ONLY A FEW MORE DAYS LEFT! LIMITED ENROLLMENT PERIOD ENDS JUNE 27, 1965

Now...for Catholics of all ages and Catholic families of all sizes-

This remarkable new "extra cash" Catholic Hospital Plan has been created just for you-regardless of the kind of health insurance you already have!

For only \$1 now, you can enroll yourself and all eligible members of your family in this valuable extra protection health plan with no qualifications whatsoever-if you mail your Enrollment Form no later than Midnight, June 27, 1965.

This could well be the most important news you've heard in years! Now yos may enjoy a special lowcost health protection plan that pays "extra cash" direct to you when a sudden accident or an unexpected sickness hospitalizes you or a member of your family!

COURIER-JOURNAL Friday, June 4, 1965

At last, a long-respected insurance company (Mutual Protective Insurance Company, specializing in health insurance for Catholics for over 35 years) has created a brand new bealth plan, especially for Catholics like yourself! It is called the-CATHOLIC HOSPITAL PLAN.

"Try" This Plan For Only \$1,00

To make it easy for you to "try" this new plan and see for yourself just how it can benefit yoss and your family, we now make you this no strings "introductory" offer:

As a Catholic, you can qualify for this new Plan during this limited enrollment period, and you can enroll yourself and all eligible members of your family for only \$1.00-without baving to see a company representative-and without any red sape wbaisoever! 🚽 🐢

And, after you receive your policy, if for any reason you decide you don't want it, you may return it within 10 days and your dollar will be promptly refunded!

The Gatholic Hospital Plan

\$5,000 MAXIMUM-INDIVIDUAL PLANE: \$100 a week-(\$14.28 a day) for you,

(Note: In a non-Catholic hospital, benefits are reduced by only 5%.)

If yours is a young, growing family, then we recommend the All-Family Plan. Your and your wife are covered for all new sicknesses and accidents (including maternity binefits, after your policy has been in effect for 10 months). And all your unmarried dependent children between 3 months of age and under 21 are included at no extra cost as long as they live at home. (This includes not only your present children but any children you may have in the months and years to come.)

Under the One-Parent Family Plane, all your present children are also included, but mot any furure additions to your family. There is, of course, no maternity benefit provided in the Onse-Parent Family Plan.

On all plans, your cash benefits are paid from the very first day you enter the hospital, for as longand for as many times-as you are hospitalized, right up to the maximum (Aggregane of Benefits) of the plan you select.

Important: Here is another real "plus"-if you have been cold that anyone in your family is "uninsurable"! Even if one of your covered family members has suffered from obronic ailments in the past, the kirads of conditions that come back again and again our are likely to recur, the Catholic Hospital Plans will cover these pre-existing conditions after your policy bas been continuously in force for two years? But whether or not you have hid a chronic ailment, the Catholic Hapital Plan will cover shy ac-cident immiddinely, the wiry and ber policy goes into effect - and for any new sickmess after your policy has been in effect for 30 days. There are only these minimum necessary exceptions: pregnancy or any consequence thereof (unless your have the All-Family Plan), war, military service, nervous or mental disease or disorder, suicide, alcoholism or drug addiction, confinement in a nursing home or in any state or federal government hospital or convalescent unit of a hospital, or if something happens "on the job" and is covered by Workmen's Compensation or Employers Liability Laws.

SPECIAL NOTE TO SENIOR CITIZENS

It's a fact that people over 65 are greater risks. They go to hospitals more often and have larger hospital bills than any other age group. That's exactly why senior citizens need more protection! And that's why some hospital plans won't accept them or charge rates beyond their means. But the Catholic Hospital Plan not only accepts you regardless of age, it gives you easy-to-carry protection that is within your means. If you are over 65 now, or when you become 65, the following modest monthly increase applies: Female on All-Family or Husband-Wife

Plans \$2.25 Female on One-Parent or Individual Plan 3.00 During this limited enrollment, you can get the extra cash protection needed during the bigbrisk senior years simply by filling out the Enrollment Form below without any other qualifica-

ARE YOUR PARENTS SENIOR CITIZENS?

Most senior citizens guard against becoming a "burden." But too often their insurance won't meet today's high hospital costs. A serious condition requiring hospitalization can mean the end of their reserves and loss of independence. To honor their independence and safeguard your own reserves, enroll your parents in the Catholic Hospital Plan during this limited enrollment. Have the parent to be enrolled com-plete and sign the Enrollment Form, but enter your address c/o your name. (Example: c/o John M. Jones, 120 Main Street, Anytown, U.S.A.) We will send the policy and premium notices to you. Just enclose \$1 for the first month's coverage.

