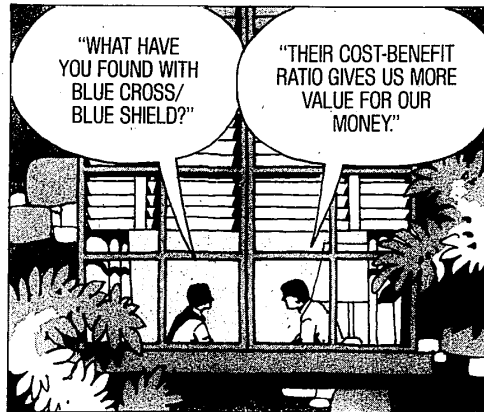
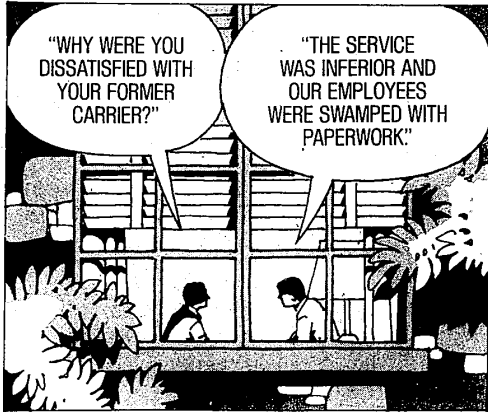


## The story of one cost-wise controller who saves money with a Blue Cross and Blue Shield of Michigan health care plan.



"THEIR COST-BENEFIT RATIO GIVES US MORE VALUE FOR OUR MONEY."

Mr. Chuck Edkins, controller of Kessler, Incorporated, in Wayland, Michigan, knows a sound cost-benefit ratio when he sees one. He found that other carriers aren't the answer if your money doesn't come back in benefits. Mr. Edkins says Blue Cross and Blue Shield returns more value per health care dollar than any other plan.

Blue Cross and Blue Shield of Michigan offers a wide range of benefits. Whether your group is located in a small town or a large city, we can design a program to fit your needs. Call a Blue Cross and Blue Shield representative collect at (313) 225-0022.

## "Blue Cross and Blue Shield offers the most cost-efficient health care plan."



Mr. Chuck Edkins  
Controller  
Kessler, Incorporated  
Wayland, Michigan

It's good to belong.



Blue Cross  
Blue Shield  
of Michigan