



"Dad, how come you have to work to get money?"



"Do little sisters cost as much as boys?"



"All that for a haircut? —I cut Jimmy's free!"



"Gee dad, if everything costs money, what would we do without you?"

Could you give your own child a confident answer to that question? Or do you wonder yourself how your family would get along without a father? Life insurance, of course, was developed to help solve this very problem. And modern policies make it possible for almost any man to give his wife and children the basic financial protection they need.

Ask your New York Life Agent. He knows the problems a father faces. He has been well trained for his career as a life underwriter, and he works full-time representing New York Life. You'll find him truly interested in providing you with the kind of life insurance you really want and need—and can afford. You'll be surprised how many of your family's future problems he can help you solve. Call him at the New York Life office nearest you, or mail the coupon for more information.

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

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I would like a copy of your booklet designed to help me figure my true insurance needs.

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