

AT LAST—REVOLUTIONARY AND DIFFERENT HOSPITAL-MEDICAL-SURGICAL INSURANCE TO AGE SEVENTY-FIVE!




"And John says that if he stays well, he will get \$5000.00 back!"

AND THAT IS ONLY ONE OF THE SIX UNUSUAL FEATURES NEVER BEFORE OFFERED THE AMERICAN PUBLIC AT SUCH LOW RATES

BANKERS LIFE & CASUALTY COMPANY again dares to challenge the entire Insurance Industry—by offering the public a sickness and accident policy so different that every reader will want to get every detail of every outstanding feature. Forget everything you've ever heard about "hospitalization" insurance. This remarkable policy, NC 701—which many insurance experts say is 10 years ahead of its time—will not only help pay the bills when you are sick or hurt: *it will even pay you money back if you stay well!* If you keep your policy in force, you must collect every cent of the face value—whether you are sick or well! NC 701 is guaranteed renewable to age 75 or until the face value of the policy has been paid to you. Mail the coupon for details of the benefits and costs that apply at your present age. There is no charge for this information now or ever, and no obligation to buy.

An Old-Line Legal Reserve Stock Company
OFFERING LIFE INSURANCE, AND BROAD COVERAGE ACCIDENT AND HEALTH POLICIES,
SOME RENEWABLE AT THE OPTION OF THE COMPANY ONLY AND OTHERS GUARANTEED RENEWABLE.

BANKERS LIFE & CASUALTY CO.

HOME OFFICE:  CHICAGO 30, ILL.

Mail Coupon for Free Information

This is not an application for insurance. It is merely your request for free information. No obligation.

BANKERS LIFE & CASUALTY COMPANY
Dept. 1550
4444 W. Lawrence Ave., Chicago 30, Illinois

Gentlemen: Please supply me with information on rates and benefits available to me under your new policy NC 701. I understand there is no charge or obligation. I was born in the year _____

MR., MRS., or MISS _____

ADDRESS _____

CITY _____ ZONE or RR # _____ STATE _____

HOME OFFICE: CHICAGO 30, ILLINOIS 09-0019

YOU MUST COLLECT
...either in Benefits or in Cash Refund

6 GREATLY NEEDED FEATURES NEVER BEFORE COMBINED IN 1 "HOSPITALIZATION" POLICY

YOU GET ALL THESE ADVANTAGES:

1. It cannot be cancelled or discontinued by the company, even if you become a "poor risk"

A revolutionary feature for a low rate accident and health policy: *only you can cancel the policy!* As long as you pay the premiums, the policy remains in force to age 75 or until the full face value has been paid.

2. Rates cannot be raised...ever!

Even if you insure a small child, the low, low infant rate will never be raised when he reaches manhood or old age.

3. It accumulates "cash value" for you or your heirs

If you drop this policy anytime after the second year, the company will pay you a contingent premium refund in amounts which are plainly printed on the policy. If you die, the cash value is paid to your heirs.

4. Benefits never can be reduced

Benefits listed in NC 701 can never be reduced. The policy remains—unchanged—until age 75 or until the full face value has been paid in benefits.

... AND THEN THIS MONEY-BACK REFUND!

5. You receive the full face value of your policy in benefits or refund!

By keeping your policy in force, you *must* collect the full face

value: in benefits when you are sick or hurt, in cash as a contingent premium refund if you stay well, or in a combination of the two at maturity.

... WITH ALL THIS PROTECTION, TOO!

6. All five of the costs of sickness or accidental injury are covered

NC 701 pays from \$3000 to \$7500 for women and from \$2500 to \$5000 for men depending on your age at time of issuance. It includes specified amounts for:

1. Hospital Room and Board, (including general nursing care).

2. Doctor's Bills at specified rates. In or out of the hospital.

3. Surgeon's Fees at specified rates. In or out of the hospital.

4. Hospital Extras (oxygen, iron lung, ambulance service, etc.).

5. Medicines prescribed by your doctor. In or out of the hospital.

The exact amounts available are clearly printed in your policy. The only limit on the total amount you can collect is the face value of the policy. Exceptions, limitations and waiting periods are clearly stated in the policy.

*Only Bankers Life & Casualty Company Offers Policy NC 701
The few exceptions—mental illness, acts of war, simple rest cures, etc.—are clearly stated in the policy. Hernia, heart disease, tuberculosis, tonsilectomy, etc., covered when originating six months after issuance of the policy. Benefits for other illnesses that begin 30 days after date of policy; benefits for accidental injury begin from the first day. Policy NC 701 is not yet available in all states. Send name today. See if you are eligible.