

## Duke of Somerset Eagle Star Director

The Eagle Star has recently announced that Evelyn Francis Edward Seymour, seventeenth Duke of Somerset, has been appointed a director of the company. The Duke of Somerset is well-known and popular in London. He served with distinction in the war, and is regarded as an extremely capable business man. His family played a prominent part in English history, particularly Charles Seymour, the sixth Duke of Somerset, who was really responsible for the succession of George I to Queen Anne at the time of Queen Anne's death when those in influence were opposing his succession.

The Duke of Somerset takes his place on a directorate which is considered one of the finest in England, and includes the Duke of Beaufort who is of royal lineage tracing back to the bold and learned brother of the Black Prince. Queen Mary's brother is another director while Lord Carisbrooke is a grandson of Queen Victoria. In addition to the directorate being composed of many of the highest peers in England, the Eagle Star directorate are known as being very capable and far-seeing business men, having placed the Eagle Star in the position of one of the largest and most successful insurance companies in England.

The Eagle Star was the first stock company to write rain insurance in the United States.

## Rogers Boosted Agents

All of the wit and wisdom of the late Will Rogers was not directed toward officials. He was often the friend of the insurance agent, and on several occasions had a compliment for the business in his writings. One of these "pieces for the paper" he wrote several months ago said:

"It just seems to be some people's luck to get blamed for being good in their business. Well, you know how it is. If a guy is going to sell any insurance, for instance, why he's gotta kinda stick around and ask people if they don't want some insurance. The crowd ain't going to walk all the way upstairs to his office and knock on the door to be let buy a little insurance, no matter how good it is. And then they poke lots of fun at the insurance agents for peddling their stuff. I like insurance agents myself, because they do more good than a lot of fellows that just sit around looking dignified."

## Road Hogs

A recent number of "The Insurance Messenger" issued by J. G. Beasley & Company, local agents at Crockett, features accident and liability insurance.

In one of their articles, they suggest that the government start destroying the surplus "road hogs" that we have in the country which certainly is a good idea, and we imagine, if properly presented to Congress, a substantial appropriation could be secured. Another good slogan contained in the issue reads "Children Should Be Seen And Not Hurt."

We venture the opinion that the issue has increased their volume of accident and liability insurance, for it has been composed with an appeal that would catch the eye of the customers to whom it is sent.

## Original Definition of Insurance

A 190-year-old definition of insurance, given below, needs only to be broadened by including householders, manufacturers, financiers, farmers and transporters in order to bring it up to date. This is a definition by Corbyn Morris, the first head of the loose association of individual insurers who gathered at Lloyd's Coffee House some two centuries ago. This definition, written in 1745, comes to us through W. D. Winter, with Lingham & Hitchcock, Camden agents at Santa Barbara. Mr. Winter worked in company offices in London before coming to America. The original definition of insurance:

"*Insurance* is that *Aid* whereby the national *Commerce* is supported. And the *Casualties* and *Misfortunes* incident to the industrious *Merchant* are mitigated. It is by this method of *Security* that any person, having his *Property* standing out upon *Hazard* is indemnified from all *Loss*, upon payment of a fair *Compensation*. And the *Insurers*, in consideration thereof, take the whole *Risk* upon themselves, leaving the *Merchant* at liberty to urge his *Commerce*, with *Quiet of Mind*, with steady *Pursuit*, with *Solid Credit*."

It is interesting to note, in analyzing this ancient definition, that any form of insurance whereby the insured becomes also an insurer, does not meet its terms. Mutuals and reciprocals fail to qualify. How true it is that unless "the Insurers take the whole Risk upon themselves," the Merchant will be lacking "Quiet of Mind" and "Solid Credit."