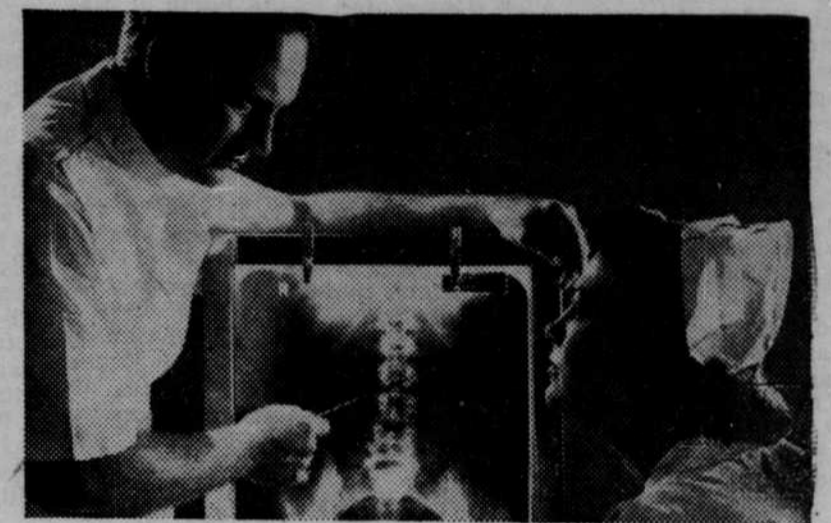


Famous Hospital-Medical Plans Open Enrollment Here **NOW... RESIDENTS OF HOLT COUNTY MAY APPLY DURING WEEK OF OCTOBER 26**

Reserve Hospital-Medical Plans Pay Cash DIRECT TO YOU!
For Individuals and families **No Physical Exam to Join**



HERE'S WHAT YOU GET!

Streamlined, all-family plan issued by old-line, legal-reserve stock company, lowers costs—cuts red tape—pays you promptly and pays you more! Up to:

\$1,800.00
FOR HOSPITAL ROOM

meals and general nursing. Choose your own hospital. Cash up to \$10.00 per day for as long as 180 days! Good anywhere in the world! No limit to number of illnesses or injuries per year. Hospital benefits not reduced or terminated due to age.

\$5,000.00
FOR LOSS OF LIFE

or limbs of breadwinner. Pays cash benefits for partial disability, non-disabling injuries. Immediate accident protection—double benefits in case of travel accidents. Pays in full for commercial air-travel accidents. Here's coverage that thinks of everything.

\$500.00
FOR SURGERY FEES

at home, doctor's office, or hospital. Your doctor, M.D. or Osteopath! Over ninety types of operations included. Benefits from \$5.00 to \$500.00. You get cash benefits for operating room, anesthetics, oxygen, surgical dressings, miracle drugs.

\$200.00
PER MONTH

when off work due to accident or totally-confining sickness. The plan includes cash for minor injuries, ordinary sickness—requiring doctor calls, first-aid, childhood diseases, medical tests such as electrocardiogram—metabolism.

\$115.00
FOR CHILDBIRTH

Pays benefits for hospitalization due to pregnancy, miscarriage, complications. Policies include female disorders. Pays \$230.00 for twins, caesarean. Policies pay in full, regardless of other hospitalization payments or workmen's compensation.

\$150.00
PER YEAR

for doctor's calls in the home or hospital, for each family member covered. Benefits for special nursing in home due to accident. Policies include serious disease coverage for T.B., cancer, hernia, heart trouble, down to simple tonsil operations.

ALL THIS WONDERFUL COVERAGE Cost You Less Than Most Folks Spend For Smokes!

Compare Liberal RESERVE PLAN With Any Other Plan, Anywhere

Now everybody can afford hospitalization! If you can afford to smoke cigarettes, chew chewing gum, or drink soft drinks—you can easily protect your entire family! It's the biggest value offered in our history. A generous, liberal hospital plan that delivers just one thing: big cash paid promptly in time of need!

