

Celebrating Our

20th ANNIVERSARY

1930 - 1950



BURCH E. ADKINS, President

On behalf of the board of directors and myself I wish again to express our appreciation of the continuing good will and friendship of our stockholders, our customers, and our other friends in availing themselves of the services which the company provides and in recommending the Central Finance Corporation to their friends and acquaintances. We also wish to express our gratitude to the officers and employees for their support and their co-operative efforts. —B. E. ADKINS, President

THE PRESIDENT

Burch E. Adkins organized the Central Finance Corporation and built it to its present size. Active in Nebraska during the past 30 years, he has a wide acquaintance over the state and has been prominent in the finance industry. He has also been active in many civic affairs.

THE PAST

Under the date of January 21st, 1930, and recorded in Book 64, you will find the Articles of Incorporation for the Central Finance Corporation of Norfolk, Nebraska.

Reflecting the signs of the times, its beginning was small. The capital stock was \$25,200.00. Many of you people remember the years this state went through following the year 1930. There was drouth . . . bank holidays . . . depression.

Between the years 1930 and up to the year 1940 the corporation made progress. In 1940 the capital structure had grown to \$134,100.00. At that time the Company had offices in Norfolk; Neligh; O'Neill; Sioux City, Ia.; Columbus; Valentine; and Vermillion, South Dakota.

World War II caused considerable retrenchment. Since the personnel in the Neligh, Columbus, Valentine, Sioux City and Vermillion offices joined the armed forces, those offices were liquidated and the Norfolk and O'Neill offices remained in operation. After the war the Neligh branch was reopened and today the offices are located at Norfolk, Neligh and O'Neill.

THE PRESENT

As of 1950 the Central Finance Corporation employs a total of 18 people in its offices. Its present capital structure is \$318,827.21 and in 1949 the corporation handled approximately \$2,500,000.00 in business throughout this territory.

WE ARE A LOCAL BUSINESS

The Central Finance Corporation is a locally owned business. We pay our taxes in Nebraska, trade with Nebraskans. Our employees spend their wages in Nebraska. The policies of the company are made here. Our friends and neighbors are in Nebraska.

WE TAKE PART IN OUR COMMUNITY

Our people are active in the community in which they live. We belong to three Chambers of Commerce. We help support each Chamber of Commerce. We take part in community affairs such as Hospital Drives, Red Cross, American Legion, Elks Club, Chamber

of Commerce Committees, and other Social and Welfare Groups.

FUNDAMENTALLY SPEAKING

The Central Finance Corporation operates under the supervision of the State of Nebraska, Department of Banking. It is licensed by the state and undergoes periodical examination.

Our services are available to Nebraska residents for any worthy purpose. Through the use of borrowed money many thousands of Northeast Nebraskans are able to buy things they need—NOW—instead of having to wait for months or years.

The Central Finance Corporation finances the purchase of new and used cars through the automobile dealers in its territory. Service to dealers is complete, very prompt, and broad enough to handle every phase of the dealer's operation.

An innovation called the "Thrifty Plan" has proven itself to many customers, since it guarantees the payments in times of sickness or accident.

We are proud of the fact that our company is affiliated with state and national groups. The Central Finance Corporation is a member of the

1. NEBRASKA ASSOCIATION OF PERSONAL FINANCE COMPANIES
2. AMERICAN FINANCE CONFERENCE
3. NEBRASKA ASSOCIATION OF DISCOUNT COMPANIES

THE FUTURE

We look forward to a period of good, sound business for everyone in this territory. We know we can and will continue to serve our satisfied customers as we have in the past. Part of the success we have been privileged to attain has been through our customers referring the company to their friends and neighbors. Having served this section of Nebraska for 20 years—we believe we have earned the title of being

"A Dependable Company"

- PAST PRESIDENT—Two terms—Nebraska Association of Small Loan Companies
- VICE PRESIDENT—Nebraska Association of Personal Finance Companies
- VICE PRESIDENT—Nebraska Association of Discount Companies
- DIRECTOR—American Finance Conference
- PRESIDENT—Battle Creek State Bank
- DIRECTOR—Osmond State Bank

Officers —

B. E. Adkins, President
Robert W. Adkins, Vice President
John J. Adkins, Vice President
Ruth Rouse, Secretary-Treasurer

Directors —

B. E. Adkins R. W. Adkins John J. Adkins
John Casey Ruth Rouse Emil Reutzel
C. E. Jones

Personnel —

NORFOLK . . .
B. E. Adkins C. G. Norton Gwen Sherman
R. W. Adkins Betty Bruggeman Sharon Sherman
John Casey Leone Perske Dorothy Korn
Ruth Rouse

NELIGH . . .
Emil Reutzel, Mgr. Thelma Schrader
Cloyde Stoltzman Ruth Hawk

O'NEILL . . .
C. E. Jones, Mgr. Doris Smith
Thomas D. Anderson Mrs. Marie McDonald

Central Finance Corp.

417 Norfolk Ave.

NELIGH

NORFOLK

O'NEILL