

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 you may enjoy a special low-cost 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!

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 health 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 you 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 having to see a company representative—and without any red tape whatsoever!

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!

How The Catholic Hospital Plan 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 Catholic hospital when sickness or accident strikes. In a Catholic hospital, you not only have your physical needs cared for, but you have the comfort of spiritual assistance always available. In addition, you will be free 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 hospital doctor's bills? All the medicines, 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 expenses—the bills that keep piling up at home—the tremendous and costly upset to your budget, your reserves and your family life?

If you, as husband, father and breadwinner are suddenly hospitalized, 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 hospitalized, 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 full-time domestic help—to take care of things at home. If one of your children is suddenly hospitalized, you will certainly spare no expense. If you're a senior citizen, with limited resources, and are suddenly hospitalized, 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 insured 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 four 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
\$14.00 MAXIMUM—ALL-FAMILY PLAN: \$106 a week (\$14.28 a day) extra cash income for you, \$75 weekly (\$10.71 daily) for your wife, \$60 weekly (\$7.14 daily) for each of your children.
\$7.00 MAXIMUM—ONE-PARENT FAMILY PLAN: \$106 weekly (\$14.28 daily) for you, \$60 weekly (\$7.14 daily) for each of your children.
\$7.00 MAXIMUM—HUSBAND-WIFE PLAN: \$106 weekly (\$14.28 daily) for you, \$75 weekly (\$10.71 daily) for your wife.

\$6.00 MAXIMUM—INDIVIDUAL PLAN: \$106 a week (\$14.28 a day) for you.
(Notes: 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. You and your wife are covered for all new sicknesses and accidents (including maternity benefits, 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 Plan, all your present children are also included, but not any future additions to your family. There is, of course, no maternity benefit provided in the One-Parent Family Plan.

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

Important: Here is another real "plus"—if you have been told that anyone in your family is "uninsurable!" Even if one of your covered family members has suffered from chronic ailments in the past, the kinds of conditions that come back again and again or are likely to recur, the Catholic Hospital Plan will cover these pre-existing conditions after your policy has been continuously in force for two years!

But whether or not you have had a chronic ailment, the Catholic Hospital Plan will cover any accident immediately, the very day your policy goes into effect—and for any new sickness after your policy has been in force for 30 days. There are only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you 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.

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 your 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 name 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 you 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 rates 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!

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:
Male on All-Family or Husband-Wife Plan \$2.25
Female on One-Parent or Individual Plan 3.00
Male on any Plan 3.00
No matter what other hospital insurance you carry (or even "Medicare" when it goes into effect) it probably won't cover all your bills. During this limited enrollment you can get the extra cash protection needed during the high-risk years simply by filling out the Enrollment Form below *without any other qualifications!*

ARE YOUR PARENTS SENIOR CITIZENS?

Most senior citizens stand 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 complete 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 \$2 for the first month's coverage.

How Can We Do It?

At this point you may be asking, "How can we offer so much for so little?" The answer is simple: We have lower rates! The Catholic Hospital Plan is a *mass enrollment plan* and a large volume of policies is issued only during certain limited enrollment periods. We will send the policy and premium notices 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 Omaha, 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" treatment.

