



ROSCOE W. SHUMAN, a comparatively new man in the Lustgarten Agency, Chicago, achieved the honor of writing the largest amount of business, paying for the largest volume, and having the largest amount of premiums in a campaign conducted in honor of Second Vice-President W. W. Klingman from January 4 to February 7. His written business was \$363,015 with 16 cases, and his paid-for volume was \$252,500 with paid premiums of \$8,222.

His ability to sense the possibilities of the occasion, and his resourcefulness and adaptability account primarily for Mr. Shuman's achievement. The predominant idea which he stresses in his sales presentation is the investment element in life insurance and the impregnable strength of The Equitable. He has paid for over \$400,000 in volume with \$15,000 in premiums during the last 4 months.

Mr. Shuman joined the Klove Unit of the Lustgarten Agency in October, 1929. During his first full year he paid for over \$350,000, with over \$12,000 in premiums.

Those who are close observers of Mr. Shuman's work feel confident of his continued success and expect to see him listed as a Million-Dollar producer before December 31, 1931.