19 Important Questions Answered ABOUT THE NEW CATHOLIC HOSPITAL PLAN

1. What is the Catholic Hospital Plan? The Carholic Hospital Plan is a brand-new, low-cost health protection plan-created especially for Catholics-that pays extra cash income direct to you when covered accident or illness hospitalizes you or a member of your family. 2. Why should the Catholic Hospital Plan be

of special interest to me? When you go to a Catholic hospital, you know that the physical and spiritual care you receive is in strict accordance with the ethical and religious directives of the Church. Under the Catholic Hospital Plan, your benefits are greater if you go to a Catholic hospital.

3. Why do I need the Catholic Hospital Plan in addition to my regular insurance? Probably your present hospital insurance won't

cover all your hospital expenses, but even if it does, you will still need help to cover all your household expenses when you are hospitalized. 4. Can I collect even though I carry other

healch insurance?

Yes, the Catholic Hospital Plan pays you in addi-tion to any health insurance you carry, whether individual or group. And all your benefits are tax-free!

5. Is there a lot of red tape to qualify? None at all. Your only qualification is to complete and mail your Enrollment Form by the deadline date shown on the form below.

6. Which plan should I choose?

You may choose any of *jour* low cost plans-you can actually select the *exact* plan that suits you best! If yours is a young, growing family, we recom-mend the ALL-FAMILY PLAN. You and your wife mend the ALL-FAMILY PLAN. You and your wile are covered for all new sicknesses and socidents. (Maternity benefits are included after your policy has been in effect for 10 months.) All your un-matried dependent children (and future additions) between 3 months and under 21 are included, at

no extra cost, as long as they live as home. If you are living alone with your children, we suggest the ONE-PARENT FAMILY PLAN. Un-der this plan, you and your present children are ill covered by a or any future additions to your

10. When does my policy go into force? It becomes effective the very same day we re-ceive your Enrollment Form. Accidents are covceive your informent Form. Accidents are dov-ered on that date. After your policy has been in force for 30 days, sicknesses which begin there-after are covered. Under the ALL-FAMILY PLAN, childbirth or pregnancy or any conse-quence thereof are covered after your policy has been in force for 10 months.

11. What if someone in my family has had a health problem that may occur again? Even if one of your covered family members has suffered from chronic ailments in the past, pre-existing conditions are covered after the policy has been continuously in force for two years.

12. What isn't covered? Only these minimum necessary exceptions: preg-nancy or any consequence thereof (unless you have the ALLFAMILY PLAN), war, military service, nervous or mental disease or disorder, suicide, slocobilism or drug siddiction, or if some-thing happens "on the job" and is covered by Workman's Compensation or Employers Liability Laws.

13. Can I drop out any time? Can you drop

We will never cancel or refuse to renew your policy for bealth reasons - for as long as you live and continue to pay out premiums. We guarantee that we will never ancel, modify or terminate your policy unless we decline renewal on all poli-cies of this type in your entire state or until the maximum (Aggregate of Benefits) of your policy has been paid. You, of course, can drop your pol-icy on any renewal date.

14. Are any other unusual benefits included in the Carholic Hospital Plan?

Yes. In the event of an accidental death (within 90 days of an accident) of any person covered, \$500 will be paid to the covered person's parish - unless you wish to name another beneficiary -subject to the maximum (Aggregate of Benefits) of your policy.

15. Why is the Catholic Hospital Plan almost Like newing an extra "bank account"? When your policy is issued, we immediately "de-posic" into your "Health Bank Account" the max-imum amount of your policy - \$10,000, \$7,500 or \$5,000 (depending upon the Aggregate of Benefits of your plan). Then, every month your policy h in. Access an amount sease to your regu-lar moonly preminent (indiding your first moath). It is security added to your maximum. When you have claims, benefits are simply, "withdrawn" from your "account"! 16. Will my claims be handled promptly? Yes. With your policy, you will detective a simple, essy-to-use Claim Form. Your claims will be processed quickly and your checks will be sent directly to you. 17. Why sare the premiums in the Catholic Hospital Plan so low?

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Differs From Ordinary Health Insurance What is so unusual about the new Catholic Hospital Plan-and why should it especially interest you?

As a Catholic, it is to your advantage to go to a Casholic hospital, when sickness or scident strikes. In a Casholic hospital, you per only han abus physons ical needs afted for, but you have the comfort of having spiritual guidance always available. In addition, you will be sure of receiving the sort of medical treatment that is in strict accordance with the ethical and religious directives of the Church. (Of course, even if you enter a non-Catholic hospital, you will be covered under the Catholic Hospital Plan, but your cash benefits are actually greater if you go to a Catholic Hospital.)

You may agree that Catholics should be encouraged to go to Catholic hospitals, but you may already have some hospital insurance and you may be wondering-why do I need more?

