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TO SELL MORE LIFE INSURANCE

Life insurance companies realize that there is still a barrier between insurance and the public which must be removed before they write the large volume of business which should be written. Much has been done during recent years to mitigate the antagonism of the average man to being interviewed by life insurance salesmen. More has yet to be accomplished. *The Monetary Times* believes that the cause and benefits of life insurance need far more publicity than they have had. The insurance agent knows well how perhaps half a dozen arguments given for taking life insurance will fail with his prospect, and how the seventh may appeal to his reasoning and imagination, because it caters to the individual need. Life insurance needs to be popularized and its technicalities simplified in readable articles for citizens throughout the Dominion.

Mr. N. A. Hawkins, the sales manager of the Ford Motor Company, of Detroit, gave some excellent advice on this subject at the convention of underwriters recently held at Atlantic City. He recalled that in the beginning, life insurance dealt only with contracts terminating at death; hence the name life insurance. It was found that the plea based on the one factor of providing for a family after death of the provider, was not sufficient to build up a large business. The so-called investment features were then introduced as business getters. Life insurance is a product of an advanced civilization. To-day there is no subject of such vital importance to the people, and to the future of the state, regarding which there is so much popular ignorance. It has never been properly put before the public in a plain, understandable way, either through its representatives, or by advertising.

Mr. Hawkins thought that when a man tried to make an investment out of it he was trying to make it serve his own selfish ends, which, to a large extent, defeated

his original purpose. The average insurance company, as well as the average solicitor, he believed, made a mistake in the manner they talked different kinds of policies. They did not fit men with what was needed, but took orders for what was wanted. They tried to write a \$5,000 twenty-year endowment policy because they sized the man as a \$5,000 man, and if they got this policy they would get a \$250 premium, while, if they wrote a twenty-year payment life policy for \$5,000 they would get approximately a \$185 premium, or if they wrote an ordinary life with a twenty-year settlement they would get \$125.

The basis on which insurance should be considered by the customer and solicitor is free from the standpoint of the premium, not from the size of the policy—and from the viewpoint of the person insured, not that of the solicitor, eager for a premium. Life insurance salesmen must learn what most merchants know—that a satisfied customer is the best of all advertisements.

This enterprising sales manager, who perhaps brought to the business of life insurance a somewhat new point of view, emphasized the human side of insurance which should be kept before every man, woman and child. "Its benefit," he said, "should be demonstrated to school children. Money spent for the right kind of an educational advertising campaign would benefit all insurance companies. Such a campaign would do three things: Increase insurance. Cut the cost of getting it, and diminish the lapses. Advertising and salesmanship are both parts of one great problem—distribution. The one is the missionary going about planting in men's minds silently, subtly, alone or in the crowd, the seeds which blossom into inquiries. The solicitor, doing best what advertising has not done so well, gets the application. It costs millions more than it should to keep men doing the advertising by word of mouth. I know advertising of the trade mark, balance-sheet style of copy, is no new thing to insurance companies—but human life insurance advertising is entirely a new thing. Life insurance advertising has nearly always been written by insurance men who