

## PRINCIPLES of SOUND RETIREMENT INVESTING

# RECENTLY, MORNINGSTAR CALLED US CHEAP. IT'S NOT EVERY DAY YOU GET A COMPLIMENT LIKE THAT.

All financial companies charge operating fees and expenses—some more than others. Of course, the lower the expenses you pay, the better. That way, more of your money goes where it should—towards building a comfortable future.

## We make low expenses a top priority.

As the largest retirement system in the world—a nonprofit company focused exclusively on the financial needs of the educational and research communities—our expenses are among the lowest in the insurance and mutual fund industries.

In fact, TIAA-CREF's 0.31% average fund expenses are less than half of the expense charges of comparable funds.<sup>1</sup> It's why Morningstar—one of the nation's leading sources of annuity and mutual fund information—says, "At that level [TIAA-CREF] is cheaper than any other

[variable annuity] policy, and is even competitive with the cheapest mutual fund complexes, though it offers far more benefits."<sup>2</sup>

## "TIAA-CREF sets the standard in the financial services industry."

Of course, expenses are only one factor to consider when you make an investment decision. Morningstar also noted our commitment to "consumer education, service" and "solid investment performance." Because that can make a difference in the long run, too.

At TIAA-CREF, we believe people would like to spend more in retirement, not on their retirement company. Today, over two million people count on that approach to help them build a comfortable and secure future. So can you. To find out more, call us at 1 800 842-2776. We'd consider it a compliment.

Visit us on the Internet at [www.tiaa-cref.org](http://www.tiaa-cref.org)



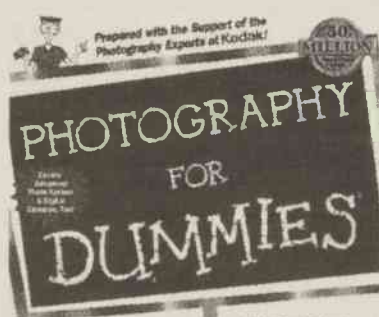
Ensuring the future  
for those who shape it.<sup>3</sup>

<sup>1</sup> Based on \$256 billion in assets under management. <sup>2</sup> Standard & Poor's Insurance Rating Analysis, 1998; Lipper Analytical Services, Inc., *Lipper Division Analytical Data* 1998 (Quarterly). <sup>3</sup> Of the 4,829 variable annuities tracked by Morningstar, the average fund had total fees combining annual expenses of 0.82% plus an insurance expense of 1.27%. Source: Morningstar, Inc., for periods ending 7/31/98.

<sup>4</sup> Source: Morningstar Principia Variable Annuities/Fall 4/30/98. TIAA-CREF expenses are subject to change and are not guaranteed for the future. Past performance is no guarantee of future results. TIAA-CREF Individual and Institutional Services distributes CREF certificates and interests in the TIAA Real Estate Account. For more complete information, including charges and expenses, call 1 800 842-2776, extension 5509, for the prospectuses. Read them carefully before you invest or send money.

## MAKING LIFE MORE FUN

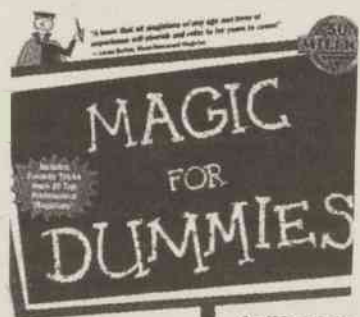
### Picture This: Fun, Magical Books



A Reference for  
the Rest of Us!

by Russell Hart

Get Picture-Perfect Results from Your Point-and-Shoot Camera. This Big Picture—How to Take Great Photos of Any Subject or Occasion! A Flash Course in Photography Basics from Choosing Film to Getting Better Prints.



A Reference for  
the Rest of Us!

by David Pogue

Over 65 Easy-to-Follow Tricks Using Everyday Items: Money, Silverware and Playing Cards! Capture Up a Magical Performance for Any Event or Occasion! Photos, Tricks, and Presentation Tips Provided for Every Trick.

#### A Reference for the Rest of Us!

by Russell Hart

(NAPS)—You may be interested in two magical new books that can be a snap to figure out and learn.

*Magic for Dummies* by David Pogue and *Photography for Dummies* by Russell Hart (IDG Books Worldwide, \$19.99 each), follow on the successful heels of other books in the *Dummies* series. One book shares the mystical secrets of magic tricks while the other offers readers an easy way to learn the basics of photography.

*Photography for Dummies* opens with helpful tips to getting picture perfect photos including this advice:

- Frame, don't aim. Use the whole viewfinder to compose your shot. With people pictures, place heads near the top rather than dead-center.
- Place the subject off-center. This is an easy way to make your

#### A Reference for the Rest of Us!

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pictures more interesting.

- With a point-and-shoot camera, lock the focus on the main subject before shooting.

In *Magic for Dummies*, you can learn more than 90 easy-to-perform tricks using everyday items, such as money, silverware and playing cards.

