

## FINANCIAL ADVERTISERS' CONVENTION

Relative Merits of Different Forms of Publicity Discussed at Meeting in Indianapolis—D. McEachern is Canadian Representative on Directorate

THE 1920 convention of the Financial Advertisers' Association was held in Indianapolis, Ind., June 6 to 10, as part of the Associated Advertising Clubs of the World Convention. About 500 members constitute the financial section, and make it the largest in the association.

Fred W. Ellsworth, the president, gave the opening address at the first business meeting held on June 7. Reports of the treasurer, secretary and various committees followed, showing the association to be on a firm financial basis, international in scope, and in a position to render important service to its members.

The programme included the following addresses: "How Financial Advertising can Advance the Truth-in-Advertising Movement," by William P. Green, organization secretary, National Vigilance Committee; "Why Every Bank Should Advertise," by John G. Lonsdale, president, National Bank of Commerce, St. Louis; "How to Plan an Effective Advertising Campaign," by W. R. Snodgrass, manager, department of publicity and new business, Fidelity National Bank and Trust Co., Kansas City; "Why You Should Use Newspapers," by L. R. Brooks, publicity manager, "Chicago Daily News," Chicago, Ill.; "Why You Should Use Direct by Mail," by Homer J. Buckley, president, Buckley, Dement and Co., Chicago; "Why You Should Use Street Cars," by Otta N. Frankfort, Chicago Elevated Advertising Co., Chicago; "Why You Should Use Trade Papers," by G. D. Crain, Jr., publisher of "Class," Chicago; "Why You Should Use Outdoor," by H. E. Erickson, Thomas Cusack Co., Chicago; "Dressing the Copy," by E. R. Currier, Charles Everett Johnson Co., Chicago; "The Central File," by E. H. Kittredge, publicity manager, Old Colony Trust Co., Boston; "How the Banker May Help in Developing Agriculture," by H. M. Cottrell, of the Arkansas Profitable Farming Bureau, Little Rock; "The Financial Advertisers' Interest in the United States Department of Agriculture," by Hon. E. T. Meredith, secretary, United States Department of Agriculture; "The Investment Bankers' Opportunity—Now and How," by Charles A. Otis, Otis and Co., Cleveland; "My One Best Bet," by twelve financial advertising experts.

## Developing Inactive Accounts

D. McEachern, secretary of the Huron and Erie Mortgage Corporation and of the Canada Trust Co., was one of the last-mentioned twelve speakers, his subject being, "Making Inactive Accounts Profitable." After pointing out the fact that the Huron and Erie had been established as long ago as 1864, he said:—

"As you can imagine, during this period of fifty-six years of successful savings department operation, a large number of small, inactive accounts accumulated. In fact, so serious a menace to the efficiency of the department did they become that, from time to time, the dormant accounts were transferred wholesale—by the hundred—into a 'sundries account,' which soon reached a very respectable total.

"As you are aware, small accounts are unprofitable to carry unless the owners can be persuaded to increase them. We realized that if this class of account were allowed to accumulate without attention being paid to the problem, the profit derived from our savings department would soon feel the burden. We, therefore, determined to stop the leakage and turn the accounts into revenue-producers. Incidentally, the methods we adopted also proved valuable in gaining goodwill for the corporation.

"After a considerable amount of research work by the use of directories and correspondence, the addresses of these inactive depositors were brought up to date. Personal letters, carrying a human interest appeal, were then mailed. Each of the depositors was informed of the amount of his balance at the time the account was last used, whether six, eight, ten or twenty years ago. The interest additions during the

intervening years were then pointed out. Many were told that if regular deposits of, say, \$20 per month had been made, the balance at their credit would now be \$547.68 instead of only \$35.42, as the case might be. In many instances it was found that a depositor was now resident in another city where we maintain a branch office. He was promptly invited to allow us to transfer the account to that branch. Strange to say, many had completely forgotten they had a balance with us. Imagine the feeling of good-will upon being told of 'found money' in days like these!"

Charles A. Otis, of Otis and Co., Cleveland, was elected president of the Associated Advertising Clubs of the World; it is something new for this organization to have an investment banker at its head. D. McEachern, of the Canada Trust Co., London, Ont., was re-elected to the directorate of the financial section. "I have returned from the convention more enthusiastic than ever regarding the future of this organization," said Mr. McEachern, in an interview with *The Monetary Times*. "It is built upon a solid foundation, and there is a splendid spirit of fellowship among its members who are always willing to lend to each other helpful suggestions and constructive ideas."

## UNIFORMITY IN FIRE INSURANCE POLICIES

Saskatchewan Commissioners Prepare Redraft—Statutory Conditions Vary Somewhat from Those Previously Considered

ANOTHER step towards securing uniform conditions in fire insurance policies in the various provinces of Canada has been taken in the preparation of a redrafted act, prepared by the Saskatchewan commissioners. This is one of the points which has been taken up by the commissioners which were appointed several years ago by every province except Quebec, to draft uniform legislation on such subjects as partnership law and the law governing the sale of goods. Three commissioners represent each province, and two general conferences have been held. At the last one, held in Winnipeg, in August, 1919, the question of statutory conditions in fire insurance policies was considered, and two draft bills, one of which was prepared by the commissioners themselves and the other by a committee of the Canadian Bar Association, were referred to the three Saskatchewan commissioners for further consideration in the light of the discussion which had taken place.

Recent legislation affecting fire policies have been in the direction of uniformity, but there are still substantial differences between those required by the western provinces, which resemble one another closely, and those required by the eastern provinces. The redraft, which has just been prepared by the Saskatchewan commissioners and sent to the various parties interested, for their consideration, contains several changes as compared with the first draft. It is, of course, in the form of a provincial bill, and is entitled "the fire insurance policy act."

The redraft stipulates that fire insurance contracts shall not extend for a term of more than three years, or more than one year in the case of mercantile or manufacturing risks. Every policy is to contain the names of the company, of the insured, the person to whom the insurance is payable, the premium, the subject matter of the insurance, the indemnity, the term and the event on the happening of which the liability is to accrue.

## Statutory Conditions Clause

The clause relating to statutory conditions is redrafted to read: "If a company desires to vary, omit or add to the statutory conditions or any of them, the proposed variations or additions or a statement clearly indicating the omissions shall be printed in conspicuous type and in red ink on a separate sheet attached to the policy, which sheet shall be signed by the company and the insured and shall contain these introductory words: 'Variations in conditions. The attached policy is issued subject to the statutory conditions

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