

## CENTURIES OF ROUGH NOTES

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Selling Merchandise Transportation Insurance

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Three lives were lost when this heavily loaded truck was struck by a passenger bus on a Virginia highway. Collisions and upsets cause heavy loss to shipments by trucks. Transportation insurance is necessary. (International Photo.)

## Use of Mail to Open Way to Interview on Transportation Insurance

By HAROLD E. TAYLOR, Manager Sales Promotion Department, American Ins. Co.

A RECENT survey made by the Retail Credit Men's Association discloses that of 16,688 wholesalers and manufacturers who own or operate motor trucks, 87 percent have insured the trucks, but only 16 percent have insured the merchandise carried in these trucks. And since it is not at all unusual for the cargo to be worth many times the value of the truck, it seems to us that either the manufacturers or their insurance agents have been remiss.

Almost daily we find items in the newspapers telling of serious losses due to fire, collision, upset and hijacking, and it is difficult to understand why this protection is overlooked. A bad loss might offset the manufacturer's profits for a long period.

When shipping via common carrier, he is apt to feel that the carrier has adequate insurance. Rarely is this so, however, because his policy usually limits indemnity to 50c per lb. or \$50 per case. And if the policy carries the 100 percent coinsurance clause, as is usually the case, there is little chance of collecting in full—especially in partial loads where the goods of other shippers may have a high value.

As a forerunner to calling upon a

prospect, here is a suggested letter to send:

Dear Sir:

I believe you ship your product by public truck, and for that reason you may feel that you do not need insurance on your product while in transit because the trucking concern carries insurance.

They probably do carry insurance, but are you sure it properly protects YOU? Are you sure their Insurance Company is a good one; that the premium has been paid; and that the trucking concern has complied with all of the provisions of the policy? Do you KNOW that the amount of insurance they carry per load is sufficient to cover the value of ALL goods?—not only yours, but others which may be on the same truck?

The only way to be sure of all these things at all times (a check-up now is no guarantee of the situation six months hence) is to carry your own insurance. Why not phone me now and go into this matter fully? Motor Cargo Insurance is a very necessary thing in your case.

Yours very truly,

What to Say

When calling on the prospect a day or two later, say something as follows:

"A few days ago I wrote to you pointing out the need for insurance on your merchandise while it is in the hands of common carriers. Have you

investigated as to what extent their insurance, if any, protects you? If you will give me a letter authorizing me to act on your behalf, I will be glad to look into it and advise you.

"Of course, I have yet to learn of any manufacturer whose product is positively covered by the insurance of the common carrier. In some cases the carrier has had an amount sufficient to protect the value of the average capacity load, but there is always the danger that he may forget to renew his policy when it expires, or not pay the premium when due. Or it may be found after a loss that he forgot to observe some of the requirements stated in his policy and hence his insurance company is not liable.

"Do you leave any of your other insurance protection in the hands of an outsider? Why this? A blanket policy covering your goods—whether in the hands of a trucking concern, railroad, railroad express company or coastwise steamer from the time they leave your factory or warehouse until they reach their destination is the only means of providing quick, positive indemnity in case of loss."

The manufacturer who ships in his own trucks may feel that he needs no