Because no matter what other insurance you now carry, it simply won't cover everything!

Think for a moment-in these days of rising medical costs, would your present insurance cover all your hospital bills? All your surgical and inhospital doctor's bills? All the medicanes, drugs, supplies and the many other extras? Probably not. And even if all your medical and hospital bills were covered, what about all your other expensesthe bills that keep piling up at home-the tremendous and costly upset to your budget, your reserves and your family life?

If you, as busband, father and breadwinner are suddenly bospitalized, your income stops, your expenses go up. Even if you have some kind of "salary insurance" it probably won't come close to replacing your full-time pay. If your wife is suddenly bospitalized, who will look after the family, do the laundry, the marketing, the cleaning? You may have to take time off from your job-or hire fulltime domestic help-to take care of things at home. If one of your children is suddenly bospitalized, you will certainly spare no expense. If yos're a senior cilizen, with limited reserves, and are suddenly bospitalized, where will the "extra" money you need come from?

Without any extra cash protection in case of a hospital emergency, debts may be incurred, savings may be lost, peace of mind may be shattered-and even recovery can be seriously delayed.

How The Plan Protects You And Your Family Now, with the unique protection of the Catholic Hospital Plan, you can avoid these worries-because you can be assured of extra cash income when you or any covered member of your family goes to the hospital-to keep you out of debt, to keep your savings intact, to speed recovery by easing your worried mind! No matter how large your family, no matter what your age or occupation and without any other qualifications whatsoever, you can choose any of fow low-cost plans, specially tailored to suit your family's needs.

CHOOSE THE PLAN THAT SUITS YOU BEST-Only \$1.00 for your first month's coverage

STO,000 MAXIMUSI ALL FAMILY PLANI \$100 a week-(\$14.28 a day) extra cash income for you. \$75 weekly (\$18.71 daily) for your wife. \$50 weekly (\$7-14 daily) for each of your children.

\$7,500 MAXIMUM-ONE-PARENT FAMILY PLAN: \$100 weetly (114.28 dially) for you. \$50 weekly (\$7.14 daily) for each of your children.

\$7,500 MAXIMUM - HUSBAND-WIFE PLAN: \$100 reakly (\$14,28 daily) for you. \$75 weekly (\$18.71 daily) for your wife.

In addition to the important hospital benefits, you get all these valuable "extra" features:

Every Month More Money is "Deposited" To Your "Health-Bank Account"!

Here's a wonderful bonus feature you get, no matter which plan you choose-it's almost like having an extra "Bank Account"! When your policy is issued, .we immediately "deposit" into your "Health-Bank Account" the maximum amount of your policy -\$10,000.00, \$7,500.00 or \$5,000.00 (depending upon the Aggregate of Benefits of yosur plan). Then, every month your policy is in force, an amount equal to your regular monthly premium (including your first month) is actually added to your maximum! When you have claims, your benefits are simply "withdrawn" from your "account." It's just like putting money in and taking it out of a bank account.

Accidental Death Benefit-Paid To Your Parish

In the event of the death (within 90 days of an accident) of any person covered under the Catholic Hospital Plan, \$500 will be paid to the covered person's parish-unless, of course, you wish to mame another beneficiary-subject to the maximum (Aggregate of Benefits) of your policy.

Special Feature for Peace of Mind and Security

For as long as you live and continue to pay your premiums, we will never cancel or refuse to renew your policy for health reasons-and we guarantee that we will never cancel, modify or terminate your policy unless we decline renewal on all policies of this type in your entire state or until the maximum (Aggregate of Benefits) of your policy has been paid.

> Carry As Much Other Health Insurance As You Wish!

Yes, the Catholic Hospital Plan pays you in addition to any health insurance you carry, whether individual or group! Furthermore, all your benefits are tax-free!

Surprisingly Low-Cost

Membership-in-the Catholic Hospital Plan costs considerably less than you might expect. You pay only-\$1.00 for your first month's coverage (regardless of your plan), then only \$7.95 a month for the All-Family Plan; only \$5.95 a month for the One-Parent Family Plan; only \$5.75 for the Husband-Wife Plan; and the Individual Plan costs only \$3.25. (When you become 65-or if you are 65 or over now-special Senior Citizen mates apply. See how low they are in the box following.) And remember, regardless of age, size of family or the plan you select, you can now enroll for only \$1.00?

MUTUAL PROTECTIVE

INSURANCE COMPANY

3860 Leavenworth Street, Omaha, Nebraska 68105

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At this point, you must be asking, "How can we offer so much for so little?" The answer is simple: We have lower sales coutsfullbe Cachalia Holpital a sins Plan is a mass enrollment plan, and a large volume of policies is issued only during certain limited enrollment periods. And all business is conducted directly between you and the company by mail. No salesmen are used. There are no costly investigations or any extra fees for you to pay. It all adds up to real savings we share with you by giving you top protection at lower cost.

