

## THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

WHEN WRITING ABOUT A POLICY ALWAYS GIVE THE NUMBER



NEW YORK;

JOHN L. KASSOFF  
MANAGER  
EMPIRE STATE BUILDING  
TELEPHONE CHICKERING 4-1054

February 13, 1936

Mr. Maurice M. Lichtmann,  
310 Riverside Drive,  
New York City.

My dear Mr. Lichtmann,

I am enclosing a very interesting write-up that touches quite closely on the plan that we have had under discussion. It tells the story very clearly of how Princeton alumni are using endowment life insurance as a means of creating a permanent gift to their Alma Mater. This, in essence, is exactly the same plan that I suggested to you for the many interested friends and supporters of the Ursvati Himalayan Research Institute in India.

I feel that this endowment plan, with the Institute as the beneficiary, affords the ideal method by which the organization can build up for itself, through its trustees and friends, a permanent and sizeable endowment fund that will not be curtailed by the premature death of any of these friends.

The plan, of course, speaks for itself. My wish is that I may be of service to you in presenting this plan to the proper public.

With kindest regards, I remain,

Yours very truly,

*Marjorie J. Hecht*

MJH/WL

Marjorie J. Hecht.