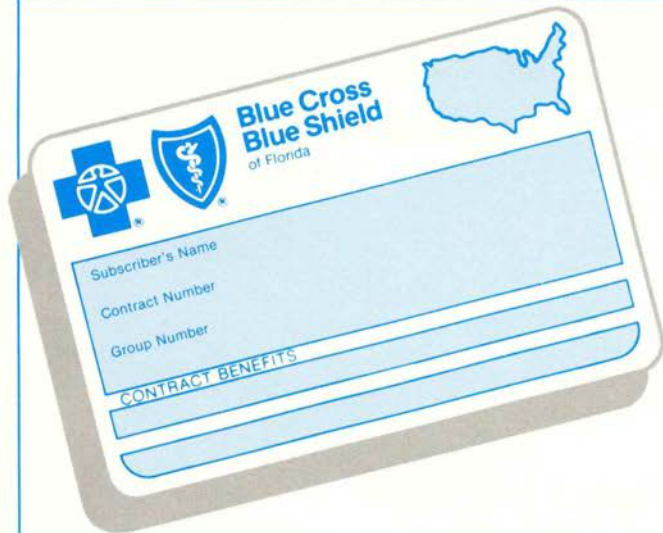


*Do your
friends a
favor...*

**Help them get the
best value in a
Medicare Supplement
and save money too.**

(See inside for details.)



**Blue Cross and Blue Shield of Florida
has just reduced its rates for
Complementary Coverage -
A Medicare Supplement for people over 65.**

Important features to consider:

1. Reduced rates effective September 1, 1985.
2. Your coverage can never be cancelled because of the amount of benefits you receive.
3. A choice of benefit options to fit most Medicare supplement needs.
4. Florida's largest Medicare supplement insurer with a nationally recognized identification card.
5. 15 customer service offices in Florida to serve you.

So help a friend and pass this card along to them for free information with no obligation!

ACT NOW!

Send the postage paid card below to receive free information about Complementary Coverage at new lower rates.

I am 65 or over. Please provide me with free information on the Complementary Coverage Programs.

I am under 65. Please provide me with free information on individual coverage for people under 65 years old.

Name _____

Address _____

City _____ State _____

Zip Code _____

Phone Number _____ Date of Birth _____

Current Health Care Insurance Carrier _____

THIS IS NOT AN INSURANCE CONTRACT.



**Blue Cross
Blue Shield**
of Florida

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO 227 JACKSONVILLE, FLORIDA

POSTAGE WILL BE PAID BY ADDRESSEE

Blue Cross and Blue Shield of Florida, Inc.

Attention: Direct Sales

P.O. Box 2866

Jacksonville, Florida 32232-0080



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

