



"I would
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parent
be told..."

If you have young children, there's a worthwhile message for you in this real-life letter.

Not long ago, New York Life received this note:

Dear Sirs:

Right after our son was born, 18 years ago, our New York Life Agent called and asked what plans we had for educating this youngster. We told him that was a long way off and that we were chiefly concerned at that time with feeding and clothing him. He pointed out that the years would soon slip past and the boy would be ready for college. He asked if we could put aside a small sum each week, and we said we could. Then he discussed an insurance policy.

The other day, we paid the last premium on

this policy, and we now have money ready for our son when he goes to college next fall. I only wish the Agent had sold us two policies so that we might have doubled the amount.

I would earnestly recommend that every parent be told of the importance of this or some similar plan, for I am sure that otherwise we never would have put aside that much money. Of course, we also had the insurance protection on his life all that time, too.

Most sincerely, H.J.R.E.

To learn more about a plan to assure your child funds for an education, call your New York Life Agent. Or use the coupon at the right.

New York Life

INSURANCE COMPANY *nylic*

Dept. FW-42, 51 Madison Ave., New York 10, N.Y.
(In Canada: 443 University Ave., Toronto 2, Ont.)

I would like more information about
your New Educational Plans.

I (am) (am not) a New York Life
policyowner now.

NAME _____ AGE _____

ADDRESS _____

CITY _____

COUNTY _____ STATE _____

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

LIFE INSURANCE • GROUP INSURANCE • ANNUITIES • ACCIDENT & SICKNESS INSURANCE • PENSION PLANS