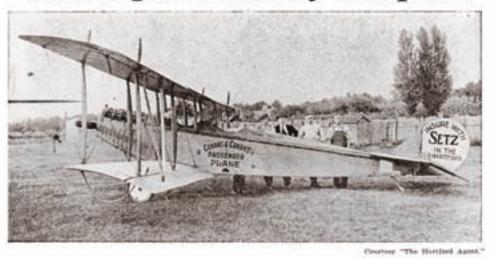
CENTURIES OF ROUGH NOTES Rough Notes magazine, May, 1923 Soliciting Insurance by Aeroplane



The oir bust used by Mr. Rets in subjilling form biainess, a scena of transportation that t wakes it possible to scars muchly reads and factor the possibility of blam-outs.

It was only a short time ago when the practicability of ever using antomobiles for bainees purposes was questioned. There were still mechanical difficulties that had not been solved and the cost of operation of a gasoline drives car was looked.



driven car was looked arthur B. Se upon as prohibitive. But the mechanical dif-

feulties have been avergome and, even though gassilise has advanced in price to twice what is was when the automobile first mide its appearance, it is found that the automobile makes it possible to ever so much more territory and to see so many more business prospects that the expense is many times absorbed in the increased profile.

Now we are conjecturing upon the commercial possibilities of the seroplane. This means of conveyance, however, presents difficulties much more troublessime than those offered by the automobile and it is pretty cortain that travel by air will not be practical encopt for long distance business trips. A pioneer in the use of the aeroplane for insurance solicitation is Arthur R. fields, manager of the Bervice Insurance Agency at Waterloo, Wis.

Mr. Sets is a successful agent in this rich Wiscomin territory who has been keen and allve to his opportunities. He has let his community know that he sells insurance and he has used his opportunities as they have arises. One day last summer he achieved a lot of good publicity in his locality by soliciing farm insurance with an aeropiano"Rough Notes" has asked Mr. Bets what he thinks of the possibilities of the aeroplane for soliciting insurance. He says that he had the publicity value of such a stant in mind when he undertook it and the results have been good from this angle.

Bringing in Applications by Air Line

"The selling insurance by aeroplate will in our estimation be impracticable in a general way as long as the helicoper type is not move fully developed," he says, "as the present machines require too large a landing field. However, as a means of rapid transportation there is no question but what the aeroplane is coming into its own and may be used for rapid transportation between the small torus and rities, but to replace the road conversames except for long distances they are out of the question.

"Interviews were not arranged before the trip 1 made. The amazing incident of this trip was that I was soliciting business assurinvest of a town by the name of Marshall and found IL G. Conant, the pilot of the plane, near Marshall. I left my automobile and used the plane for my return trip, having completed my solicitation by automobile previous to meeting him.

"Among other applications I had corber \$7,100 for the Hartford on the farm of John Lee and by using the plane we took a direct route home. After fring above the town here at a considerable altitude, we epirabel down and landed about six blocks from my offer. It so happened that during my absence Special Agent Themas Larkins, of the Hartford, had driven to our town by car and was wailing for me to return, as I

had informed the sizengrapher that I would be back in about two hours. Friend Larkins, is kill time, on seeing the place went up to where we landed and to both his surprise and mine we meet there. I told him chat, to keep up the reputation of the Hartford which was known to be a high-class proposition. I had been frime high. On receipt of the application he immediately wanted some data and through their farm special agent, Mr. Rherburne, they obtained this information, tagether with photographs of the place, the farm and myself and had a write-up in 'The Bartford Agent.'

"Our agency is a very ordinary one." Mr. Bets writes modestly, "but we are trying to give a small user of 1.200 population intelligent service and a littic bit above the standard of the chimney corner agency usually found in towas of this size.

A Fine Ideal for the Small Town Agent

"We believe the incurance business is one for which we need offer no apologies, that it offers a field for initiative, plenty of hard work and lots of study and that the small town business man is entitled, for his premiums on which the same commissions are paid as to the city agents, to the same kind of serv ice the city man gets. If, after years have slipped by, it can be said that we fulfilled our mission and athave tended to the business as it should have been, then our little niche here will have been satisfactorily filled and that the community will be a little better off than if we had made no attempt."