A Respected Company

In addition to the exceptional value of the Catholic Hospital Plan-the low-cost, the high benefits, the ease of enrollment-you get something even more valuable: Your policy is backed by the resources, integrity and reputation of the Mutual Protective Insurance Company, "The Catholic's Company," specializing in low-cost protection for Catholics all across America for more than 35 years. Catholics everywhere, possibly right in your own community (including many priests), know about us and may be insured by us. Many Catholic school children have for years enjoyed Mutual Protective coverage. Serving policyholders throughout the United States direct by mail, Mutual Protective has its headquarters in Ômaha, Nebraska, where it is incorporated and licensed.

Easy To Enroll-No Red Tape-No Salesman Will Call

If you enroll now, during this limited enrollment period there are no other qualifications other than to complete and mail the Enrollment Form below. We will issue your Catholic Hospital Benefit Policy (Form P147 Series) immediately-the same day we receive your Form. This automatically puts your policy in force. Along with your policy, you will receive a simple, easy-to-use Claim Form-should you at any time *need* your benefits, your claim will be given "top priority"otreatment.

family. No maternity is provided with this plan,

of course. If you have no children, or il your children are grown and no longer dependent on you, you will want the HUSBAND-WIFE PLAN.

Or, if you are living by yoursell, you will want the INDIVIDUAL PLAN. 7. IFD Become hospitisthed, when do hy bened fits begin?

On all plans, your cash benefizs are paid from the very first day you enter the hospital, for as long - and for as many times - as you are hospitalized, up to the maximum (Aggregate of Benefits) of the plan you choose.

8. How much can I be paid?

Each plan has its own "Aggregate of Benefit," what we call the maximum. For example, under the ALL-FAMILY PLAN, she maximum st \$10,000-\$100-a week (\$14.28 (\$10.71 daily) for your wife; \$50 weekly (\$1.71 daily) for your wife; \$50 weekly (\$7.14 daily) for each of your children. Under the ONE-PARENT PLAN, the maximum in \$7,500 - \$100 weekly (\$14.28 daily) for each of your children.

for you; \$50 weekly (\$7.14 daily) for each of

your children. Under the HUSBAND-WIFE PLAN, *ibe maximum är \$7,500 - \$100 weekly (\$14.28 daily)* for you: \$75 weekly (\$10.71 daily) for your wife. Under the INDIVIDUAL PLAN, *ibe maximum ir \$5,000 - \$100 a week (\$14.28 a day)*

for you. 9. Does the plan pay even in a non-Catholic hostaical?

You will be covered in any public or private hos-piul anywhere in the world - except nursing homes, convalescent units of hospitals and state or federal government hospitals. Should you enter a non-Catholic hospital, your weekly benefits are reduced by only 3%.

As a Catholic, doesn't it make good sense for you to be protected by a Catholic health plan, should you or a member of your family be stricken by sickness or accident and suddenly hospitalized? Why not take a moment right now and fill out your Enrollment Form. Then mail it promptly with only \$1.00-"introductory" cost for your first month's coverage.

Money-Back Guarantee

When you receive your policy, you'll see that it is

With the Catholic Hospital Plan, you actually get

are used. Our volume is higher and our sales costs are lower

18. How much does it cost to join? Only \$1.00, regardless of your age, the size of Only \$1.00, fegarcies of your age, the size of your family of the plan you select. After the first month, you pay only these low monthly rates only \$7.95 a month for the ALL-FAMILY PLAN; only \$5.95 a month for the ONE-PARENT FAM-ILY PLAN; only \$5.75 a month for the HUS-BAND-WIFE PLAN; only \$3.25 a month for THE INDIVIDUAL PLAN. (See low Senior Cit-ion or the full send in how at left) izen rates (indicated in box at left.)

19. Why should I enroll right now? Because an unexpected sickness or accident could because in unexpected sickness of action could strike without warning — and you will not be covered unxil your policy is in force. Remember, if for any reason you change your mind, you may return your policy within 10 days and your \$1.00 will be refunded immediately.

direct, honest, easy-to-understand. But if for any reason whatsoever you decide that you don't want it, you may return it within 10 days and we will prompily rejund your dollar.

Please Note: Because this is a limited enrollment. we can omly accept enrollments postmarked on or before June 27, 1965. But please don't wait until that date! It is important that you act today! The sooner we receive your Form, the soquer your Catholic Hospital Plan will cover you and your family. We cannot cover you if your policy is not in force!

1965

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