

**WANTED**

A strong Canadian Fire Insurance Company, about to enter the Province of Quebec, is open to receive applications for an Agency for Montreal City. Apply to Agency.

Care The Chronicle,  
Montreal.

**WANTED**

FIRE INSURANCE MAN with eleven years experience as Agent, Inspector and Assistant Manager seeks new connection. Speaks and writes both languages. Would start in any capacity offering good prospects for advancement. Apply, to F. I M.,

Care The Chronicle,  
Montreal.

**WANTED**

GOOD OPENING for a competent man to take charge of INSURANCE DEPARTMENT (chiefly Fire) with an old established WESTERN INSURANCE BROKERAGE OFFICE. Apply in the first instance giving experience, salary expected and references to

EXECUTIVE,  
Care The Chronicle,  
Montreal.

**WANTED**

Young man with six years experience in Fire and Casualty insurance, desires position in an Insurance Brokers Office. Address

D. O.,  
Care The Chronicle,  
Montreal.

**WANTED**

A firm of Accountants, writing Fire Insurance as a side line, have decided to open a special department for which they require a young man to take full charge. Will pay salary and interest. All communications will be treated as absolutely confidential. State full particulars to

A. A. C.,  
Care The Chronicle,  
Montreal.

## **The Farmer as a Prospect for Life Insurance**

The average farmer today has more at stake in each years crop than the average business man in the city, and there is reason to believe that the farmer is one of the best insurance prospects of the day for a life agent. In discussing this subject recently Mr. A. C. Larson says:

Prosperity has come to the farmer, and with the coming of prosperity the trail of the salesman of every description leads down the winding lanes of the countrysides. Times have changed. The farmer of to-day is as unlike the farmer of old as it is possible to be. The farmer of the olden days was a farmer pure and simple. The farmer of to-day is a business man. He reads the daily papers. He subscribes for the best magazines devoted to his direct interests. He is a product of an agricultural school. He knows what crops to sow and plant in certain soils. While it is true that the farmer may not be as familiar with the stock and bond market as the city business man, nevertheless it is true that the same arguments used in the city will appeal to him in making a sale.

Insurance salesmen have learned that the rural districts are a harvest field for big production. The farmer loves his family even more than the city man if that is possible. He lives closer to nature and he struggles all day and far into the night that he may accumulate enough wealth to bring peace and plenty to those dependent upon him for support.

The story of one farmer is much like that of any other. He took up or purchased a certain amount of land. He paid down as much as it was possible for him to pay and gave a mortgage for the balance. Then followed long years of toil and struggle to wipe out the mortgage. Well we know, that the trail which the farmers have followed is marked by the wreckage of those who failed to make good or died before their plans were completed.

I believe that I am safe in stating that there is a no more dark cloud hanging over a fireside of a struggling family than the ever-dreaded mortgage. It has caused more heart-aches, more sorrow and tears and more bitter struggles than any form of legal document, and you, follow-insurance salesmen, have in your possession the only safeguard which the farmer can throw about his family when he considers the mortgage and the possibility of his death before the mortgage has been cleared.

There is but little need to dwell upon the seriousness of a mortgage. The farmer knows it as well as you. He knows what it means, and he also knows how hard it is to pay off. His only fear is that you are saddling something upon him