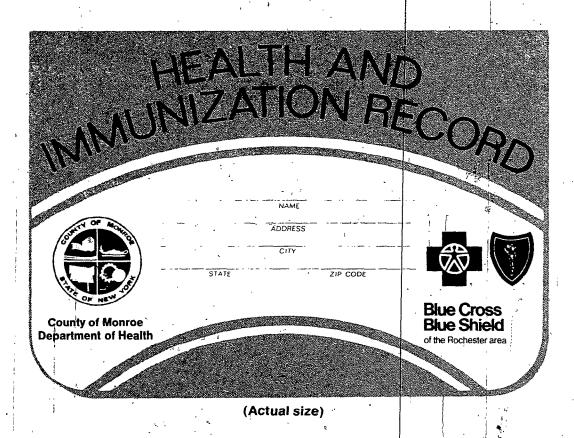
## We're so interested in your children's health we've published a book about it...



## But you'll have to fill in the blanks.

We were very concerned when we learned that a high percentage of children are risking preventable diseases because they have not been properly immunized. We found out why from the Monroe County Health Department. It seems that many parents have a hard time keeping track of their children's immunization needs. So we got together with the Health Department and produced a handy record booklet.

With the "Health and Immunization Record" you can keep a running record of your child's immunization program. The booklet also contains a suggested immunization schedule, and provides for emergency medical information and general health and development notations.

It's yours free. Simply send in the Scoupon below to:

Blue Cross & Blue Shield, Public Relations Dept., 41 Chestnut St., Rochester, N.Y. 14647.

Please send r	ne a copy	of the "Hea	lth and
Immunizatio	n Record	" booklet.	
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## Blue Cross Blue Shield

of the Rochester area
41 Chestnut Street
Rochester, New York 14647
716/454 1700