

# Read About the Hospitalization Policy 50 Million Families Have Been Waiting For! NOW! HOSPITAL-MEDICAL-SURGICAL INSURANCE

**PAYS MONEY  
WHEN YOU'RE  
SICK!**



**GIVES MONEY  
BACK IF YOU  
STAY WELL!**



**Either Way You  
MUST Collect!**

**WHEN SICKNESS OR ACCIDENT STRIKES, YOU COLLECT  
GENEROUS BENEFITS.**

All over America, men and women are realizing that with today's skyrocketing medical costs they don't have enough hospitalization insurance. Now a new kind of hospitalization insurance gives the EXTRA CASH protection you need. You get liberal benefits for doctors, hospital rooms, surgeon's fees, drugs, ambulance service, even medicine prescribed by your doctor when you are out of the hospital, PLUS another important advantage. If you stay well and don't need to use all the benefits provided by the policy, you get a REFUND in CASH. The amount depends on the benefits you have already received and length of time the policy has been in force.

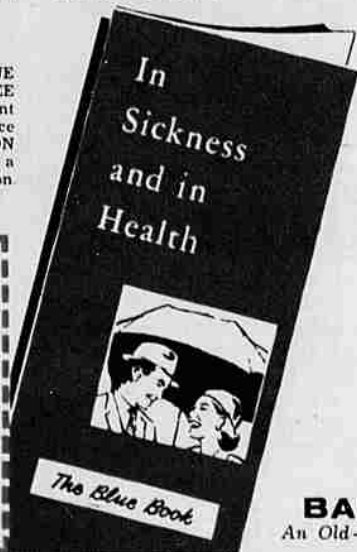
**STAY WELL AND GET CASH BACK.** Isn't this exactly the kind of hospitalization policy you have always wanted? When you're sick you get cash to help pay those bills, to provide the best care and the best doctors available; but if you stay well, you haven't paid out money purely for protection. Instead, you get a cash refund back. You can't lose. If you need to use the money, it's there to help you; if you don't, you've built a savings account of your own. Remember, this new kind of hospitalization insurance, Policy NC-701, is available only from Bankers Life & Casualty Company as part of the famous White Cross Plan. Write today for your FREE copy of the BLUE BOOK that gives full details on the six revolutionary advantages never before combined in one policy. No obligation of any sort.

**GUARANTEED PROTECTION TO AGE 75** OR UNTIL YOU HAVE BEEN PAID THE FULL AMOUNT OF THE PRINCIPAL SUM IN SPECIFIED BENEFITS.

**Mail Coupon Below FOR YOUR  
FREE COPY**

**No Cost, No Obligation Whatsoever**

We have only a limited quantity of these valuable BLUE BOOKS, but if you write today, you can have your copy FREE and without obligation. Don't wait until illness or accident strikes, and you have found out that your present insurance just isn't enough. The time to get this FREE INFORMATION is now before you need protection desperately. Take just a minute while you are thinking about it. Tear out this coupon. Fill in your name and address and mail it today.



**FREE** Interesting **BLUE BOOK**  
TELLS 6 FEATURES NEVER BEFORE  
COMBINED IN ONE POLICY!

Now, in this revolutionary low-cost policy, you can get the absolutely vital protection you need to help meet today's rising medical costs. Write for your FREE BLUE BOOK TODAY. Read how rates can't be raised EVER. Read how, after 3 years, you build cash values as long as you pay the premiums. Read how you get the full face value of the policy either in benefits or in cash refund. Read about the generous payments specified for doctor, hospital room, drugs, surgery, etc. Read about the reasonable waiting periods and exceptions that help enable us to give you the protection you need for a very low cost. All this information is in the FREE BLUE BOOK. Look it over in your own home; decide for yourself whether you want the one policy that guarantees you can't lose. You either get cash in specified benefits or a contingent cash refund.



Policy NC-701 Part of  
**THE WHITE CROSS PLAN**  
offered by  
**BANKERS LIFE & CASUALTY CO.**  
An Old-Line, Legal Reserve Stock Company Home Office: Chicago 30, Ill.

**BANKERS LIFE & CASUALTY COMPANY, DEPT. 1550**  
4444 West Lawrence Avenue  
Chicago 30, Illinois

Gentlemen: Please supply me with a copy of your new "Blue Book" and information on rates and benefits available to me under your new policy NC-701. I understand there is no charge, no obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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