

# Certainty In A Confusing World

by SIDNEY FRANKLIN, CLU, No. Ohio Office

I ENTERED the life insurance business idealistically, with the social service concept of providing for widows and orphans, and preparing my clientele for the golden years of retirement. They say of the missionaries, who went to Hawaii and ended up large land owners — “They went to do good and did well.” So it has turned out with me after 30 years with New York Life.

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## SAFETY FIRST

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One of the reasons I chose Nylc as my Company was the report published in March, 1940, by the insurance section of the Securities and Exchange Commission. New York Life had the lowest historical net cost and was singled out for its conservative valuation of assets. I was further impressed by our early slogan, “Safety is our first consideration — nothing else is more important.”

It disturbs me now that many fine life companies seem to be forgetting basic fundamentals. They seem to be neglecting the security of their policyholders in a surge for expansion into services for which they seem ill-equipped. (Incidentally, during the past year, I had many financial ventures proposed to me. The most profitable of these personal business deals I made in 1970, were those to which I said, “No”.)

I am grateful that Nylc has also said “No” to forces which would have us engage in such irrelevant activities as travel agencies, the preparation of income tax returns, and other services inconsistent with what is best for the policyholder.

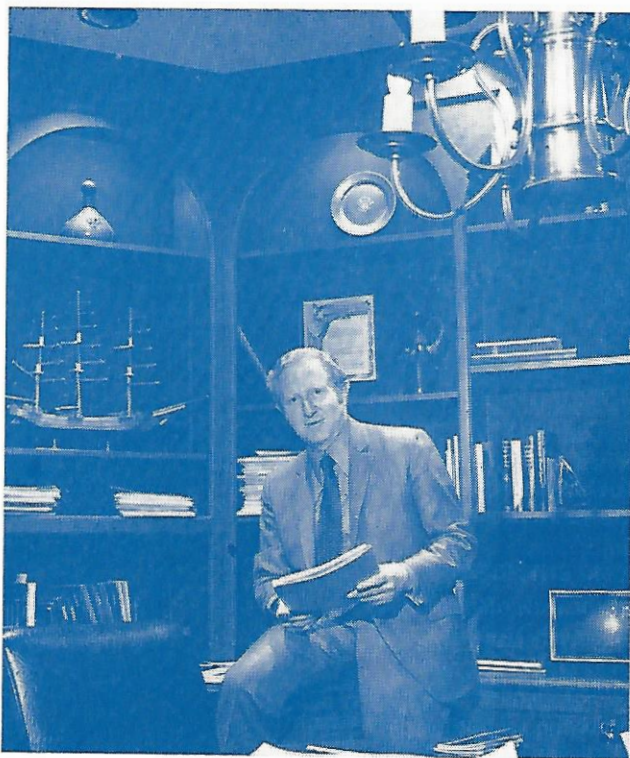
I really begrudge the hours I sometimes have to spend with my clients who are wooed by “long buck artists” trying to persuade them they can become rich fast with no risk. The energy I spend re-educating them in the wonder of New York Life protection would be better spent in increasing their insurance program.

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## DIVIDENDS!

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How I wish that we all pursued an aggressive policy of publicizing the wonderful job New York Life has done and is doing. In 1970, almost 1,400,000 of our policyholders received more than 50% of their gross premiums back in the form of tax-free dividends!



*Former Top Club President Sidney Franklin, CLU, in his newly decorated office. Mr. Franklin sold 133 policies for more than \$7,000,000 in 1970 and his persistency was 100%. He has represented Nylc since 1940 and one of the largest death claims ever paid by New York Life was on the life of one of his clients. A resident of Shaker Heights, Ohio, Mr. Franklin is an ardent golfer and traveller.*

I'm proud Nylc has remained true to its basic obligation to policyholders — providing certainty in a world filled with confusion and uncertainty. If I wanted my clientele to engage in wild speculation, I would have become a “turf accountant,” and made it clear to my people that they were gambling.

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## CONTEMPORARY

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Over the years, New York Life's Marketing Department has made changes which enable us as life insurance salesmen to sell our product in a contemporary society. It is great to travel in a jet plane instead of a train provided we are guaranteed an equal amount of safety and arrive at our destination. Today, however, some investors are ending up in a place where they had no desire to visit, and perhaps where the seller really did not realize he was taking them.

I am thankful of the great prestige which my Company now enjoys. It is very gratifying to me that New York Life agents have attained the status of admired professionals.

Let us take advantage of our position and continue to provide the leadership the insurance industry needs in these turbulent times. It will stimulate me and my Post-Nylc associates to do “our thing,” for another 30 years.