _____ Age _____

Address _____

City _____ Zone _____ State _____