

CREATING A LIFE INSURANCE MARKET

Mr. Clifford Elvins, on behalf of the Imperial Life Assurance Company, has been placing the advantages of life insurance before the public during the past year or more, through the medium of a special newspaper advertising campaign. The experiment was a decided success and Mr. Elvins is relating some of the selling ideas which grew out of his campaign. One unusually successful life insurance agent, for instance, kept a number of the booklets containing a series of the advertisements, in circulation among his prospects. When he canvassed a man for insurance and found him disposed to procrastinate, he read over to him two or three of the advertisements fitting his case, and left the booklet, to be called for two days later. He found invariably that his prospect read the entire series in the interval. Twenty-five per cent. of his business was secured in this way. Actual results were, indeed, shown in some few cases owing to special circumstances, as, when it was found that the advertisement, "Until Death Do Us Part," was largely responsible for the writing of a \$10,000 policy on the life of a young man in Montreal. He had applied for information at the Montreal office.

The instances mentioned relate to the assurance appeal. A test of a different kind seemed to show that the advertisements were being widely read and were doing their work. It was made just after the outbreak of the war in Europe. An advertisement was prepared offering free a pocket map of Europe to every man who should fill out and send in the coupon incorporated in the advertisement. It was in exactly the same typographical style as the series, and was inserted three times only, at intervals of three weeks, in each of the papers carrying the regular advertising.

The response was remarkable. Coupons were returned in thousands. Several persons also asked for premium rates, or other insurance information. Some of these were successfully followed up. In one case a Toronto business man telephoned to the head office for a map, and incidentally mentioned that he would like to see a representative. The agent sent to see him returned inside of an hour with his application for a \$5,000 policy.

The spirit of the Imperial Life's advertising campaign is in accord with the views which *The Monetary Times* has expressed for many years past. There is a large insurable public in Canada which, instead of being told of the urgent necessity and of the great advantages of life insurance, are being given figures regarding the companies' capitalization, assets, and other details. These are very necessary, but chiefly after the prospect has been interested or convinced of the need for life insurance. *The Monetary Times* going as it does, not only to the head office and field man of the insurance company, but also to business men and investors, the prospective purchasers of life insurance, letters asking for advice regarding policies are frequently received in *The Monetary Times* office. It therefore seems that an analysis of the position shows that companies are failing to use, in the most effective way, the press as a medium for creating a greater and more widespread appreciation of and desire for life insurance. The advertising of individual companies has come first, instead of the advertising of life insurance, in which all the companies are interested.

Heaven help justice when politics gets intimate.

UNLICENSED FIRE INSURANCE

A good point has been raised by Mr. J. B. Laidlaw, of the Norwich Union Fire Insurance Society, by Mr. William Cannon, the Toronto agent of the Royal Insurance Company, and others. "We have no objection to paying the proposed war tax upon our fire insurance premiums," they say, "but we certainly object to Canadian manufacturers placing insurance with unlicensed companies in the United States and elsewhere."

There is \$250,000,000 worth of fire insurance business placed abroad. The companies which are doing that business have about as much respect for the authority of the insurance department at Ottawa as a mule has for the schoolboy at his heel. These unlicensed companies, as the term implies, are not licensed by the government to do business in this country. They do not pay taxes and they do not contribute to the upkeep of the insurance department. The licensed companies have to conform to all kinds of rules and regulations and they have to pay the taxes. They do not object strongly to the proposed war tax upon their premiums but they do ask for a square deal in the matter of unlicensed insurance.

Don't join any peace movement until Germany's militarism and its navy are put out of the way.

SYMONS AND EVANS

Harry Symons, K.C., is in Kingston penitentiary, where he has been sentenced to five years' imprisonment, as a result of his connection with Union Life affairs. Pollman H. Evans, according to one of the counsel at the recent trial, "is basking in the suns of France." Justice demands that Evans shall be brought back to Toronto to face the charges against him. Harry Symons, in jail, must surely be wondering why he is in jail while his friend Evans still basks in the sunshine. Or does Symons know why? At least Ontario's attorney-general should know why.

TORONTO'S BOND SALE METHODS

The city of Toronto has long been criticized for its village-like handling of bond sales, but at last there appears to be a disposition to change undesirable methods. Recently, for the first time in many years at least, the authorities invited tenders for \$2,000,000 worth of their one and two-year notes. The response was very gratifying. Twenty-three tenders were received and the bonds were awarded to a firm which bid the excellent price of 100.081. But why was so much secrecy displayed on the day the tenders were opened?

Press announcements on a Wednesday evening, stated that the tenders would be opened in public by the board of control in the mayor's office next morning at 10.30. At least twenty business men, representing bond firms in many parts of the continent, were on hand at the mayor's office. Officials there seemed to know little regarding the arrangements, as the city council had been kept sitting late the previous evening reluctantly absorbing the oratory of alderman McBride. Half an hour later, the