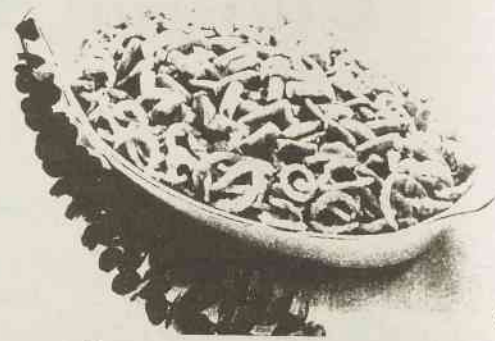
Here are some tricks you can learn from the book:

- The Stretchiest Finger in the World
- The Bendy Spoon
- The Evaporating Sugar
- How to Shuffle without Really Accomplishing Anything

Photos and presentation tips are provided for every trick.

Although both books are targeted to novices, they can be used by anyone interested in the subjects. Both books are available at most bookstores. You can also visit [www.dummies.com](http://www.dummies.com) on the Web.

## Holiday Dishes Evoke Special Memories That Bond Generations Together



(NAPS)—Turkey, stuffing, cranberry sauce, pumpkin pie. How does a favorite food become a holiday tradition? According to Barbara Haber, culinary historian and curator of cookbooks at the Schlesinger Library at Radcliffe College, people try to replicate foods they grew up with, especially at holidays. "Our most cherished recipes are often those made for the entire family during the holidays," Ms. Haber attributes this behavior to the ongoing desire to connect ourselves back to our roots and keep in touch with past generations.

Like turkey, stuffing, cranberry sauce and pumpkin pie, the "quintessential" Green Bean Bake is a traditional holiday favorite. This dish, invented in 1955 by Dorcas Reilly, manager of the Campbell's Test Kitchens, remains one of the company's most requested recipes. According to a national survey by Opinion Research Corporation, Campbell's estimates that over 20 million Green Bean Bakes will be served on holiday tables this year.

Simply mix canned, frozen or fresh green beans, Campbell's Cream of Mushroom Soup, canned fried onions, milk, soy sauce and pepper, and your Green Bean Bake is ready for the oven in just 10 minutes. As a slight variation, use Campbell's 98% Fat Free Cream of Mushroom Soup.

So, this holiday season keep with tradition or start a new one and serve Green Bean Bake.

### Campbell's Green Bean Bake

Prep/Cook Time: 40 min.

1 can (10 1/2 oz.) Campbell's Cream of Mushroom Soup or 98% Fat Free Cream of Mushroom Soup  
1/2 cup milk  
1 tsp. soy sauce  
Dash pepper  
4 cups cooked cut green beans  
1 can (2.8 oz.) French's Fried Onions (1 1/4 cups)

1. In 1 1/2-qt. casserole mix soup, milk, soy sauce, pepper, beans and 1/2 can onions.  
2. Bake at 350 F. 25 min. or until hot.  
3. Stir. Sprinkle remaining onions over bean mixture. Bake 5 min. or until onions are golden. Serves 6.

## Education on the net

### The College Quest Just Got Easier

(NAPS)—The quickest route to the right college can be found on the information superhighway.

For today's 3.6 million high school seniors, accustomed to finding a variety of shortcuts online, it seems only logical that the Web should supply a one-stop solution for their college choices.

That's why teens and their parents are now using Web sites such as CollegeQuest.com to help them through the daunting college search process of choosing colleges, preparing for standardized tests, applying to colleges, and financing the investment.

Designed to be a personalized tool for students and parents, the CollegeQuest.com site, from Peterson's, takes the user through each step of the college search process, making it the most comprehensive Web site of its kind.

"With the growing trend of Internet use for the college search, we really saw a need for a Web site that offers the breadth and depth of functionality that CollegeQuest.com does, including organizing the entire process for you," said Stephen Smith, Director of Interactive Media at Peterson's.

Over 3,500 U.S.-accredited colleges and universities are profiled with CollegeQuest.com.

These profiles are searchable by various criteria, allowing students to create personalized ratings, rather than relying on rankings developed by outside sources.

"I want to pick a school based on the characteristics that are important to me," said Courtney Smith, a high school junior from Washington, DC. "It's great that Columbia may rate tops on some lists, but if I'm looking for a small private school in the South, those lists become pretty useless."

#### Tips For The College Search

1. Start early. List colleges. Don't wait until your senior year to take the SATs—you may want to take them again.
2. Use the Internet to find out about colleges, financial aid, even take virtual campus tours.
3. Evaluate your academic profile with GPA, class ranking, SAT scores, Advanced Placement classes.
4. Think about what you want in a college: majors, athletics, cultural activities, etc.
5. Do research. Check out the college's Web site, read its online newspaper.
6. Talk to people. Use Internet forums and e-mail to chat with other students, alumni, faculty, and college admissions officers.
7. Visit the campus. Take notes and prepare for the admission interview. Ask questions.
8. Organize applications. Note the deadline and start early on the essay.
9. Look into financial aid and scholarships. Get advice from your guidance counselor and use online tools.
10. Apply to five to eight colleges. Aim high, but include a school where you're confident you'll get in.

Source: CollegeQuest.com

CollegeQuest.com also includes:

- largest online database of 800,000 scholarship awards
- online applications accepted by more than 1,200 colleges
- application management tool to organize the process
- forums with college admissions experts, guidance counselors, and financial aid officers
- SAT/ACT preparation and practice tests
- calendar of key events and dates.