



For More Than Beginners

Local Businessman Signs Books for Area Charity

by MARGE KULLERSTAND, Times Staff Writer

Lake County businessman Thomas Ray Crowel wanted to write a book that might help other people to be as successful as he is in sales.

He started in sales when he was 10, selling door-to-door hobby horses he made in his basement and has gone on to found the Crowel Agency Inc., a successful insurance agency made locally famous by the advertising character Lantern Man.

"I wanted something that would take the darkness out of the insurance business, and since our main office in Highland is surrounded by lanterns, it just seemed natural to create Lantern Man, the little super-hero who flies around shedding light on problems," Crowel said.

Tom is trying to shed some light on sales approaches with his book, **Simple Selling**. It is written in an outline form with a summary at the end of each chapter and is a good reference book for almost any business or organization. He hoped by keeping the book simple, it would serve as both a guide to first-time sellers in any business, as well as a guide for the experienced salesperson who wants to refresh a sales approach. Crowel believes his book is a "primer for the rookie and a diary for the pro."

He also wanted to write this book to give something back to the community. He is donating all the profits from **Simple Selling** to Hoosier Boys' Town, which will be celebrating its 50th anniversary this year.