

Don McNeill, celebrated TV and Radio Star, says...

Here's real financial security for your family at a price everyone can afford. Don't let this opportunity pass you by!

"If you're concerned about your family's financial peace of mind, I urge you to look into this amazing plan just as I did."
 "It pays \$1,000 a month tax free cash each time you go to the hospital for sickness or accident—and \$10,000 cash for accidental death."
 "Best of all, right now the people at Beneficial have a special offer

going that lets you try out the plan for a full month—and include everyone in your family—for only \$1!

"Don't let this opportunity pass. For your sake—and your family's—mail the no-risk application today. I think it's one of the wisest moves I ever made—and I know you will, too."



Don McNeill, popular host of "The Breakfast Club" is a Beneficial Insurance Group Policy holder.

\$1 SPECIAL INTRODUCTORY OFFER APPLY BEFORE JANUARY 24, 1970 START IMMEDIATE PROTECTION FOR YOUR FAMILY!

\$1,000 PER MONTH TAX-FREE CASH

each time you go to the hospital for sickness or accident

ONLY \$1 enrolls your entire family—yes, every member you list on your application—for cash benefits up to ...

\$36,000⁰⁰

PLUS \$10,000.00 CASH FOR ACCIDENTAL DEATH

No Medical Exam To Enroll • No Red Tape Handled Entirely By Mail • No Salesman

THIS IS THE HOSPITAL INCOME PLAN THAT PAYS YOU extra cash when you need it most—when sickness or injury strikes! You collect at the rate of \$1,000.00 cash each month you are hospitalized—for as long as 3 full years ... up to \$36,000.00 paid directly to you, to use as you choose!

PLUS \$10,000.00 CASH should you or a covered adult member of your family be the victim of a fatal accident. \$10,000.00 ... valuable extra cash to help see your family through the difficult period of financial readjustment that always follows the untimely death of a loved one. (\$2,000.00 benefit for each insured child.)



- PAYS YOU AT THE RATE OF \$1,000.00 A MONTH CASH ... starting the first day in the hospital for accidents, after only 3 days for sickness.
- PAYS YOU UP TO 3 FULL YEARS ... as much as \$36,000.00 CASH.
- PAYS CASH DIRECTLY TO YOU ... to use exactly as you choose.
- PAYS IN ADDITION TO ANY OTHER INSURANCE YOU HAVE.
- PAYS IN PROPORTION FOR HOSPITAL STAYS LESS THAN A MONTH— you get your cash for each covered day you're hospitalized.
- FREE CHOICE OF HOSPITAL AND DOCTOR. WORLD WIDE!
- BENEFITS TAX-FREE ... under current federal regulations.
- NO LIMIT ON NUMBER OF TIMES HOSPITALIZED ... and no limit on number of family members who can be hospitalized at one time.
- PAYS YOUR BENEFICIARY \$10,000 in case of your accidental death.
- YOUR CASH BENEFITS INCREASE BUT NOT YOUR COST! ... after your Plan has been in force for only one year, your hospital income benefits increase a full 10% and your death benefits increase a full 20%.



• THESE EXCEPTIONS KEEP YOUR PREMIUMS LOW ... covers every type of sickness and accident except those resulting from self-destruction, act of war, pre-existing conditions and pregnancy. The term "hospitals" does not include U.S. Government hospitals or mental institutions.

Your \$10,000.00 CASH benefit for accidental loss of life excludes self-destruction; act of war; military service; motorcycle; speed contests; professional athletics; air travel other than as a passenger; illegal occupation; medication; use of narcotics; injuries for which Workmen's Compensation is payable. There are no other restrictions on your coverage! Benefits paid for loss of life even as late as 99 days after the accident.

• GUARANTEED RENEWABLE ... your Hospital Income Plan is guaranteed renewable to age 65 or the age Medicare becomes effective, if earlier. You actually own your plan as long as you pay the low monthly premium. No matter how many times you

use it, your policy can never be taken away from you. You can never be singled out for a rate increase, because rates can never be raised unless done so on all policies of this class in your entire state. You can discontinue this protection anytime.

• NO MEDICAL EXAM NEEDED TO APPLY ... no matter what your age, no physical examination is required to apply for your Hospital Income \$1,000.00-A-MONTH Plan.

• NO RED TAPE ... your application is handled quickly, conveniently by mail. Benefit payments are made promptly.

• FITS YOUR FAMILY'S PARTICULAR NEEDS ... family members eligible are the husband, wife and unmarried children under age 19. Single adults may apply for their own policy. Even if you already have a hospitalization policy the HOSPITAL INCOME PLAN is ideal additional protection.

SPECIAL \$1 ENROLLMENT OFFER

FOR YOUR FAMILY—FOR FIRST FULL MONTH
 Money-Back Guarantee

If you act immediately, you can enroll your entire family in this vital \$1,000.00-A-Month Hospital Income Plan for just \$1. Be sure to list on your application every member of your family you want covered—all only \$1 for the first month. Then continue the protection at the amazingly low monthly rates shown. You enroll without risk—the modern direct mail way—the low cost, no salesman way. Inspect your Hospital Income Plan for 10 days on 100% money-back guarantee. But act fast to take advantage of this \$1 no-risk offer. Enroll your family today for \$1,000.00-A-Month Cash Benefits ... ALL FOR JUST \$1.00!

