

NEW YORK LIFE INSURANCE CO.

SANTA ROSA GENERAL OFFICE

LIFE — ACCIDENT and SICKNESS — GROUP INSURANCE

PENSION TRUSTS — GROUP ANNUITIES

**Bank of California Building
310 E Street at Fourth Street**

Liberty 2-3462

INVESTMENTS

INSURANCE SECURITIES TRUST FUND

Issuing 10-Year Participating Agreements

Single Payment or Accumulative Plan

Prospectus May Be Obtained From

**Main Office: 2030 Franklin Street, Oakland 12, California
or**

Redwood Division Sales Agency Office

JOHN G. KELLY, Divisional Sales Manager

Rosenberg Bldg., Santa Rosa Phones: Liberty 5-6061 and 5-6674

VITAL INFORMATION AT YOUR FINGER-TIPS!

- Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is *up* among regular subscribers.

MORE PEOPLE ARE SEEING CITY DIRECTORY ADS