



"How long before you finish the bird house, Daddy?"

*"Well—I've followed the plans carefully.
It shouldn't take much longer."*

"Could you finish it in—five minutes?"

"Five minutes? Why?"

"There's a bird waiting."



The house will be ready because Dad *planned* on having it ready. He did the same with his life insurance: he *planned* it. With his Prudential Agent he checked over the family's budget and needs. The insurance program that resulted is his "blueprint for security"... and now, no matter what happens to Dad, his family will be provided for. There's no one better qualified to advise on life insurance than a Prudential Agent. Welcome him when he calls.

TO OVER 35 MILLION AMERICANS—INSURANCE MEANS PRUDENTIAL