19 Important Questions Answered

ABOUT THE NEW CATHOLIC HOSPITAL PLAN

1. What is the Catholic Hospital Plan?
The Catholic 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 health insurance?
Yes, the Catholic Hospital Plan pays you in addition 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 four low-cost plans—you can actually select the *exact plan* that suits you best! If yours is a young, growing family, we recommend the ALL-FAMILY PLAN. You and your wife are covered for all new sicknesses and accidents. (Maternity benefits are included after your policy has been in effect for 10 months.) All your unmarried dependent children (and future additions) between 3 months and under 21 are included, at no extra cost, as long as they live at home. If you are living alone with your children, we suggest the ONE-PARENT FAMILY PLAN. Under this plan, you and your present children are all covered for all new sicknesses and accidents. No maternity is provided with this plan, of course. If you have no children, or if your children are grown, we suggest the HUSBAND-WIFE PLAN. Or, if you are living by yourself, you will want the INDIVIDUAL PLAN.
7. If I become hospitalized, when do my benefits begin?
On all plans, your cash benefits are paid from the very first day you enter the hospital, for as long and for as many times—as you are hospitalized, right 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 Benefits," which we call the maximum. For example, under the ALL-FAMILY PLAN, the maximum is \$10,000—\$100 a week (\$14.28 a day) extra cash income for you; \$75 weekly (\$10.71 daily) for your wife; \$50 weekly (\$7.14 daily) for each of your children. Under the ONE-PARENT PLAN, the maximum is \$7,500—\$100 weekly (\$14.28 daily) for you; \$50 weekly (\$7.14 daily) for each of your children. Under the HUSBAND-WIFE PLAN, the maximum is \$7,500—\$100 weekly (\$14.28 daily) for you; \$75 weekly (\$10.71 daily) for your wife. Under the INDIVIDUAL PLAN, the maximum is \$5,000—\$100 a week (\$14.28 a day) for you.
9. Does the plan pay even in a non-Catholic hospital?
You will be covered in any public or private hospital 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 5%.
10. When does my policy go into force?
It becomes effective the very same day we receive your Enrollment Form. Accidents are covered on that date. After your policy has been in force for 30 days, sicknesses which begin thereafter are covered. Under the ALL-FAMILY PLAN, childbirth or pregnancy or any consequence thereof are covered after your policy has been continuously 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 illness 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: pregnancy or any consequence thereof (unless you have the ALL-FAMILY PLAN), war, military service, nervous or mental disease or disorder, suicide, alcoholism or drug addiction, or if something happens "on the job" and is covered by Workmen's Compensation or Employers Liability Laws.
13. Can I drop out any time? Can you drop me?
We will never cancel or refuse to renew your policy for health reasons—for as long as you live and continue to pay our premiums. 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 on any renewal date.
14. Are any other unusual benefits included in the Catholic 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 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, \$7,500 or \$5,000 (depending upon the Aggregate of Benefits of your 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, benefits are simply "withdrawn" from your "account."
16. Will my children be included in the plan?
Yes. 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" treatment.
17. Why are the premiums in the Catholic Hospital Plan so low?
With the Catholic Hospital Plan, you actually get all these benefits at such a low cost—because this is a mass enrollment plan—and no salesmen 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 your family or 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 FAMILY PLAN; only \$5.75 a month for the HUSBAND-WIFE PLAN; only \$3.25 a month for the INDIVIDUAL PLAN. (See low Senior Citizen rates indicated in box at left.)
19. Why should I enroll right now?
Because an unexpected sickness or accident could strike without warning—and you will not be covered until 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.

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 struck 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 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 promptly refund your dollar.

Please Note: Because this is a limited enrollment, we can only 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 sooner your Catholic Hospital Plan will cover you and your family. We cannot cover you if your policy is not in force!

SPECIAL LIMITED ENROLLMENT! EXPIRES JUNE 27, 1965

Don't delay—fill out and mail Enrollment Form today, with \$1.00, to Mutual Protective Insurance Company, 3860 Leavenworth Street, Omaha, Nebraska 68105.

CATHOLIC HOSPITAL PLAN
LIMITED ENROLLMENT FORM

INSURED'S NAME (Please Print) _____
First Middle Initial Last

ADDRESS _____
Street City State Zip No.

IMPORTANT: This enrollment form expires on **JUNE 27, 1965**. Use the enclosed box to indicate the date of this advertisement.

AGE _____ DATE OF BIRTH _____
SEX: Male Female

SELECT PLAN DESIRED: (Check One Only) If All-Family or Husband-Wife Plan is selected, fill in information about wife below:

All-Family Plan
 Husband-Wife Plan
 One-Parent Family Plan
 Individual Plan

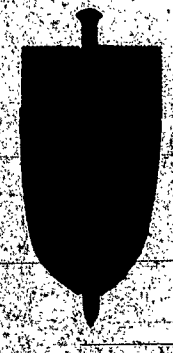
Wife's First Name _____ Middle Initial _____
AGE _____ DATE OF BIRTH _____
SEX: Male Female

Do you carry other insurance in this Company? No Yes (If "yes," please list policy numbers.)

I have enclosed my first month's premium of \$1.00 and hereby apply to Mutual Protective Insurance Company, Omaha, Nebraska, for the Catholic Hospital Benefit Policy Form P147 Series and Plan (hereunder as selected above). I understand the policy is not in force until actually issued. I understand that unless I indicate another beneficiary to the Company in writing prior to my death, and direct and order change of beneficiary the beneficiary for all persons covered under this policy shall be the Catholic parish in which the covered person resides at the time of his death.

Date _____ Signed _____
Insured's Signature (SIGN—DO NOT PRINT)

Please make check or money order payable to MUTUAL PROTECTIVE



**MUTUAL PROTECTIVE
INSURANCE COMPANY**

3860 Leavenworth Street, Omaha, Nebraska 68105