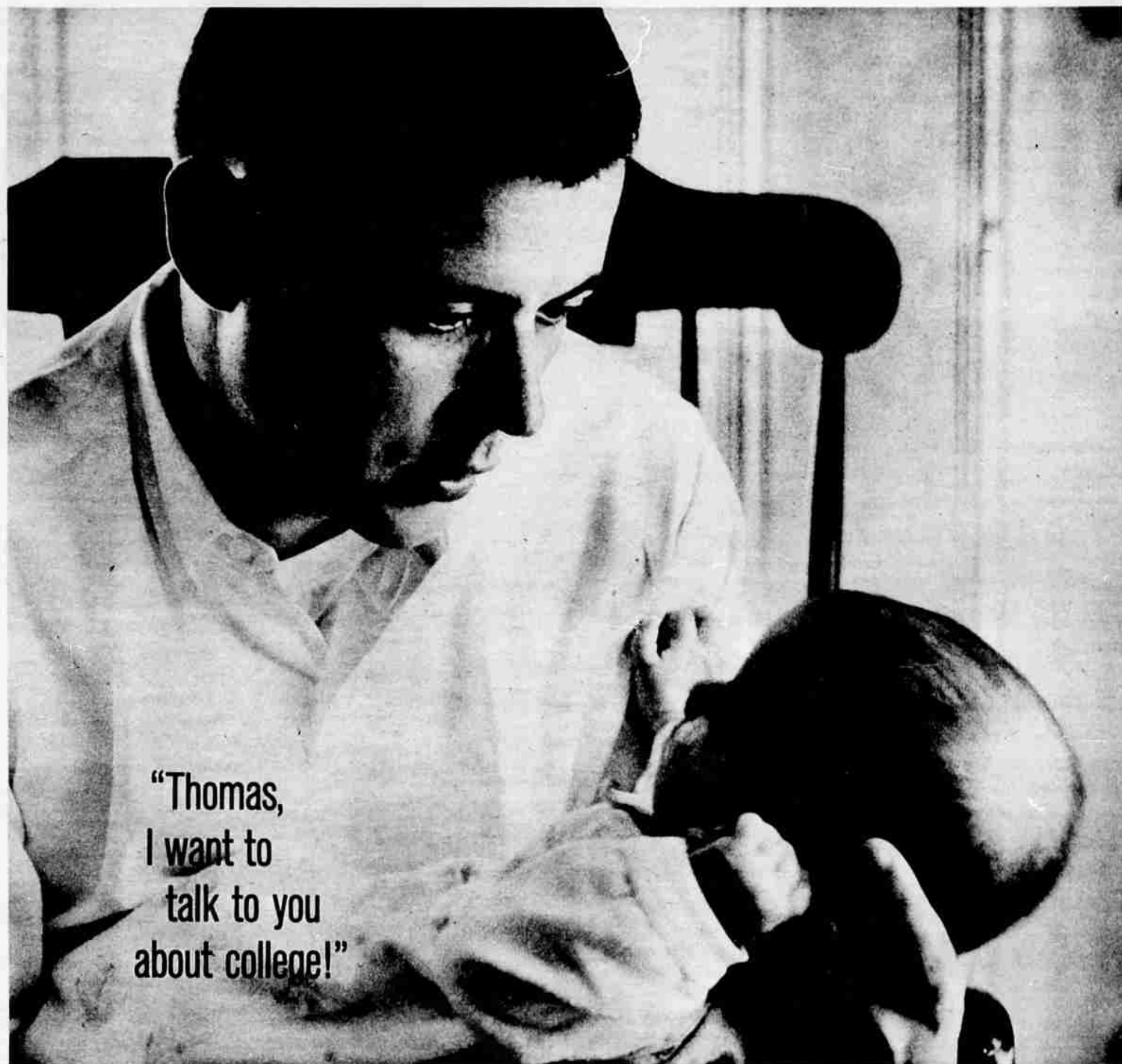




"Thomas,
I want to
talk to you
about college!"

There's more wisdom than whimsey in this father's remark. The rising costs of a college education make it impossible for most families to meet this expense unless they prepare for it well in advance. How? Many have decided that a New York Life Educational Plan offers the surest and most practical way.

There are two of these specially designed plans: the Educational Endowment, and Whole Life with Educational Endowment Benefits. With either, a father can be certain his son or daughter

will have most or even all of the funds needed for college. Just remember—the earlier you start such a plan, the easier it will fit into your budget.

Your first step is to call the New York Life Agent in your community. He will gladly explain these plans in detail, and without obligation to you. You'll find him well qualified to advise you, through his broad training and his experience as a full-time representative for New York Life. Call him soon! Or, for information, use the coupon at the right.

New York Life

INSURANCE COMPANY

Dept. FW-49, 51 Madison Avenue, New York 10, N.Y.
(In Canada: 443 University Avenue, Toronto 2, Ont.)

I would like more information about New York Life's Educational Plans.

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

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

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