

Ernest A. Hulburd

Maryland Casualty Company Publication – March 1924

Compiled by Ted Hine – March 2004

The following select pages were scanned from a 16 page publication found among the effects of Ernest A. Hulburd which had been kept and stored after his death by his great-niece, Betty Hulburd-Hine-Alderson.

The article by E. A. Hulburd indicates that “Ernie” had been the manager for the Chicago Claims Division of the Maryland Casualty Company in 1924.

Table of Contents

Cover.....	2
In This Issue.....	3
Ernie’s Article.....	4
Company Information.....	5

ERNEST A. HULBURD
THE BELLS LODGE
4202 NORTH 20th AVENUE
PHOENIX, ARIZONA 85015

THE BUDGET

VOLUME TWENTY-TWO

MARCH 1924

NUMBER SIX



*Automobile
Insurance
Number*

2

The Budget—Automobile Insurance Number

MARCH

1924

In this Issue

- Opportunities in Automobile Insurance—*F. Highlands Burns*
 How I Have Developed My Automobile Business—*John W. Donahue*
 Development of Automobile Business in a General Agency—*Charles W. Perry*
 Automobile Insurance in the Smaller Cities—*C. Grattan Price*
 Automobile Insurance in the West—*Vernon T. Strong*
 Canada As A Field for Automobile Insurance—*F. J. Lightbourn*
 Superior Claim Service as a Business Getter—*E. A. Hulburd* ✓
 Co-operation Between the Branch Claim Division and the Agent and Underwriting Department of the Branch Office—*Wilbur F. Whittle*
 Twenty-Five Per Cent. Increase in Automobile Business—*G. Houson Payne, Jr.* ✓
 The Growing Need for Higher Limits on Automobile Policies—*Bryan G. Dancy*
 Planning an Automobile Campaign
 Some Successful Methods of Maryland Agents
 Prize Letters

Opportunities in Automobile Insurance

By F. Highlands Burns, President, Maryland Casualty Company



NO line of insurance has ever had the same growth in the same time as the various forms of Automobile Insurance, and in my opinion no line will equal its growth in the next few years.

Four States now have over 1,000,000 cars each, New York, California, Ohio and Pennsylvania.

Ten years ago there was one motor vehicle for every 70 people in the country; today there is one for every seven.

Most cars per capita are in California, where there is one for every 3.2 inhabitants. When this is the average throughout the country we shall have nearly 33,000,000 cars in use.

THE SATURATION POINT NOT YET REACHED

Who can say when the "saturation point" will be reached?

In 1922 the premiums written by the Stock Companies for Automobile Liability Insurance were around \$115,000,000. The Mutuals, of course, wrote a large amount, but their figures are not available. I estimate this means the Stock Companies insured about 2,000,000 cars, or about 13% of the cars in use. Therefore, if there were no increase in the number available, there is a tremendous field for increased premiums. With all cars insured at present rates the total amount of premiums would be about \$900,000,000.

How can the future be anything but limitless in a line where only about 13% of the insurable objects are insured by Stock Companies and where the increase in insurable objects is 3,000,000 a year?

STILL LARGER OPPORTUNITIES

Reversing the usual procedure and presenting my conclusions first, it is my opinion that the future of the Automobile business presents more increasing opportunities than any other line of insurance written by Casualty Companies; and nothing I could say in favor of this belief would carry as much weight as the following figures.

Statistics prepared by the B. F. Goodrich Rubber Company show that the total registration for 1923 was 15,221,183 cars and trucks in this country. This is an increase of 2,939,738, or 23.9%, over 1922.

Nearly 90% of all the motor vehicles in the world are in the United States.

Every State in the Union registered a gain in number of cars in use in 1923.

New cars produced totaled 4,014,000, an increase of 50% over 1922, the previous record year.

Superior Claim Service as a Business Getter

By E. A. Hulburd, Manager, Chicago Claim Division



IT was recently very ably stated by one of our most learned men and one of the nation's recognized educators, President John G. Hibben of Princeton University, that, in his opinion, the word "Service" was one of the six most important words in the English language. It seems to me that all of our fellow workers in the insurance field will readily agree, the word "Service" is the most important word in the insurance vocabulary and is the keystone of our corporate and individual success.

The agent, selling a policy is really selling a promise to perform certain definite duties and special service. He must, through necessity, be very capable and use every argument and resource at his command, because he does not have the visible, tangible objects at hand for demonstration, and consequently cannot give the thrill to his prospects like the jeweler, the furrier, or the automobile salesman.

His Handicap Not Great

He, however, is not under such a handicap as at first appears, compared to other salesmen. He has the benefit of an alert, trained organization of claim experts to assist him, if he properly appreciates and makes full use of The Maryland service organization. The successful go-getter insurance salesmen representing the Maryland Casualty Company have a very keen vision, and being well posted in their line of work, they all know the selling value of being able honestly to assure their policyholders that they will always receive superior claim service. It is noticeable to the impartial observer that all energetic agents enjoying a substantial income from the results of their efforts use this reliable argument to great advantage, because they know from agreeable experience that this type of claim service is a business getter.

High Personality Required

We must recognize the fact that the efficient claim service amounts to a great deal more than the careful investigation and the mere payment of losses. The large claim service organization of The Maryland is imbued with the objective, that a high degree of personality is required if it is to function successfully in its many and varied duties, particularly if the service is to attract more business.

This personality in claim service manifests itself noticeably and favorably when a polite, prompt and pleasing manner is displayed in the investigation, adjustment or rejection of a claim, as the case may be. When adjustments are made, it indicates super-claim service to have the subjects handled in a manner to cause an agreeable ripple and a joyous vibration to travel through the field, thereby making the policyholder, agent, and the Home Office mutually satisfied. The assured broadcasts the news of his pleasant experience to his acquaintances; the live agent keeps himself informed and hustles about to garner additional premiums; the

Home Office receives the new applications properly completed.

