

HINTS TO A NEWLY APPOINTED INSURANCE AGENT.

Important Issues.—In opening an Insurance agency you have engaged in an undertaking which, while comparatively simple in the details of its workings, may have very important results. In inducing an acquaintance hitherto unassured to assure his life, the act may prove nothing less than the preservation of his family from absolute destitution. In inducing him to insure his property, you may be preventing his ruin, or at least relieving him from years of pecuniary difficulty. On the other hand, committing the company, through want of discretion, to an unadvisable fire risk may result in the loss of thousands to the office, and permit the perpetration of a fraud. We are justified, therefore, on these grounds, in pointing out that the position of insurance agent is by no means an unimportant one.

Pseudo-Agencies.—In commencing operations, you may be surprised to find yourself surrounded by so many agents of other offices. It is quite possible that, on counting them up, you will find more agencies in your locality than you before imagined there were. Don't let this be a hindrance. You will find many of these to be pseudo-agencies, fictions, dummies—without a single policy—which never have been worked, never will be worked—which are perfectly harmless as far as competition is concerned.

Real Competition.—At the same time, prepare yourself for a fair amount of genuine competition. You will find at times, when seeking for an insurance, that you are bidding against other agents. You are not at all likely to have it all your own way. In this kind of competition, as in all others, he that is first in the field uses the most pressure, brings the most influence to work, and presents the best case, is most likely to be successful.

Publicity.—Insurance never throve in the dark. There is no other branch of business which it is so essential should be kept *always* before the public eye. It should be like a city "set on an hill." Keep prominently before your business and private circle that you are an active insurance agent and want their insurances. Be on the alert to bring before them every argument and recommendation likely to have weight with them. Pamphlets and books by themselves seldom do much. Backed by personal zeal they do wonders.

Matters of Course.—That you will carefully examine the books, papers, and instructions sent you by your company, and acquaint yourself generally with its business system, we assume as matters of course.

One way only.—Infinite have been the devices for luring proposers *without trouble*. Some scheme which would induce them to come to the agent in shoals would be almost priceless. But the truth is, such devices always fail; such a scheme is impossible. There is *one way only* of getting insurances, and that way is to ask for them.

Begin then at once to ask for proposals. Ask every suitable person. Ask *visa voce*, or by letter. Ask in that form likely most to prevail with the particular person. Use your social and business influence with him. Ask, and ask again. When you take a proposal, try and get another, and yet another, from the proposer's circle. We are all, more or less, connected with "sets," and linked together by various influential ties.

Make up your mind clearly to this, that unless you do ask for proposals you are not likely to get many. To open a shop, display goods, and wait for customers, to come in, is one thing; to work an insurance agency is another. That agents often do *not* ask, accounts for many barren agencies; that other agents never miss a chance of asking, accounts for many wealthy agencies. There are plenty of people to ask,

New assurers are always coming forward. The ranks depleted by death are more than filled up by new men. The extent to which you may swell your agency is practically unlimited, if you will make a system of asking, seeking, and strenuously endeavoring to get proposals.

Keep a Note-Book.—We will not pretend to dictate to you as to the mode in which you should systematize your work. Each agent will devise a method suitable for himself. One thing, however, we have found all good agents do, and they have invariably spoken of its value as a means of success, and we strongly advise you to follow them—keep a note book. Record in it the names and addresses of likely persons. Post it up continually. Work from it. You will soon have hosts of names, and be surprised how fast they multiply. Without this great aid many who will become your insurance clients would be forgotten. It takes no time.

Any way in fact, so long as the entries are made at the moment of suggestion, and are afterwards acted on.

Seed Time and Harvest.—If your progress is not so rapid as you could wish, do not therefore be discouraged. Many agents of sanguine temperament think an agency can be made in a month. It can't. Because they find this to be the case, they give up the effort. The truth is, there are what we may call the seed time and harvest of insurance agency. Your applications for business will be variously met. But continue to make the applications; never cease making them; and gradually but surely the business will flow in, and when the agency is fairly formed, much will come to you with but little effort on your part. One proposal leads to another. One class of business leads to another class.

