

## 5. Representation and Salesmanship Abroad

Importance of representation in foreign countries: preliminary steps in establishing foreign connections: information required prior to seeking new markets: selection of representatives: various types of representation abroad: advantages and disadvantages of various types: advertising in foreign countries: allotment of responsibility: methods of payment in various countries.

Lecture 1.- Necessity of representation in foreign countries: preliminary steps in establishing permanent trade connections abroad: assistance rendered by Trade Commissioners to intending exporters: comments on foreign representation by Canadian Trade Commissioners with respect to their territories.

Lecture 2.- Various methods of representation abroad: special instruction to prospective ~~exporter~~ exporters in supplying information to Trade Commissioners: agencies in foreign countries: the necessity of supplying complete data in opening negotiations: requirements of the foreign importer.

Lecture 3. Methods of representation in the Far East and British Dominions: Indent and Commission houses: their functions, responsibility and scope: suggested method of foreign representation for small exporters: assistance which can be rendered by a Trade Commissioner to representatives of combined industries.

Lecture 4.- Concluding remarks on representation: types of representatives from the personal standpoint: methods of advertising in foreign countries: advantages and disadvantages of advertising in various foreign countries: suggested allotment of advertising abroad: summary of important points in preceding lectures.

4 lectures - Lieut.-Col. L.M. Cosgrave,  
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## 6. Marine Insurance

The contract: its form and duration: insurable interest: the perils insured against: total loss: sundry clauses, warrants, representations; salvage: liability of underwriters.

Lecture 1.- (a) The Nature of the Contract.

The development of marine insurance: definitions of the contract: formal and statutory requirements: implied warranties.

(b) Form and Duration of the Contract.

Course of business in forming the contract: various policy forms: general principles of interpretation: - commencement, duration and termination of the risk: deviation, delay and change of voyage discussed.

(c) Insurable Interest.

Insurable interest in goods, ship, freight, commissions,