TO MEET URGENT PUBLIC NEED

Bankers Life & Casualty Company takes revolutionary step in releasing

NEW KIND OF HOSPITILIZATION INSURANCE *THREE YEARS EARLY*

Planned for release in 1961, research showed so great a need that our Company has made Form 39 immediately available—

AS BASIC HOSPITALIZATION
protection for those who have no accident and sickness insurance!

AS ADDITIONAL INCOME
for those whose older policies fail to meet today's higher costs!

Pays You $100 a Week Extra up to 50 Weeks

for every week you are in the hospital OVER and ABOVE any money you collect from Workmen's Compensation, Veteran's Administration, or other Insurance

THIS NEW POLICY is so unusual—so different—so clear cut and simple that you will have to read the policy itself before you can grasp its extraordinary features. For that reason we now offer to put an actual printed copy in your hands. Read it to yourself in the privacy of your home. Read it to your family . . . to your most skeptical friends because—

In less than 150 words of plain English it binds this Old-Line Legal Reserve Stock Company to pay you $100 a week in cash for every week you are in any regular hospital. **No limited payments of specified amounts for this or that. No half measures. You get the $100 a week up to 50 weeks—up to $5000.00.**

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It guarantees payment for any sickness except mental illness or normal childbirth—any sickness which originates after the policy is issued. **No waiting periods. No exclusions except mental illness or normal childbirth.**

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It guarantees the same payments for any kind of accident—even those occurring at work. You have this protection at home—at work—in your car—on vacation—wherever you might be. **No prorating. Even if all your expenses are paid by other policies, by Workmen's Compensation, or by the Veteran's Administration, you still get the full $100.00 a week.**

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It guarantees to pay the money direct to you unless you tell us to send checks to your doctor or hospital. **No waiting for doctor bills—no limitation on how you use the money. Use it any way you like, or put it in the bank.**

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It is renewable at the option of the company and guarantees that you can cancel at any time you wish by merely failing to pay the next monthly premium. **No notice to the company is necessary. Your cancellation will go into effect automatically.**

Be one of the first to read and have this advanced modern type insurance. Form 39 is not offered as a substitute for your present policies. If you have good, older policies, don't give them up. They're valuable.

But, if you are now between the ages of 18 and 69 and now in good health find out at once 1) whether you are eligible, and 2) exactly how little it will cost you to have this massive extra protection for yourself and for any dependent members of your family. Tear out the coupon now. Mail at once. If not convenient to mail at once put the coupon in your pocket and mail tonight. Or just send a postcard and say "Send me a copy of Form 39, free, and quote the rates."

Bankers Life & Casualty Co., Dept. 1550
4444 Lawrence Ave., Chicago 30, Ill.

Gentlemen: Please supply me with a printed sample copy of your modern hospitalization policy, Form 39, with rates. I will read it and then decide whether I want the extra protection of $100.00 a week which it offers. This is not an application for insurance. The sample policy will be supplied free of charge, and I am not under any obligation.

My name is____________________

My address is____________________

City__________ **P.O. Zone or RFD**____ **State**______

09-0018

FREE!

MAIL COUPON

The coupon at left is not an application for insurance. It merely indicates your willingness to read a printed sample copy of our new Form 39. As soon as we receive your name and address we will supply you with a copy. After you have weighed its value in relation to the low rate, you can decide whether you want to add this extra protection for yourself or for any members of your family.

Compare any policy you now have with this advanced new type of insurance. As we issue both types of policies we can invite comparison without being unfair to other companies. Our present policyholders have the privilege of applying for Form 39 as added, extra protection.

OLD	NEW
All of the older types of accident and health policies issued by ourselves and other companies have *one, several* or *all* of the following restrictions or exclusions.	In this column compare the way in which Form 39 eliminates waiting periods and restrictions; reduces exclusions to two, and extends term of payment to a full year.
WAITING PERIODS Most old policies had waiting periods of 30 days for all diseases—and six months to a year for serious disorders.	**NO WAITING PERIODS** Form 39 has no waiting periods for any disease. Any disease originating after the date on your policy is covered.
LIMITED ROOM RATE Almost all old policies limit the amount paid for hospital room (as low as $4.00 a day) an amount wholly inadequate to meet 1958 costs.	**NO LIMITS ON ANYTHING** Form 39 does not limit your payments. If private room is needed at $15.00 a day, the $100 will pay all but $5.00 of the weekly cost.
"PLAN HOSPITALS" Many group policies cover you only in "Plan" recognized hospitals.	**ANY HOSPITAL YOU CHOOSE** Form 39 permits you to go to any regular hospital in U. S. or Canada.
PRO-RATING—Pay only Part Many policies paid nothing or only part if you had Workmen's Comp. help from V.A. or other insurance.	**NO PRO-RATING—Pays in Full** Form 39 pays in addition to any and all other payments or benefits you get from any source.
30- 60- or 100-DAY LIMITS Most old policies limit time to 100 days, some policies limit full payment to 30 days, half payment for the next 30—after that, nothing!	**PAYS 350 DAYS—50 WEEKS** Form 39 pays for a full 50 weeks—or up to $5000.00 if you are in the hospital for a year. Might be a godsend if you had a long illness.
PAYS DOCTOR OR HOSPITAL Almost all old policies paid the money to your doctor or the hospital for only the actual costs.	**MONEY PAID TO YOU** Form 39 pays you $100.00 a week, even if actual costs are less—and it pays the money direct to you.
MANY SICKNESSES EXCLUDED Many older policies exclude from 10 to 20 different sicknesses.	**ONLY TWO EXCLUSIONS** Form 39 excludes only mental illness and normal childbirth.
ACCIDENTS AT WORK EXCLUDED Many older policies exclude accidents that take place at work.	**PAYS FOR ALL ACCIDENTS** Form 39 pays for all accidents—even those occurring at work.

THE WHITE CROSS PLAN

OFFERED BY

BANKERS LIFE & CASUALTY CO.

An Old-Line Legal Reserve Stock Company

Home Office: Chicago 30, Ill.