New kind of life insurance for children jumps 5 times in value at age 21 with no added cost.

Have you a child or a grandchild between the ages of 1 and 15? If so, our new JUNIOR L$AT $L BILDY policy—nicknamed the "Jumping Juvenile" by our fieldmen—will assure him $5000 of life insurance at age 21 for every $1000 you buy now! ...with no increase in cost and with no further proof of insurability.

You see, this savings-type life insurance automatically jumps to 5 times its original value when the youngster reaches 21, yet the annual premium does not change throughout the life of the policy.

Here's the ideal way to guarantee your child or grandchild a substantial amount of life insurance protection as he takes on grown-up responsibilities, with important cash values available for earlier education or later emergencies. Liberal dividends add materially to these values.

APRIL, 1954

NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY
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