It is a well defined rule that this kind of service, promptly rendered, has a decided tendency to keep down the losses, resulting in the maintenance of the premium costs at a minimum, thereby producing a saving to the policyholder—in reality the ultimate consumer. This is an item that works as a business getter in many ways as it rallies staunch friends to the insurance fold.

Let us realize with serious thought that in the careful performance of this service, we are all working for the continued success and prosperity of one of the world's greatest business institutions, and one that reaches every crevice of the individual life, as well as that of the business world. This kind of claim service is an important factor as an advertising medium, because, while it expends, it also is a business getter by creating friends and boosters who are valuable business assets in this age of competition.

It must be borne in mind by the representative of The Maryland performing this service, that he is the point of direct contact between the policyholder and the Company, and it is at this place that every opportunity is afforded to make the impression by which the service of the Company is judged. When the public with whom we are dealing gains a very favorable impression of the Company through this service representative, the immediate result is shown by the prompt renewal of the policy and the writing of new business.

Experiences

I am confident the indulgent reader will be considerate if mention is here made of one or two experiences bearing upon this subject. A large chain store organization desired to have its burglary policy renewed and wanted to make arrangements for the coverage for many additional stores. The manager personally called at the office of The Maryland with the agent, and stated positively that he wanted to be absolutely sure the renewal and the coverage for the additional stores was placed in The Maryland.

It is well to mention here our experience with a Transportation Company operating a large fleet of trucks. The President of the Company told us it was their desire to have the automobile policy renewed in The Maryland and secure such additional coverage as was necessary. He appreciated the fact that they had received real claim service and had also received benefits which made the risk a better one from the hazard standpoint.

These shrewd business men have had experience with other companies, and as they know only too well what their own requirements are for service, they did not care to experiment in having their risks cast about with other insurance companies.

As a matter of fact, many similar convincing instances throughout the country concretely prove The Maryland's claim service organization is the premier business getter from Alaska to Panama.

THE BUDGET

Published by the Maryland Casualty Company of Baltimore, to proclaim Winners and announce Wherefores in the Casualty Insurance and Surety Bonding Business.

Harry A. Warner - - - - - Editor
George W. King - - - - - Associate Editor

Vol. 22. MARCH—1924 No. 6.

ANOTHER PIONEER FALLEN

ANOTHER one of the great insurance leaders that have played a big part in making Baltimore an important insurance center has passed away—Thomas A. Whelan, President of the Fidelity and Deposit Company of Maryland. Mr. Whelan died suddenly at his home on Tuesday, March 4. He was at his desk on Monday and seemed to be in his usual health. He was stricken at the Maryland Club and was taken to his home, where he died the following morning.

Mr. Whelan had been President of the Fidelity and Deposit Company for four years, succeeding the late Edwin Warfield. He had been associated with the company since its organization in 1890. Prior to his election as President, he had served as Vice-President since 1900 and as a member of the Board of Directors and the Executive Committee since 1893.

Mr. Whelan's activities were not confined to his company, but he was generous with his time, counsel, and energies in civic movements. He possessed the charm, dignity and strength that are the attributes of a fine leader.

The Maryland shares with his own company the loss of Mr. Whelan, for in the early years of The Maryland's development he was active in its affairs. His wise counsel as director and member of the Executive Committee of The Maryland was valuable in the formative period of the Company. He served in these offices until The Maryland entered the surety field and his own company entered the casualty field, when he felt it inconsistent to represent both companies.

The Maryland extends to the Fidelity and Deposit its sympathy in their loss.

THE DEATH OF EDMUND C. MOORE

The death of Edmund C. Moore on the night of March 4 was a tragedy.

Mr. Moore had attended the annual banquet of the Council Club of the Company, where a most enjoyable evening had been spent, had started for his home and fell on the stairway at the Merchants' Club, where the banquet had been served.

It is not known how Mr. Moore fell, but it is supposed the accident was caused by the slippery soles of new shoes. His death resulted from a fracture of the skull.

As a judicial underwriter Mr. Moore ranked among the very best in the country, having been trained for it from the time he was but a boy. He started with the American Bonding Company, going with the Fidelity & Deposit Company at the time of the merger with the latter company, and coming to the Maryland Casualty Company September 15, 1920.

With the exception of the period during the World War, when he was employed by the Government at Aberdeen, he diligently devoted his time to surety work.

He was a member of the Maryland bar, having graduated from the University of Maryland Law School, and was considered an expert in the law of the various states pertaining to judicial bond matters and testamentary law.

Mr. Moore was not only extraordinarily efficient, but quiet, unassuming, honest, faithful, loyal, sincere, and always a gentleman.

Among his associates in the office he was beloved as well as esteemed—beloved for his personal qualities and admired for those qualities which peculiarly fitted him in so preeminent a degree for the position he held.

We shall always remember his noble unselfishness, his stalwart and unflinching devotion to his work, to his fellow-employees and to his Company.

THE March issue of The Budget has been made a special automobile number with the idea of furnishing agents with a stimulus to take advantage of the spring demand for automobiles.

We have had excellent co-operation from our agents.

We are indebted to the members of our field force who contributed articles for the special number. These men were selected because of their success in the development of the business and their knowledge of the conditions about which they write.

President Burns in his article has shown the vast undeveloped field and the opportunities there are for the agents.

Reading the plans and experiences of the successful producers should inspire the agents to increased effort.

SPRING ELECTIONS
PUBLIC OFFICIAL
BONDS