

PROTECTION



How Can The Herald Do It? It's Good Business, That's All

WOMEN, as well as men, may secure this policy. Had those persons who were injured this year been registered subscribers of The Herald under its insurance plan, they would have had DEATH AND INJURY BENEFITS. Even the most careful persons are subject to the carelessness of others. You may be the most careful person in the world, but that doesn't protect you if you are in a street car, on a train, in an automobile, buggy or wagon.

YOU may be hurt in a street car wreck, an automobile smash, in a runaway, where a horse is frightened. REMEMBER The Herald's policy pays you \$10 a week for 13 weeks, if you are totally disabled that long. If you are disabled only five weeks you get \$50, many times the price of The Herald for one year.

HOW CAN The Herald do it? It doesn't seem possible? Well, here's the answer—it's simply good business policy. The Herald, by securing these policies in large quantity, saves for the insurance company a large sum in salesmen's cost and this saving is reflected in the premiums for the policies, which The Herald pays.

By no other means could The Herald secure SO MANY LOYAL SALESMEN, who will work 365 days in the year. Considering all this the cost to The Herald is low. Moreover, a salesman working for a salary is not nearly as effective as a loyal reader, who voluntarily acts as our salesman.

In making this proposition to its readers, The Herald was actuated primarily by a desire to give its readers protection. But, too, how can The Herald spend its money to better advantage in creating good will than by giving its readers a real service and protection like this insurance plan?

President Harding's newspaper, the Marion Star, protects its readers with the same accident insurance policy as that issued by The Washington Herald!

THIS INSURANCE offer is not a premium for a thirty, or sixty, or ninety-day subscription. It is every-day protection for regular subscribers, old or new. It continues in force for every reader, if he registers, as long as he continues a subscriber to The Herald during the life of the policy which is sent to him.

The offer of this insurance adds nothing to the regular cost of the paper, creates no extra liability on the part of the reader, and has no strings tied to it. The sole desire is to give regular readers of The Herald the benefit of protection for which every citizen has need.

There is no increase in The Herald's subscription rates because of this additional service.

SUBSCRIPTION RATES:

By Mail, Postpaid, \$5.00 a Year

The Washington Herald

The Capital's Morning Newspaper

Sample of Policy Issued to Herald Readers

This Policy provides indemnity for Loss of Life, Limb, Sight or Time by Accidental Means, as herein limited and provided.

No. _____

NORTH AMERICAN ACCIDENT INSURANCE COMPANY CHICAGO, ILLINOIS

(A Stock Company and hereinafter called the Company)

Does Hereby Insure

..... age of (hereinafter referred to as the Insured) against Death or Disability resulting directly and independently of all other causes from bodily injury sustained through external, violent, and accidental means, subject to the limitations and conditions herein contained, as follows:

Part I.

If the Insured shall, by the wrecking or disablement of any railroad passenger car or passenger steamship or steamboat, in or on which such Insured is traveling as a fare-paying passenger; or, by the wrecking or disablement of any public omnibus, street railway car, trolley, or automobile stage, which is being driven or operated, at the time of such wrecking or disablement, by a licensed driver plying for public hire, and in which such Insured is traveling as a fare-paying passenger; or, by the wrecking or disablement of any private horse-drawn vehicle, or motor-driven car in which Insured is riding or driving, or, by being accidentally thrown from such vehicle or car, suffer any of the specific losses set forth below in this part I, the Company will pay the sum set opposite each loss:

FOR LOSS OF—

Life	One Thousand Dollars (\$1,000.00)
Both Hands	One Thousand Dollars (\$1,000.00)
Both Feet	One Thousand Dollars (\$1,000.00)
Sight of Both Eyes	One Thousand Dollars (\$1,000.00)
One Hand and One Foot	One Thousand Dollars (\$1,000.00)
One Hand and Sight of One Eye	One Thousand Dollars (\$1,000.00)
One Foot and Sight of One Eye	One Thousand Dollars (\$1,000.00)
Either Hand	Five Hundred Dollars (\$500.00)
Either Foot	Five Hundred Dollars (\$500.00)
Sight of Either Eye	Five Hundred Dollars (\$500.00)

Part II.

OR FOR LOSS OF—
Life Two Hundred Fifty Dollars (\$250.00) |

provided the bodily injury effected as stated herein shall be the sole cause of death of the Insured and such death shall occur within ninety days.

By being struck or knocked down or run over while walking or standing on a public highway, or while propelled by steam, cable, electricity, asphalt, gasoline, horse, compressed air or liquid power, excluding injuries sustained while on a railroad right of way in violation of any statute or of any regulation of the railroad company.

Indemnity for loss of life as above set forth shall be payable to the Estate of the Insured.

III.

If the Insured sustains injuries in any manner specified in part I which shall not prove fatal or cause loss as aforesaid but shall immediately, continuously, and wholly disable and prevent the Insured from performing each and every duty pertaining to any and every kind of business, labor or occupation during the time of such disablement but not exceeding three consecutive months, the Company will pay indemnity at the rate of Ten Dollars (\$10.00) per week.

EMERGENCY BENEFIT.

REGISTRATION, IDENTIFICATION AND FINANCIAL AID.

The Company will register the person insured hereunder, and if he shall, by reason of injury or sickness, be physically unable to communicate with relatives or friends, will, upon receipt of a message giving this policy number, immediately transmit to such relatives or friends as may be known to it any information respecting the Insured and will defray all expenses to put the Insured in communication with and in the care of relatives or friends, provided such expenses shall not exceed the sum of One Hundred Dollars (\$100.00).

Order and Registration Form

To The Washington Herald,
Washington, D. C.

Gentlemen: Hereby enter my subscription to The Herald for one year, with the understanding that I am to receive a \$1,000 Travel Accident Insurance Policy in the North American Accident Company and that I am to pay no more than the regular price for The Herald. I understand that should I discontinue my subscription to The Herald before the expiration of this contract, or should I fail to pay my subscription for one month to The Herald my \$1,000 policy will lapse.

Signed..... Age.....
Address..... or R. F. D.....
City..... State.....
Phone Number..... Occupation.....

Are you at present a subscriber?..... Old subscribers as well as new may have this Insurance. If you are at present a subscriber to The Herald, please so state. Present subscribers are entitled to all the advantages of the Travel Accident Insurance Plan as well as the new subscribers, but ALL OLD AND NEW SUBSCRIBERS must send in this registered form. If you are a mail subscriber or want the paper by mail inclose money order covering one year paid in advance subscription at the regular mail rate of \$5.00 for The Herald and Policy for one year.