Why Savings Bank Life Insurance belongs in the portfolio of every contemporary man and woman.

Savings Bank Life Insurance is America's lowest cost life insurance for all Ordinary Life, Endowment, and Renewable Term. That's one reason why.

For example, under the SBLI 5 year Renewable Term Plan, a man of 40 can buy $175,000 in Savings Bank Life Insurance for less than $100 a year* (at age 25, the cost is less than $75 a year*). This makes it possible to provide extra protection — at lowest cost — at a time when families need it most. In addition, an SBLI 5 year term policy is automatically renewable and convertible to any one of several permanent policies at a time when families need it most. In addition, an SBLI 5 year term policy is automatically renewable and convertible to any one of several permanent policies up to age 65, without additional medical examination.

This assures continuity of protection, no matter what health condition might develop.

Another reason why is that although Massachusetts Savings Bank Life Insurance is available only to people who live or work in Massachusetts, you can keep any amount you own at the same low premiums even if you should leave the state.

To learn more about the SBLI 5 year Renewable Term Plan, visit your bank and ask for a free copy of the informative SBLI FACTS booklet. While you're there, we'll be pleased to answer any questions you may have about SBLI. And you don't have to be a depositor or customer of the bank to receive this service.

*Average net annual payment for 5 years, based on $175,000 Savings Bank Life Ins. $1,000 dividend scale.

S.B.L.I. IS 4TH IN THE AMOUNT OF ORDINARY LIFE INSURANCE IN FORCE IN MASSACHUSETTS OF APPROXIMATELY 140 LIFE INSURANCE COMPANIES LICENSED IN THE STATE.

SBLI
LIFE INSURANCE

Preston Love got his B.S. in Economics in 1966, then trained at IBM. Preston Love's idea for the Iowa State Department of Public Instruction is a good example of how IBM marketing representatives work. He calls on key Iowa commissioners daily and is often asked how data processing can solve a problem. He studies the problem in depth and comes up with a solution. Showing what isn't there "One day they asked me how to show grade and high school kids what computers can do," says Preston. "Without spending the money for installing a computer." His solution: use remote terminals hooked up by telephone cable to a time-sharing computer in Chicago. (Time-sharing means that many terminals can use the computer at once.)

Letting kids run the world "To make the children's work lively," says Preston, "I suggested they play simulation games with the computer."

"To play one, for instance, the children break up into groups. Each group governs a 'country.' And the computer gives them problems to solve, like depressions, wars, bumper crops," says Preston. "It's a fascinating way to learn about computers," says Preston. "And typical of the kind of problems I solve in my job."

Visit your placement office Preston's is just one example of the kinds of opportunity in marketing at IBM. For more information, visit your placement office.

An Equal Opportunity Employer "I'm helping kids learn to use computers."