please look at this cost comparison for $50,000
5-Year Renewable Term Policies issued by TIAA and
the ten largest U.S. life insurance companies!

You can see from these figures that owners of TIAA
policies enjoy substantial cost advantages over persons
insured by the country’s largest commercial life insurance
companies—companies that sell one in every three
policies purchased by Americans each year. As a staff
member (either full-time or part-time) of a nonprofit
educational institution you are one of the limited group
that qualifies for TIAA and the big savings this eligibility
can bring.

To give you an idea of savings possible, the figures show
that, as compared to TIAA:

the mean cost for $50,000 5-Year Renewable Term

policies issued to 35-year-old men by the ten largest com-
panies is 59% higher, a dollar difference favoring TIAA,
adding up to more than $2,500 over the next 20 years;
even the company in the group that appears to offer the
best bargain demands a cost 40% higher than TIAA’s;
the mean cost for $50,000 policies issued to 35-year-old
women by the ten companies is double that of TIAA;
indicating savings close to $2,900 for the person choosing
TIAA; for the most attractive commercial policy shown
women will pay 70% more over the years than for a TIAA
giving them the same benefits.

You can get all the facts about a TIAA
5-Year Renewable Term policy that can
help secure the future for your family
by contacting the TIAA LIFE INSURANCE
ADVISORY CENTER. Either telephone
collect 212-490-9000 and ask for one
of the Insurance Counselors

Or mail this coupon. In either case there are no
strings attached and no one will call on you.

Life Insurance Advisory Center
TEACHERS INSURANCE & ANNUITY ASSOCIATION
730 Third Avenue, New York, N.Y. 10017

Eligibility for TIAA is extended to em-
ployees of colleges, universities, private
schools, and certain other nonprofit edu-
cational or scientific institutions, and to
the employee’s spouse when more than half
of their earned income is from an eligible
institution.

Name and Title Date of Birth
City, State, Zip
Nonprofit Employer (College, University, Private School, Etc.)
If your spouse is also eligible according to the rules
described, please provide:

Spouse’s Name Date of Birth