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Remarks of
HONORABLE EDWARD T. TAIT

~~STATE OF NEW JERSEY~~

Before the
INSURANCE ADVERTISING CONFERENCE
June 25, 1957
Spring Lake, New Jersey

Your invitation presented a real challenge to me. As a member of a regulatory agency, I wondered how I could say anything that would excite your interest and at the same time correctly reflect my policies.

As a matter of fact, I think you're going to agree with much that I shall say. In essence I'm going to tell you why I think insurance sales are at the threshold of an

unparalleled increase.

First, however, I would like to answer one question which I suspect is in your minds. Undoubtedly you want to know how I fit into the Federal Trade Commission's recent activity in the field of health and accident insurance.

The Commission's complaints against 41 companies selling health and accident insurance already had been issued when I became a Commissioner in November 1956. The Commission

also had ruled by a 3-to-2 vote that it has jurisdiction over insurance advertising in interstate commerce. I do not agree with the Commission majority in this ruling. I have so stated in a dissenting opinion filed in the North American Accident Insurance case.

My exact words in that dissent were these:

"Unless sanctioned by Congress, joint or concurrent regulation is repugnant to our federal-state governmental philosophy because of the tremendous

Of course, the issues in the case are many and complex,

petitioner's cars and, in determining its capacity or tendency to mislead, must be judged from its general fabric, not its single threads."

That was sixteen years ago. I think you will agree our economic life has not, to say the least, become less complicated

Four years ago, the Commission undertook to make a

twenty years ago, the public spent less than \$150 million for this type of protection. This year, it will spend more than \$4 billion. You also know that prior to the

efforts made by your industry in extending the protective reach of this form of disability coverage. Just a week ago the insurer of my Bar Association Group sent us a 12-year summary of the increased benefits which have been extended under that policy. No additional premium was charged. The advance in this protection is reflected by

for losses from accidental injury and sickness. The total national loss from such causes last year was \$12 billion, indicating that a vast area of risk remains to be explored by the underwriter. Furthermore, the enthusiastic acceptance by the public of this type of coverage promises a willingness to travel this area with you.