

HOW MR. MARTIN WROTE HIMSELF

"You're a life insurance man, eh?" said Mr. Martin, as he read the agent's card and tossed it aside on his desk. "I hope you know your business better than the last one that called—but I don't want any insurance." "Say," he continued, talking fast while signing some letters, "the trouble with you life insurance fellows is you think you must tell a man everything you know about your business instead of giving him only what he needs to know. Suppose I wanted to sell you a bill of my goods—I surely wouldn't bore you with a lot of details about our firm—how much capital and surplus we had, how old we were, etc. I'd tell you only and barely what you in your individual case really needed to know about the goods—give you the few facts you required in order to determine how well my goods fitted your needs." And so on he talked; never once looking up until his letters had been signed. When he did wheel around, the agent laid an application on his desk, and very deliberately took from his pocket a memo, which he glanced at as he said:

"Mr. Martin, you have a wife and three children. Your business pays you only a good living. If you were to die to-day the income from it would stop, or be greatly reduced. You carry \$20,000 fire insurance and only \$5,000 of life insurance, which is not a square deal for the family. You need \$15,000 additional life insurance. I am not sure you can get it—that's up to the doctor. The kind you need is ordinary life; the cost will be \$560.38. What's your wife's first name?—you are 47 years old—born, what month?—oh, yes, June. Sign on this line, please."

Well, you can imagine how Mr. Martin felt. But he was a good sport and took the gaff without a kick, saying, "By George, you've got me, and I'll go you."

Martin loves to tell the story on himself, and he has been instrumental in placing over \$100,000 on his neighbours through "his friend," the agent, "who knows his business," so he says.

It was just a case of allowing the prospect to write himself. With slight variations, that experience is being repeated by hundreds of agents every day throughout these United States. Verbum sap.—Mo. Life Bulletin.

In the above the argument by "Mr. Martin" is hardly sound, since there is a great difference between the purchase of a bill of goods, which is a transaction quickly ended and is not concerned with the seller's resources.

The life insurance contract, on the contrary, may last as long as the buyer lives; and the buyer is a lender also, lending to or depositing with the insurer. He would be an unwise buyer if he did not ask for the amount and proportion of surplus which is behind the borrower and insurer.—Coast Review.

1918 VOLUME OF LIFE INSURANCE LAWS.

The 1918 volume of "Life Insurance Laws," just distributed to its members by the Association of Life Insurance Presidents, New York, is the largest issued in any even-numbered year, owing to the inclusion this year, for the first time, of the laws enacted in Canada affecting life insurance.

In the preface of the book, Manager George T. Wight says:

"The publication of the 1918 volume of Life Insurance Laws was deferred until the close of the year, on account of the situation at Washington respecting the pending War Revenue Act.

"The number of laws printed in this volume is 59, of which 11 are Canadian statutes, included this year for the first time. This is the largest total printed in any even-numbered year. The number of statutes in the States is second only to 1912, when 49 laws were printed. Of the 59 printed this year, eight in the States and two in Canada relate to the civil rights of soldiers and sailors. A new code of laws was adopted in Virginia, of which the sections affecting life insurance are reproduced. A list of 'blue sky' laws has been added to the appendix this year.

"There were 30 regular and special sessions of State and Provincial Legislatures in 1918, in addition to sessions of Congress and the Dominion Parliament. In Connecticut, Delaware, Mississippi, South Carolina, Texas, Wisconsin, New Brunswick, Newfoundland, Ontario, Quebec and Saskatchewan no laws affecting foreign life insurance companies were enacted. Of the others, Massachusetts led with 11 new laws, followed by Congress with 9, New York with 8 and Virginia with 5; three provinces enacted 3 laws each; 3 States enacted 2 each; and 9 States, 1 province and the Canadian Parliament enacted 1 each."

OVER-INSURANCE.

"If it were not for the fact that many buildings, and especially contents, are permitted to be over-insured there would be a wonderful reduction in the annual fire loss. If men were not allowed to over-insure their stocks or buildings, they would take more precaution about fire. In almost every case, perhaps, the insurance agent is to blame. He is anxious to write business, and is not careful enough when making an inventory. On the other hand, when the insured knows that he is more than covered with insurance, he is indifferent about keeping his premises free of rubbish and other inflammable things, and will frankly tell an inspector that he is amply protected in the event of a fire. Then there is the 'fire bug,' or perhaps we should say the man who secures insurance with the view of selling out to the insurance company; also the man who finds himself in debt and cannot pay out. All of these classes can be easily put out of business by the insurance agent if the agent will exercise due precaution. It is not the purely accidental fires that are costing the Canadian people so much as it is from other causes.

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