

The following is a reprint of the Regulation adopted by the Mississippi Department of Insurance effective August 26, 1960.

Regulation F&C 60-2

FREE INSURANCE; PROHIBITION; PENALTY

We have noted from the newspapers that automobile dealers continue to advertise free insurance in connection with the sale of automobiles. As you are aware, there is no such thing as free insurance in Mississippi and any advertising to the contrary is misleading and a violation of the statute.

It will be appreciated if you will bulletin each of your dealer-agents in Mississippi and instruct them that the next such advertisement appearing in any publication or advertised over radio or television will result in a hearing for the purpose of revocation of such dealer's license as an insurance agent.

In the event a countersigning agent is used and no licensed agent is listed in the dealership, any insurance company through which insurance is written under such an advertisement will be held strictly accountable for the acceptance of such business.