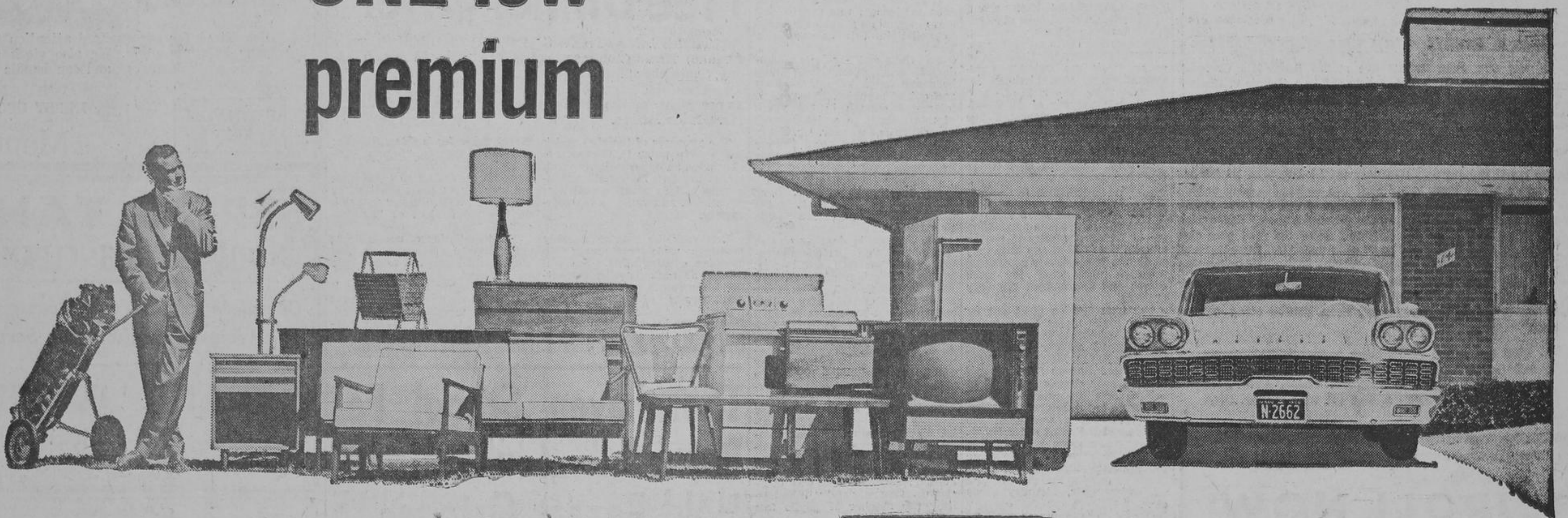


ACADIA WRITES A BRIGHT NEW CHAPTER INTO CANADIAN INSURANCE HISTORY

now you can
protect **ALL** your
possessions with
ONE low
premium



with Acadia's new **A+** PLAN

Chances are, many of your household possessions, your home, your car, are already protected by insurance. Then, you know the peace of mind this protection brings. But isn't it bothersome trying to budget for half-a-dozen-or-so premiums, falling due every so often—sometimes during awkward, financially-strained periods of your year? Of course it is! But *now*, at last, with the introduction of the all-new Acadia A-Plus Plan, you can do something about it!

ONE LOW PREMIUM PROTECTS ALL YOUR POSSESSIONS!

First big plus of Acadia's revolutionary new A-Plus Plan. One premium guards your automobile, your home, your household effects and personal belongings against fire, theft and casualty. You simply name the items you wish insured; if you don't wish *all* your possessions covered, your Acadia man—the man with the revolutionary new A-Plus Plan—will be glad to tailor a coverage package to your individual requirements—you'll still have only *one* low premium to pay!

THREE EASY WAYS TO PAY! 1. Two-month portion of premium down, the balance in 10 monthly payments, 2. quarterly, 3. semi-annually. Simply choose the one which best suits your budget. All three are designed with your convenience in mind. The *second* big plus in the all-new Acadia A-Plus Plan!

SPECIAL MONEY-SAVING AUTOMOBILE INSURANCE CATEGORIES! Big plus number three in this great Plan of

benefits. If you qualify for any one of several preferred classes of automobile drivers, under the A-Plus Plan you automatically become eligible for reduced rates. Your Acadia man will be happy to explain the special classifications to you when you see him for your automobile coverage.

BIGGEST PLUS OF ALL! ACADIA'S EXCLUSIVE "MORTGAGE PAYMENT PROTECTION"! This attractive bonus is yours and goes into effect the minute you enrol in the Plan, no matter what your coverage, complete or partial! Here's how it works: should you become totally disabled by accident, or suffer an accidental death, Acadia will pay off your mortgage. The cost? A surprise—this exclusive feature costs less than \$10 a year for most householders.

"ON-THE-SPOT" CLAIMS SETTLEMENT! A mighty important plus—fifth big plus in Acadia's all-new A-Plus Plan. Once your Acadia man insures you under the Plan, you can be sure that if you ever have a claim, you'll get claim service second to none. Never an annoying delay when it comes to settling up—Acadia settles your claim on the spot! Any present Acadia policyholder will vouch for this.

ACADIA'S A-PLUS PLAN IS ALL-CANADIAN! This sixth big plus in Acadia's all-new A-Plus Plan is well worth remembering. Acadia *knows* the insurance needs of Canadians; has protected Canadian possessions since 1862.

THE Acadia

INSURANCE COMPANY—Established 1862 350 BAY STREET, TORONTO, CANADA

FOR MORE INFORMATION, CALL YOUR LOCAL AGENT TODAY:

W. JAMES HAGGART,
EXCLUSIVE RICHMOND HILL AGENT
ME. 5 - 5361 and TU. 4 - 2277