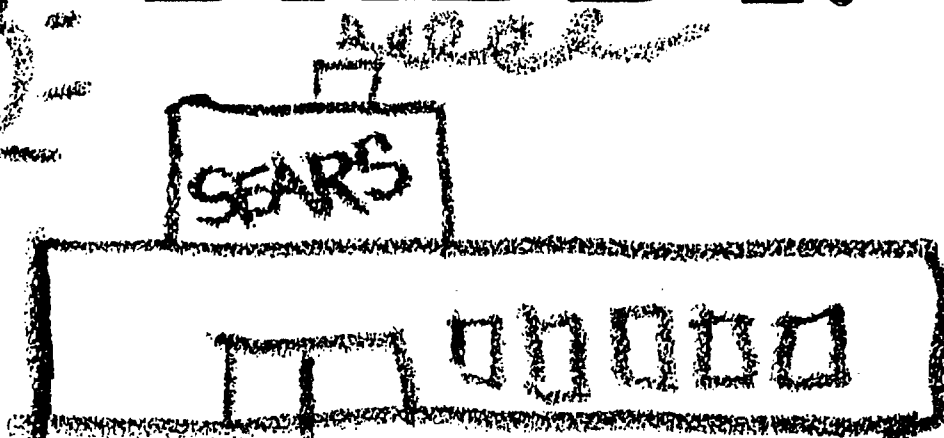
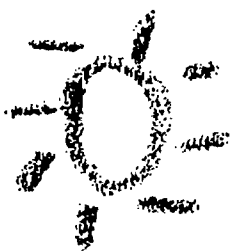


DADDY.



Sears founded Allstate in 1931.

Sears is our Daddy.

And we've learned a lot.

Sears taught us a thing or two about value.
Giving people their money's worth.

We inherited Sears' dislike for red tape. We say, when you
run across some, slice it up and get on with things.

Like Sears, we're not afraid to try new ideas—if they help people
get what they want, for a fair price. And like Sears, we keep
growing. By adding new friends and keeping the old
ones (more than 7 million, all told).

Today you can come to Allstate and buy
most any kind of quality insurance. Life, Auto,
Health and Home protection—Business, too.

And you'll get the same kind of good, honest value
you get from Dad.

Like father, like son.



**You're in good hands with ALLSTATE—
where people come for value and stay for service.**