

Guarantee money for college?

How?



With your life insurance . . . and the help your agent is trained to give you!

YOU: That's a pretty big promise. How's it possible?

YOUR LIFE INSURANCE AGENT: You simply use any policies that have cash values—as a way of putting money aside for your children's education.

YOU: And then what?

AGENT: Well, as you know, these cash values in your policies increase, year by year, as you pay

your premiums. When college days arrive you can use this money, if you need to, for tuition and other expenses.

YOU: But why do it with life insurance? There are lots of other ways I could save the money.

AGENT: Sure, if you're positive that you'll live to save it. With life insurance you *know* the full amount will be there—even if you're not.

YOU: I never thought of it that way. The money really is guaranteed, isn't it?

AGENT: Right. That's one of the unique advantages of life insurance.

INSTITUTE OF LIFE INSURANCE
Central Source of Information About Life Insurance
488 Madison Avenue, New York 22, N. Y.

WHEN SOMEONE'S COUNTING ON YOU . . . YOU CAN COUNT ON LIFE INSURANCE