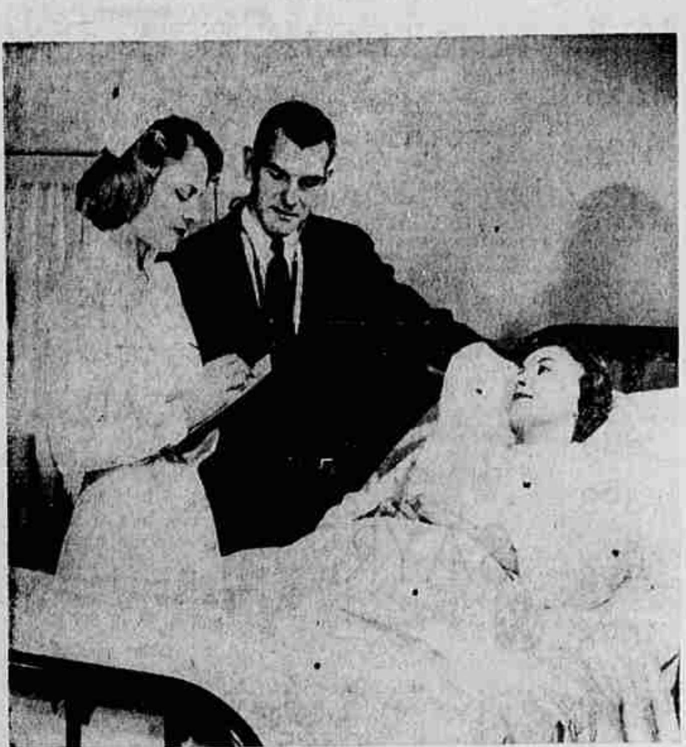
Announcing

A NEW PROGRAM TO EXPLAIN

American Republic Tailored* Protection

TO ALL RESIDENTS OF DOUGLAS COUNTY



Mary K. is recovering from major surgery. Physically, she'll be o.k. But when her doctor releases her from the hospital and she goes to the hospital cashier's window to pay her bill, she'll be sick again.

Her 1955 Hospitalization Plan, adequate when she bought it, couldn't anticipate the rising costs that made her $559 bill necessary today. And, what about her surgeon's fee?

One out of 8 people will go to the hospital this year. There are 5 people in Alice and Fred's family. This means there is nearly a 75% chance that 1 member of their family will be hospitalized before the year is out.

Several years ago Alice and Fred enrolled in a family group hospital plan. At that time, it was adequate. Today because of rising hospital and medical costs, it is tragically INADEQUATE!

Bertha J. is worried about her sister. Her sister must have an expensive gall-bladder operation.

But her sister's hospital plan pays only $6.00 per day for hospital room and board. The hospital will charge nearly $20.00 per day. How will Bertha's sister make up the difference? And, can Bertha be sure this won't happen to her?

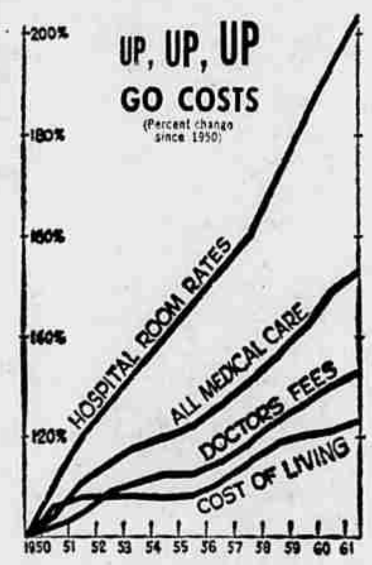
Now, *Tailored Protection . . . helps bring your present Hospital, Medical, Surgical and Nursing plans up-to-date. New, modern protection units provide the particular hospital, medical, surgical and nursing benefits you may need. You decide on the kinds of protection and the amounts of coverage you want. American Republic representatives are here to help guide you in your selection.

. . . this is your opportunity!

All residents of this county who qualify will have an opportunity to secure American Republic *Tailored Protection. This famous plan, now helping thousands of families all across the nation, will soon be introduced to you. Look for your American Republic representative to call. Ask him to show you, in your own home, how *Tailored Protection can be of help to you!

At left are three situations—all typical of people with inadequate hospitalization programs. Perhaps one of these situations may be familiar to you. Interestingly, although nearly all of us have some sort of hospitalization, we might still face one of these situations tomorrow. Why? See the chart at right.

Hospitalization costs are rising at a rapid rate. Since 1950, medical costs have gone up at the rate of nearly 1% per month. Nearly 1% per month for more than a decade! And this means that many good policies — taken out just a few years ago — are now inadequate. The fact is, 8 out of 10 hospitalization plans in effect today do not cover the higher costs of today's hospital, medical, surgical and nursing care.



WATCH FOR THE MAN WHO CARRIES THIS CARD

"Protection... the American Way"

American Republic
INSURANCE COMPANY
OREGON DIVISION, P. O. BOX 7047, SALEM

* "Tailored" is an exclusive service mark of American Republic Insurance Company.