Reserve Plans pay every kind of a benefit we can think of that will help you and your loved ones meet the ever-increasing cost of doctor and hospital bills... plus many benefits YOU haven't thought of! Hospital room and board, paycheck insurance, surgery, childbirth, doctor's calls, accidental loss-of-life, nursing for accidental injuries,

Over 2,000,000 thinking Americans now protected by

plus a world of extras such as X-Ray, blood transfusions, anesthetics, oxygen, iron-lung, miracle drugs, operating room, ambulance, and many, many others.

Reserve Plans Easiest in World to Use

Here's the hospital plan you've been waiting for; it's so easy to buy, to understand, to use in time of need. No physical examination required—just your statement of good health. No group to belong to—you don't have to worry about moving out of town and losing your protection. You're allowed to choose your own doctor and hospital. Reserve Hospital Plans are never reduced or terminated due to age. They're good anywhere in the world, available from one day of age to eighty years! And remember—Reserve Plan pays in full—regardless of other payments you may receive from hospitalization plans or Workmen's Compensation.

Reserve Life Insurance Pays Out over \$16 Million in Claims

You can depend on the plan with a heart to come through with quick cash in time of need. Last year alone, Reserve Plans paid out over \$16 million in claims to its lucky policyholders. Reserve Plan is backed by a sound, trustworthy, old-line legal-reserve stock company with assets of over \$25,000,000.00!

"Your Check for \$2885.80 is a God-send," writes Mrs. Attilia Mozzetti, of San Francisco, California. "The months I spent in the hospital would have been even more of an ordeal if it weren't for the security I felt in having my Reserve Hospital Plan."

Collects After Belonging One Month

"I had only had my Reserve Policy a little over a month when I had my accident, but as new as this policy was, you paid complete benefits as called for, sending me checks in the amount of \$746.80..."

Helen McKenna
Washington, D.C.

Authorized Staff Member

This is to certify that

has complied with all licensing requirements of the laws of this State and has qualified with respect to competence and reputation for licensing as an agent of

RESERVE LIFE INSURANCE COMPANY
DALLAS, TEXAS

Authorized Staff Member

C. H. Barry
Secretary, Reserve Life Insurance Company

Is Your Family Protected?

It happens all the time—to one out of every two families, every year—a loved one is seriously hurt or taken ill, and rushed to the hospital. Hospital and doctor bills can start piling up in amounts that the average family could never afford to pay. Your savings are threatened; all your future plans for your wife and children are now broken dreams! Sure, it's important to get the best medical and surgical care—but modern medical miracles are costly. The chances are fifty-fifty that you'll have a loved one in the hospital still *this year!*—Are you prepared?

Don't Run the Risk of Being Missed!

Be sure that our Authorized Staff Members will call upon you when you're home! Fill out the coupon below, and mail at once. Appointment lists and enrollment schedules are already made up, but a special effort will be made to see those sending in coupons on a priority basis. Simply fill out, paste coupon on a postcard and mail. It's simple—and you'll be glad you took this easy step toward blessed peace-of-mind, with Reserve Plan!

Don't Gamble Your Family's Health and Savings Against the Staggering Cost of Hospital, Doctor Bills!

Find out about the plan that pays the cash to you to spend as you please! No red tape—no physical exam to join—good anywhere in the world!

MAIL THIS COUPON TODAY

Free Facts—No Obligation!

DON'T TAKE CHANCES

Helen Harrison, Information Division P.O. BOX 174
RESERVE LIFE INSURANCE COMPANY, O'Neill, Nebr.

Please rush me immediately, the complete FREE story on wonderful, low-cost RESERVE PLAN health protection—no obligation.

Please make a priority appointment for me in my home, on _____ (date) at _____ (time)

Name _____

Street Address or R.F.D. _____

City _____ County _____ State _____

Paste on Postcard and mail BN/37

★ EXTRA! ★

For Those Who Now Have Hospital Protection

Apply for part or all of this combination Medical-Hospital-Accident and Sickness plan. Even if you have hospital protection now and are in good health, find out how you can get added protection to give you lower cost per-dollar-of-benefit!



Issued by
Reserve Life Insurance Company
Dallas, Texas—Assets of over \$25 Million