

INSURANCE SPLENDID FIELD FOR SIGHTLESS

**Hadley Correspondence School
for the Blind Turns Out
Expert Salesmen**

By Alfred Allen
(Executive Secretary)

The Hadley Correspondence School for the Blind has always believed that there is a great opportunity for the blind in the field of life insurance, and has therefore done its best to encourage the blind to study with a view to fitting themselves to sell.

That they are justified in the belief, and that it is shared by others, has been demonstrated recently in the receipt of letters from two distinct sources. These may interest friends of the school, and they follow:

Wins Insurance Post

New York Life Insurance Company,
Rhode Island Branch,
Providence, R. I.

March 2, 1928.

Mr. Alfred Allen, Secretary,
Hadley Correspondence School for the
Blind,
Winnetka, Ill.

My dear Mr. Allen:

We have just concluded arrangements with Mr. Walter Cameron Stone of 10 West Pelham street, Newport, Rhode Island. I understand that Mr. Stone has been an active student of your school and I want to say right here and now that I was more than agreeably surprised at the splendid success this young man has had in mastering the life insurance business as a result of your course.

He is a very keen young man and I have every reason to believe that he will be a success with us. We will be very glad to help him in any way that we can.

Will you please be good enough to forward a Braille rate book and an A. B. C. book to Mr. Stone, whom I am sure will appreciate it very much indeed?

Yours very truly,
S. B. Johnson,
Agency Director.

The second letter is from the Superintendent of the Western Pennsylvania School for the Blind, a state school having for its purpose the education of the blind children of the state. Mr. Joice is serving as chairman of the executive committee of the American Association of Instructors for the Blind.

Would Encourage Others

American Association of Instructors for
the Blind,
Pittsburgh, Pa.

March 10, 1928.

Mr. William A. Hadley, Principal,
Hadley Correspondence School for the
Blind,
Winnetka, Ill.

My dear Mr. Hadley,

As Chairman of the Executive Committee, it seems to have devolved upon me to line up the program for the biennial meeting of the A. A. I. B. (American Association of Instructors for the Blind) coming in June next. In following up suggestions and considering things that I feel should be discussed, I can think of nothing that seems to offer better opportunities than the matter of insurance salesmanship for our blind men particularly. The matter was well dis-

cussed at the A. A. W. B. meeting at Atlantic City, and I feel that it is so important that I would like to have the instructors made familiar with the possibilities of insurance salesmanship and, especially, the splendid opportunity you offer for our graduates fitting themselves for this kind of work. I shall appreciate it very much if you will prepare for our convention in Faribault a paper on the possibilities of insurance salesmanship, and an outline of the courses you offer along that line, and some of the results obtained by those who have taken your course.

As you no doubt know, Mr. George Burton, one of our Pittsburgh graduates, while he had a thorough business course here, including abstract salesmanship, had never made much use of it until this year when he took your additional correspondence course in insurance salesmanship. For your information, if Mr. Burton has not written you, I am informed that he sold about \$18,500 worth of insurance the first month of his endeavor. Just such facts as these should prove an inspiration for others to follow up your courses.

I will leave it to you as to whom you would like to present this paper if you do not do so yourself. I would like it, however, from the viewpoint of your school.

Very sincerely,
B. S. Joice,
Chairman,
Executive Committee.

Invite Churchgoers to Joint Lenten Services

The two Kenilworth churches have issued special cards of announcement and invitation to the Joint Lenten services now being held Wednesday evenings of each week. Owing to the installation of a new organ in the Church of the Holy Comforter, all the services will be held in the auditorium of the Union church.

This week, the speaker was the Rev. John K. Coolidge of Glencoe. There was a brief introductory service of music and devotion.

Next Wednesday the address will be given by Bishop Edwin Holt Hughes of the Methodist Episcopal church. The services are held at 8 o'clock.

Mr. and Mrs. Godfrey H. Atkin of Winnetka are now in New Orleans for a short stay. Mrs. Adkin's mother, Mrs. William A. Shaw, has recently returned to Winnetka after a ten months' absence, most of which was spent in England and France.

Judge Mary Bartelme of the Circuit court of Cook county, cousin of Ferdinand E. Bartelme of 1134 Sheridan road, presided at the fourteenth annual banquet of the Woman's Bar association of Illinois at the Congress hotel last Saturday. A number of Winnetkans attended.

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