ACT NOW! Later may be too late. Remember ... accidents and sickness don't always happen to someone else. Nearly 75,000 Americans enter the hospital each day. In just one year, admissions number more than 26,000,000.

To enroll your entire family for \$1.00, simply list every member below and mail with \$1.00 today. No risk—10 day money-back guarantee.



ACT NOW
 ENROLL BY MAIL TODAY
 NO SALESMAN WILL CALL

Last year alone, more than 26,000,000 Americans were hospitalized. This year one out of two families will have someone in the hospital. It could be you ... or a member of your family ... it could happen today, tomorrow, next week, or next month. So take advantage of this special opportunity ... see for yourself how you can provide thousands of dollars of security for your family at amazingly low cost. Give yourself and your family a truly priceless gift—FINANCIAL CONFIDENCE IN THE FUTURE! DO IT TODAY!



AFTER THE FIRST MONTH
 HERE'S HOW LITTLE YOU PAY MONTHLY

HUSBAND (or Single male)	Age 18 to 60	\$6.80
WIFE (or Single female)	Age 18 to 60	\$6.80
EACH UNMARRIED CHILD	3 mos. to 19 yrs.	\$3.20

AGE 61 OR OVER? See Special Plan and Benefits described below.

100% GUARANTEE OF SATISFACTION
 When your Beneficial Hospital Income Plan arrives, compare the cash benefits and low rates with any other plan. Show it to your doctor, lawyer or most trusted family advisor.
 You must be convinced this is the finest plan available anywhere at such a low rate. You have a full 10 days to return the policy for 100% refund of every cent. YOU DON'T RISK ONE PENNY! Enroll Today! Enroll Your Family Today For Just \$1—On Money-Back Guarantee.

AGE 61 or OVER? These SPECIAL BENEFITS Are for You

A special Senior Security Plan is designed exclusively for men and women age 61 and over ... providing extra cash benefits as follows:

- \$600.00 A-MONTH CASH ... while hospitalized for sickness or accident ... starting the first day for accident and after only the third day for sickness.

PLUS
 • \$600.00 A-MONTH CASH FOR CONVALESCENT HOME CARE ... following only three days of hospital confinement for which benefits are payable, and this extra income is paid for more than three full months!

Your Senior Security Plan protects you today ... and continues after you become eligible for Medicare. Here's quick cash to help you with the many expenses not covered by Medicare: the cost of a private nurse, private nursing, rental of a TV set, telephone to keep you in touch with loved ones, and extra cash for rent, utilities, other day-to-day regular expenses.

Apply today! \$1.00 protects you for the first full month. Thereafter your low monthly cost is: Male or Female, age 61-64 ... \$6.15; Male or Female, age 65 or over ... \$6.75. First month on Special Offer ... only \$1.

The Senior Security Plan is renewable on acceptance of premiums by the Company. Other limitations are the same as the regular Hospital Income Plan.

MAIL BEFORE MIDNIGHT, SATURDAY, JANUARY 24, 1970 TO:
 BENEFICIAL STANDARD LIFE INSURANCE COMPANY
 P.O. BOX 8478, PHILADELPHIA, PA. 19101

Family Members to be Insured (Please Print Full First and Last Names)	Sex	Date of Birth (Mo Day Year)	Hospital Income Benefit	Accidental Death Benefit
Applicant	/	/	\$1,000.00 per month	\$10,000.00 for accidental death
Wife	/	/		
Child	/	/		
Child	/	/		
Child	/	/		

*Each child \$2,000.00
 IF YOU ARE AGE 61 OR OVER, YOU RECEIVE \$600.00 A MONTH

Hospital income benefit begins after 0 days for accident and 3 days for sickness.

Address _____ City _____ State _____ Zip _____

Beneficiary _____ Relationship _____

Please answer each question and explain all "YES" answers below:

1. Do you or any family member to be insured have any health or physical impairment? YES ☐ NO ☐
2. Have you or any family member to be insured had treatment for blood pressure; heart trouble; diabetes; cancer; arthritis; or tuberculosis? YES ☐ NO ☐
3. Have you or any family member to be insured had medical attention in the past 5 years? YES ☐ NO ☐
4. Have you or any family member to be insured had life or health insurance rejected, modified, cancelled or renewal refused? YES ☐ NO ☐

For each "YES" answer, please show family members name; nature of illness or injury; DATES, DOCTOR and ADDRESS; was recovery complete? (Please Print Complete Details.)

The above answers are correct to the best of my knowledge and belief. I understand the policy becomes effective when issued and subject to the policy provisions, does not cover conditions contracted or commencing prior to then.

I authorize any doctor or hospital to furnish Beneficial Standard Life Insurance Company information regarding the past or present physical condition of myself or any member of my family (A photocopy of this is as valid as the original).

Applicant's Signature _____ Date _____

(Full First and Last Name)

A1-833 Med. Beneficial Standard Life Insurance Company Policy 1-832 or 1-835

BENEFICIAL
BIG
 INSURANCE GROUP

The Strength Behind Your Protection

You have protection underwritten by Beneficial Standard Life Insurance Company ... a member of the Beneficial Insurance Group. BIG benefits paid to date exceed \$450,000,000.00.

Member companies of the Beneficial Insurance Group are licensed in all 50 States and Canada. This policy available in all states where authorized by the Insurance Department.