

CENTURIES OF ROUGH NOTES

Rough Notes magazine, February, 1924

ROUGH NOTES

Entered as second-class matter December 1, 1916, at the Post-Office at Indianapolis, Indiana, under the act of March 3, 1879. Published by The Rough Notes Company, 222 E. Ohio St., Indianapolis, Ind. Subscription Price, \$3.00 a year; Canadian, \$3.50; foreign, \$5.00. Single Copies, Twenty Cents.

VOL. LXVII

INDIANAPOLIS, IND., FEBRUARY, 1924

No. 2

Selling Automobile Insurance

Get an Early Start in What Promises to Be the Biggest Automobile Insurance Year Yet—15,000,000 Cars Now in Use and a Third More to Be Added in 1924



—Knox Photo

This coal truck started down Brown Hill, Boston, the other day without a driver. It baffled the Ford sedan ahead of it and a few feet further down the street it included the little Ford bearing car in its offensive, finally attempting to jam both of them into the basement entrance of an apartment house. The truck owner needed property damage insurance and the Ford owner collision insurance for this particular accident.

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Introductory

WHEN four cars are burned in a garage fire and it is found that not one of them was covered by fire insurance it appears that there is still plenty of business to be had by the agent in this field. Such a proof of the need of insurance was given in Indian-

apolis the other day and there are doubtless many similar proofs to be had elsewhere. The protection of car owners by insurance has not kept pace with the bewildering swiftness of development in the automobile industry because it is easier to sell automo-