

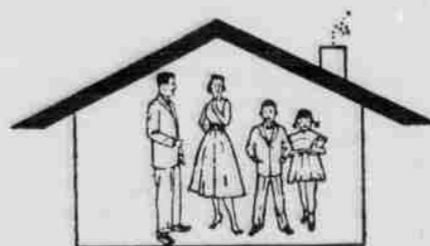


LINCOLN, NEBRASKA

For the privilege of acquainting you with the details of a new and different idea in insurance, we offer you the newest and most up-to-date Hammond Road Atlas. It contains full color road maps of the United States, Canada and Mexico. In it are Points of Special Interest, Mileage Tables, Personal Car Information, Metropolitan Area Maps and Scale-O-Matic Distance Calculations on every page. Just mail in the coupon or phone.

# FP-155

## FAMILY PLAN



PROTECTS EACH FAMILY MEMBER

### BENEFITS FOR YOUNG FAMILIES

- Covers Mom, Dad and All Children
- Insurance Free Budget
- Covers all Future Children After 14 Days
- Time to Get Financial House in Order
- Guarantees Insurability to Entire Family
- Converts to Pioneer's Unique Family Plan
- \$125.00 Only Payment Made in First 5 Years
- Second Premium Due After 5 Years

### PIONEER FAMILY PLAN RATES

- 1 Payment \$125.00
- 2 Payments \$ 65.00
- 4 Payments \$ 33.13
- 12 Payments \$ 11.25

**\$125.00 Insures Entire Family For 5 Years**

### AT DEATH EACH UNIT PROVIDES

DAD **\$5,000**  
 MOM **\$1,000**  
 KIDS **\$1,000**



### IF

- You Are Married
- You Have a Sense of Responsibility
- You Feel Young Married Couples Have Financial Problems While in School
- You Are Short on Money
- You Are 18 Through 26
- You Like Fresh, New Ideas
- You Are Tired of Gimmicks

### READ ON

Because Here Is a Genuine Answer to a Real Problem for Young Married Couples and Families

It's Called

**FP-155**

- Dad Is Insured!
- Mom Is Insured!
- No Debt Staring at You When You Graduate!
- One Low Payment Is All That Is Needed!
- Second Payment Not Due for FIVE Years!
- All Children (Present and Future) Are Insured!
- An Insurance-Free Budget!

### BUT

To Know Exactly WHAT It Is . . . HOW It Works . . . and, WHAT It Can Do for YOU Requires Knowing More About Your Particular Situation . . . If the FP-155 Can Be of Service to You — Use It! If It Can't — Forget It!

### HOWEVER

You Will Never Know Until You Visit With Someone About The Details of Your Situation and the Benefits of the FP-155. Mail in the Coupon or Phone.

# PIONEER INSURANCE CO.

Since 1899—An Old Company With New Ideas!

210 Federal Securities Bldg. Lincoln, Nebraska

Ph. 432-0308

Without obligation, I should like to have the gift and information mentioned in your advertisement:

Name .....

Address .....

City ..... State .....

Phone ..... Husband's Age .....