

Yes, You Can Save Money on Car Insurance

READ HOW B.C.'S NEW DIRECT SALES AUTO INSURANCE COMPANY CAN SAVE YOU \$20, \$30, \$40, \$50 OR MORE PER YEAR

WESTCO sells car insurance in an entirely new way. This new company can give you and your family full car insurance coverage, including the minimum limit \$50,000 liability coverage, at the lowest rates in the province.

Compared to the rates of most other insurance companies, you can expect a saving of \$20, \$30, \$40, \$50 and, in some cases, more . . . for the same protection you have now!

HOW CAN WESTCO OFFER LOWER RATES?

WESTCO is a car insurance company with head office in British Columbia. It was established to carry out the recommendations of the Royal Commission on Auto Insurance and to comply with the new car insurance legislation soon to be implemented by the B.C. government.

Under the new legislation, all motorists in B.C. will have to carry car insurance. The driver who fails to do so will face a fine of not less than \$250 or imprisonment of not less than three months or both fine and imprisonment. Car insurance is about to be compulsory; it no longer needs to be sold.

So, WESTCO is a direct sales company, without salesmen.

In this way, WESTCO does not have to pay sales commissions, one of the most expensive operating costs of typical insurance companies. This saving is passed directly to you in the form of lower rates.

These lower rates are available to you now.

HOW DOES WESTCO HANDLE THE COLLISION DEDUCTIBLE AND PROPERTY DAMAGE CLAUSES?

There has been much confusion over the proposed new car legislation, especially the introduction of the property damage limitation of \$250. Some people feel this could cause financial difficulties. With a collision policy subject to a deductible from \$25 to \$250, an accident with another car could cost the driver a minimum of \$275 to a maximum of \$500 which his car insurance would not cover.

That's as much as \$500 out of your own pocket!

Others say this interpretation of the proposed new car insurance legislation is not correct. But whatever confusion

there is about the new legislation when it is proclaimed, let us make this one point clear. If you are a holder of a WESTCO policy, you are *not* subject to a property damage limitation of \$250 and collision insurance can be arranged at whatever "deductible" you wish. So, obviously you would not have to pay as much as \$500 of your own money if you were in an accident with another car. With WESTCO, you could pay as little as \$25.

CAN A NEW COMPANY OFFER EFFICIENT CLAIM SERVICE?

WESTCO is not satisfied merely to give you the lowest auto insurance rates in British Columbia. Just as important is our highly improved claim service.

Should you be involved in an accident, instead of phoning a salesman (WESTCO doesn't have any), you contact the company and speak directly to a qualified claims adjuster. This is a far more efficient method of handling claims and efficiency also means lower insurance rates.

Your claim will be settled more quickly, too.

Delays and excessive paperwork are major causes of the increasing costs of claim adjustments and that in turn causes higher insurance rates. WESTCO's approach is to settle claims quickly, fairly, without red tape.

This new system calls for a new breed of claim adjusters. For that reason, WESTCO has its own Claim Adjuster Training Program and the use of a highly responsible network of claim adjusters throughout the ten provinces, Northwest Territories and the Yukon, and the continental United States, including Alaska.

CAN YOU QUALIFY FOR WESTCO'S LOW RATES?

A phone call might save you hundreds of dollars over the years. You may qualify for the lowest rates in the province even if you are under 25 or have had an accident in the past. If you are presently without insurance, or need additional coverage to meet the new government requirements soon to be proclaimed, or if you plan to change your insurance company within the next few months, phone now and find out how much you can save. There is no obligation and, of course, no salesman will call because WESTCO doesn't have any.

**ACT NOW!
MAIL THE COUPON OR PHONE TODAY.
NO SALESMEN WILL CALL.**

MAIL THIS COUPON FOR OUR LOW RATES ON YOUR AUTOMOBILE

COMPLETE AND RETURN TODAY FOR WESTCO RATES.
No obligation—No salesman will call.

Name _____
Residence _____ (Please Print)
Address _____

City _____ Prov. _____
Phone: Home _____ Office _____

Age _____ Male Female Married Single

Number of years licensed to drive _____
Give number and dates of accidents in last 5 years, (circle dates of those accidents which were not your fault).

In the last five years
Has your license been suspended? _____

Are you now insured? _____ Date it expires _____

This coupon is designed solely to enable non-policy-holders to obtain an application and rates for their cars.

Year of automobile _____
Make of automobile _____
No. of cylinders _____
Model (Impala, Dart, etc.) _____
2/4 dr-Sdn, s/w, h/t, conv. _____
Days per week driven to work, train or bus depot, or fringe parking area _____
One way driving distance _____
Is car used in business (except to and from work)? Yes No Yes No

	Car No 1	Car No 2
Year of automobile		
Make of automobile		
No. of cylinders		
Model (Impala, Dart, etc.)		
2/4 dr-Sdn, s/w, h/t, conv.		
Days per week driven to work, train or bus depot, or fringe parking area		
One way driving distance		
Is car used in business (except to and from work)?	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>

Give number and dates of traffic convictions in last 5 years.

LIST ALL ADDITIONAL DRIVERS					
Age	Male or Female	Relation	Years Licensed	Married or Single	% of Use #1 #2
					% %
					% %
					% %

westco

INSURANCE COMPANY

736-6621

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