

Read about the hospitalization policy
50 million families have been waiting for!

NEW KIND OF HEALTH INSURANCE

PAYS MONEY

when you're sick!



**EITHER WAY
YOU MUST
COLLECT!**

GENEROUS BENEFITS WHEN SICKNESS OR ACCIDENT STRIKES

Today's higher medical costs give us vastly improved medical care but few people have enough insurance to pay the bills. Now a new kind of policy gives you the EXTRA CASH protection you need. You get liberal benefits for covered sickness or off-the-job accident to help with doctor bills, hospital room, surgeon's fees, drugs, ambulance service, even medicine prescribed for you when you're out of the hospital. BUT with this important advantage . . . if you stay well and don't need these benefits, you get MONEY BACK. The amount of your cash refund (the principal sum stated in the policy) depends on benefits already received and how long you've had the policy. All these benefits are yours *over and above* any other protection you may have and the money is *paid directly to you!*

MONEY BACK

if you stay well!



STAY WELL AND GET CASH BACK!

Isn't this exactly the kind of health insurance you've always wanted? When you're sick or hurt, you've got the cash you need to help pay the bills . . . but if you stay well, you get MONEY BACK! You can't lose. If you need the money, it's there to help you. If you don't need all the cash benefits, you've added to your savings. This remarkable new kind of hospitalization insurance, Policy NC-701, is available only from Bankers Life & Casualty Company as part of the famous White Cross Plan. Send today for free information that gives all the facts and full details about the six revolutionary advantages never before combined in one policy. There is no obligation.

SPECIAL FEATURES OF THE "MONEY BACK" HEALTH PLAN:

- Guaranteed protection to age 75 or until you have been paid the full amount of the principal sum in specified benefits.
- Your low individual rates can never be raised.
- You get full face value of the policy either in specified benefits or in a contingent cash refund.
- You build cash values after just 3 years.
- Generous cash payments specified for doctor, hospital room, drugs, surgery, miscellaneous hospital extras.
- Pays cash direct to you—over and above everything you collect on other insurance.

FREE INFORMATION COUPON

BANKERS LIFE & CASUALTY CO., DEPT. 1551
4444 West Lawrence Ave., Chicago 30, Ill.

Gentlemen: Please see that I receive the valuable Free Information about NC-701, the policy that pays money when I'm sick and pays money back if I stay well. I understand there is no cost or obligation.

Name _____

Address _____

City _____ Zone _____ State _____

08-0013



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

Home Office: Chicago 30, Ill.

DETACH AND MAIL BOUND IN POSTCARD

No Postage Needed OR CLIP COUPON TODAY