

# 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. Get all the facts on the six revolutionary advantages never before combined in one policy.

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

## Mail Coupon Below

**No Cost, No Obligation Whatsoever**

Because your present protection may be very inadequate, it is urgent that you write today. Don't wait until illness or accident strikes. It's too late then. The time to get this free information is now. Take just a minute right now while you are thinking about it. Tear out this coupon. Fill in your name and address and mail it today. You will always be thankful you did!

**FREE**

The double-action protection of NC-701 is welcome news in these days of rising medical costs. Get all the facts; just mail the coupon today. Learn how this unusual policy must pay specified cash benefits for covered sickness or accident...or refund the full face amount of the policy in cash as a contingent premium refund at maturity if you stay well.

THIS IS THE PLAN THAT PAYS BOTH WAYS...

**IN SICKNESS AND IN HEALTH!**



Policy NC-701 Part of

**THE WHITE CROSS PLAN** offered by  
**BANKERS LIFE & CASUALTY COMPANY**

An Old-Line, Legal Reserve Stock Company Home Office: Chicago 30, Ill.

BANKERS LIFE & CASUALTY COMPANY, DEPARTMENT 1551  
4444 West Lawrence Avenue  
Chicago 30, Illinois

Gentlemen: Please supply me with the facts on Policy NC-701 including rates and benefits available. I understand this service is FREE and does not obligate me in any way.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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