Appreciation of a good Agent.—A good agent is always highly esteemed. He is sure to command the highest consideration from his office. If he shows an aptitude for securing business he stands a fair chance of obtaining, should he wish it, one of the many lucrative local posts connected with insurance enterprise. A man who has learned how to influence others to insure; and who makes insurance his study, is likely to be well qualified to supervise the labors of other agents. But this is only parenthetical. It may encourage you in persevering in your labor to know that if you show yourself an able and successful representative of your company you will most certainly be valued and esteemed. The connection now commencing; may continue for many, many years a source of satisfaction and benefit on both sides.

Roguary.—Never forget that insurance is a good system, which is often abused and turned to bad ends. All proposers are not honest. There are everywhere to be found men who would without scruple cheat insurance companies; some by incendiarism, some by culpable negligence which they hope may lead to a loss, some by false claims, and hosts by misrepresentation of the risk—life or fire—which is offered. The offices suffer nearly as much by frauds as by legitimate losses. Be watchful. Give the company the benefit of your eyes, and ears, and judgment. Defrauders of insurance offices are often unconsciously aided by careless agents. Do your best to prevent victimization of any kind.

These are only hints of the most general character, and suitable to every case. As you proceed in your work, you will find much in insurance worth your study, and will by observation and experience learn in the most practical way the surest and readiest methods of extending your agency and increasing your commissions.

The latest objection to a large life insurance is, that a widow with more than ten thousand dollars would be a dangerous legacy to leave to posterity.

Law Report.

BANKERS—DEPOSIT OF CHECK WITH—PRESENTMENT—DISHONOR—LIABILITY.—The plaintiff having a bank account with defendants' agency at St. Catharines, deposited with them on Saturday morning, about 11.30, a check of one C. on another bank, in the same place, for \$350, payable to the plaintiff or bearer, and not endorsed. The sum was credited in the plaintiff's pass book as cash, and the cheque stamped with a stamp used by defendants as "The property of the Quebec Bank St. Catharines." On Monday morning it was presented for payment and dishonored; but it would have been paid if presented on Saturday before the bank closed, which was about one o'clock. The defendants having charged the amount of the cheque to the plaintiff, he sued them for money had and received and money lent. *Held*, that he could not recover, for defendants were not guilty of laches; and *semble*, that they could have recovered back the amount from the plaintiff, even if they had paid it to him.—*Owens v. the Quebec Bank*. 382—2 B, 1871.

GOODS SOLD AND DELIVERED—RECISSION OF CONTRACT—NON-ACCEPTANCE OF DRAFT.—Defendant bought from plaintiff a quantity of oil at four months' credit. Plaintiff delivered oil, but defendant refused to accept a four months' draft for the price, alleging that it was not according to sample. Plaintiff assented and requested defendant to return oil, which defendant promised, but failed to do within a reasonable time. Before the four months had expired plaintiff sued for goods sold and delivered: *Held*, that the original contract had been rescinded, and that plaintiff might sue upon a new contract arising out of the retention of the oil by defendant.—*Thompson v. Smith*.—1 C. P., 1871.

NICHOL FIRE INSURANCE COMPANY.—The annual statement of this famed company shows losses to the amount of \$1,551 80, rendering necessary an assessment of 15 per cent on the premium notes. One hundred and twenty-two policies, including renewals, were received during the year, covering property to the amount of \$110,735. There are four hundred and two policies now in force, covering property to the amount of \$431,703. The old Board of Directors was re-elected. They are Messrs. David Allan, Alex. Watt, Wm. Robinson, Francis Cassidy, Alex. Burnett, Henry Larter and A. F. Sherratt. Mr. D. Allen was elected President.

THE BUILDING OF THE EQUITABLE LIFE INSURANCE COMPANY.—The summit of this handsome structure, which is one hundred and sixty five feet above the level of the sea, is about to be distinguished as a signal station for the Meteorological Bureau, by the erection of an observatory twenty feet in height, so that the signal masts will be elevated more than two hundred feet above tide-water. These signals will be visible at Sandy Hook and from the Sound, and will also prove a source of information to our citizens, for if the observations foretell fine weather a white ball with red stripe round the centre will be presented, and if doubtful, a red ball with white stripe. These storm-signals have proved of great use in England, where, although sustained practically by Captain Fitzroy, were said to have been conducted too roughly, and are now undergoing a fifteen years' trial in order to be reduced to what the Royal Society terms a scientific basis. We are glad to find that the noble building of one of the first life insurance companies of the States is rendered capable by its loftiness of being an important agent in such a vital work as the forewarning of approaching weather.—*Insurance Journal*.