



# NOW

THOUSANDS MORE  
PRINCE EDWARD ISLANDERS CAN HAVE

## BLUE CROSS PROTECTION

EMPLOYERS-EMPLOYEES-SELF-EMPLOYED-FARMERS-PROFESSIONALS-NON-WORKERS  
BLUE CROSS IS HERE TO SERVE ALL OF YOU!

**"MARITIMERS MADE IT WORK"**

In 1946 Blue Cross, the non-profit Plan For Hospital Care, sponsored by the hospitals of the Maritimes had a very modest start. Many people asked, "Will it work?" or said, "It can't be done," but thanks to the foresight and courage of many community leaders who rolled up their sleeves and said, "Let's make it work," today over 100,000 Maritime citizens are protected against a hazard we shall all have to face. . . . Unexpectedly hard to pay hospital bills.

Through the combined efforts of the hospitals, employers, employees, group leaders, farm organizations, Women's Institutes, Credit Unions, Cooperatives, Fishermen's Unions, Red Cross Corps, social and fraternal organizations, the clergy, the press and the radio, and many others. . . . BLUE CROSS IS RAPIDLY SWEEPING THE MARITIMES.

**NOBODY WANTS A HOSPITAL BILL**

but thousands have to face them. It is a recognized fact that one family in five will have a hospital bill to pay this year. If you're like 9 out of 10 you will find yourself unprepared when your doctor says you must have hospital care. Unprepared, you may find yourself on a financial spot just when you need money most.

Thousands of Maritime citizens, thanks to Blue Cross . . . now budget for hospital bills at less than 2c a day . . . are now able to provide the best in hospital care for their families . . . and now enjoy a sense of security and freedom from worry . . . you too can avoid the financial hazard and the burden of unexpected hospital bills, by joining Blue Cross TODAY!

It's a great feeling to know you are protected.



BLUE CROSS SERVICE—  
THE BEST MONEY CAN BUY

**HOW TO JOIN  
Citizens of  
Charlottetown**

Ordinarily, only members of employee groups are eligible for this valuable protection, but, for a limited time only, residents of Charlottetown who are retired, unemployed, self-employed, or who work where there are less than five employees, may enroll as individual subscribers. This special offer for individual enrollment is available only during this campaign. Attend to this matter today, for after July 15th absolutely no applications will be accepted for membership in this Charlottetown Community group.

At campaign headquarters a representative of the Plan will supply you with any further information you desire and assist you in completing your application card.

If you work with 5 or more employees . . . you must join at your place of work. Discuss the Plan with your fellow employees . . . talk it over with your employer; you'll probably find he's interested too.

Over 1,000 Maritime firms have sponsored Blue Cross . . . and their employees and their families now enjoy Blue Cross protection on a payroll deduction basis.

Call a Blue Cross representative for an appointment, today.

**— BENEFITS —**

- 1—21 days' hospital care for subscriber and each dependant, per year.
- 2—Room and Board.
- 3—General nursing care.
- 4—Operating room.
- 5—Ordinary drugs and medicines.
- 6—Dressings, plaster casts, etc.
- 7—Laboratory services.
- 8—Metabolism tests.
- 9—Electro-cardiograms.
- 10—Emergency services.
- 11—X-ray up to \$10 per admission.
- 12—50% for maternity after 10 months' membership.

**— FEATURES —**

- 1—Choice of any hospital anywhere.
- 2—Covers sickness and accidents.
- 3—No physical examination.
- 4—No medical questionnaire.
- 5—No age limit.
- 6—You may continue in Blue Cross if you change your job.
- 7—Protection for the whole family at a flat rate.
- 8—No claims to file.
- 9—NO RED TAPE.
- 10—Non sectarian.
- 11—Operated solely in public interest.
- 12—Backed by the hospitals of the Maritimes.

**MONTHLY RATES**

	WARD	SEMI-PRIVATE
Single Subscriber . . . . .	50c	75c
Family . . . . .	\$1.00	\$1.50
Special . . . . .	75c	\$1.15

**Becoming a Blue Cross Member is Good Citizenship  
and It's Thrifty Too!**

**HOW TO JOIN  
Residents of  
Prince Edward Island**

Blue Cross groups have been formed and are now protecting the residents of:

- Iona, South Shore, Fort Augustus, East Royalty, Georgetown, Southport, Bellevue, Grandview, Kelly's Cross, Tyrone, Kinkora, Scotch Fort, Hope River, Rustico, Annandale, St. Charles, Sturgeon, Lorne Valley, Georgetown, Cherry Valley, Vernon Bridge, Marshfield, Tracadie and Pownal.

HAVE YOU A BLUE CROSS GROUP IN YOUR COMMUNITY? If not, why not discuss the Plan with your neighbours . . . arrange for a public meeting in your hall . . . invite everyone in the district . . . have a representative to explain Blue Cross Plan for Hospital Care.

Enrollment is possible only as a member of some organization sponsoring the program. Many districts have formed community groups through the formation of a hospitalization committee. You are probably interested in the Plan . . . then why not do something about it today?

Blue Cross welcomes the opportunity of supplying a qualified speaker for your meeting and assisting you in every way possible.

Call campaign headquarters for an appointment today.

**FREEDOM —**

from financial worry alone is worth the few cents a day this protection costs.

**Make Your  
Application Today**

**BLUE CROSS HEADQUARTERS**

MARITIME ELECTRIC CO.

Charlottetown . . . . . Phone 186

JUNE 12th to JULY 15th

**REMEMBER —**

. . . The chances are 1 in 10 that you will go to the Hospital this year.

**—You May Be Next—  
Are You Protected?**

This Ad Sponsored by—

**Moore & McLeod, Ltd.  
Prowse Bros., Ltd.  
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