Certified Public Accountants Solve Intricate Problems for **Modern Industrial Concerns**

Corps of Experts Result of Rapid Growth of Business; All Enterprising Commercial Houses Now Recognize Value of Profession; Income Tax Law Adds New Field.

By JOHN M. GILCHRIST Accountants.

The profession of the certified pub- saved. ic accountant today deals largely with three distinct divisions of effect -auditing, system work and income

When I entered the field in Omaha the country. The majority of borrowers at the banks at that time could secure a loan if desired without any loans, their entire family history and they could make their loans almost off-hand on the basis of their person-

tions that suspected irregularities in their accounts, and in those cases fre-

close observer of those industries and ice to us in ascertaining the truth." stores whose growth has made Omaha what it is today. The development personal element in financial transacdemand by bankers for financial be employed by a corporation to pre statements which would reflect the pare an audit, but this audit, when actual condition of a business, to completed, is not the corporation's financial statements in an unprejudiced way was beyond question.

Growth of Profession

in the accounting profession. Twenty not, in itself, convincing. The name years ago I could handle alone nearly of the accountant, supported by the all of the public accounting work test of past performance, guaranteed done in Omaha. Now the staff of the by his reputation for integrity and John M. Gilchrist company consists diligence, is the important thing. That tomater operators, and a highly countant should guard with the greatspecialized force of stenographers est care. It is his honor, and more trained in the preparation of financial it is his stock in trade. schedules and statements.

The staff of the audit department contains specialists in the various fields of industrial activity, for example: plicated federal income tax laws in Department stores, creameries, in recent years required the developpurance companies, public utilities, ment of a new type of specialist at March 1, 1913, whichever is also sentenced to two years in the sities and counties and the grain and within the accounting field. This higher. specialized knowledge. Now the accountant who was familiar with terpreted by the commissioner of come taxes. of efficient accountants, thereby mak corporate organization. He also had hand, two prominent court decisions that does not contain honest merit. ing it possible to render a specialized to familiarize himself with all of the service with men experienced in the provisions of the federal income tax

We also have a branch office in Washington, D. C., which facilitates the committee of appeals and review the handling of income tax matters

more than he would expect to have at practically every session of cona fire each year that he carries fire gress

The primary purpose of an annual profit and loss statement and therepayable. The verification annually to consider in making their loans. In addition, the moral effect of an examination by a certified public accountant is a great aid to the general efficiency of any organiza-

Gambler in Business

corporation will say that he has any considerable amount of income per cent of the capital net loss. never had an audit made of his busi- tax. less and sees no necssity for it. There

In such a case we can not help but

the two cases as being comparable. a risk, sometime has to suffer a loss to be more than \$10,000. personally before he will wake up to he chance he is taking.

ably would be converted to annual man was robbed systematically by the honest partner was convinced that something must be wrong. We audit and found that, largely through in the normal tax rates and because the padding of the payroll, there had of the "earned income" provision, the law provides. This law was passed to prevent the disposition of property 000,000, during the last years.

\$5,000. The result was that the dishonest partner was kicked out; partnership dissolved and the business

Protection Always Pays

In my 22 years' experience in the eccounting profession in Omaha, many similar cases of embezzlement or defalcation on the part of some exceptional employe, frequently one curs. There was just such a case embezzlement in one Nebraska's largest corporations.

The present recognition of the importance of the certified public accountant in modern business practice was indicated by a number of talks before the recent convention of the American Institute of Accountants their business prospects, therefore held in Omaha. At that time Walter W. Head, president of the American Bankers' association said: "Today, the certified, public ac-

audits as were made, were equently made for corporations, I have been a countant is indispensable to the banker. No single profession owes such devotion to truth as does that of expert accountancy. No group of men should be so especially possessed of a "single track mind." The accountant was not ascertain the extent of track, and that a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers admit and applaud the accountant with earned in the extent of the case which is a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers of the case which is a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers of the case which is a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers of the case will be at a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers to straight the case will be at a straight track, driving directly and steadily toward one goal, the facts of the case. We bankers to straight track mind."

It is indispensable to the banker. No single profession owes such devotion to truth as does that of expert accountancy. No group of men should be so especially possessed of a "single track mind." The accountant was ant should operate always on a single track, and that a straight track, driving directly and steadily toward one goal, the facts of the case. We banker the banker. No single profession owes such devotion to truth as does that of \$1,000 will pay tax of \$1,500. Married man with earned \$1,000 will pay tax of \$1,500. Married man with earned \$1,000 will pay tax of \$1,500. Married man with earned \$1,000 will pay tax of \$1,0 countant is indispensable to the most frequently made for corpora- such devotion to truth as does that of stolen" when the accountant was ant should operate always on a single track, and that a straight track, drivilting accountant for many of the ers admit and applaud the accountlarger corporations, I have been a ant's devotion to truth and his serv-Always and everywhere, the two qualities which determine the value extensive corporate organizations of the accountant are absolute sinogether with the growth of our city cerity and honesty. There can be no a large extent removed the temporizing in either case. The ac ountant must ever keep in mind that

gether with its earning power. The audit. It is the accountant's audit complexity of business required an His signature attached gives it the unting specialist whose integrity endorsement of his reputation for was certain and whose knowledge and diligence and integrity. It should recapacity for correctly analyzing these flect credit upon him for, if it does not, it will reflect discredit. There is no middle ground

Integrity His Stock in Trade.

The enactment of extremely comumber business, which require specialist of necessity had to be an ne of our practice in Nebraska, the standard practices of accounting internal revenue to coincide in meanlaws and the ever increasing number of new interpretations or explanathe Metropolitan Bank building tions of them by the courts and by

of the bureau of internal revenue. The modern business organization has adopted the wise precaution of having an annual audit made as a matter of general efficiency. The tax for individuals and estates for 1924 computed in accordance with the business man who is responsible to 1923 computed in accordance with the his stockholders does not have this 1921 act shall be reduced 25 per cent. audit made annually because he In addition to the various complete some fraud committed each year any then existing law have been passed

The income tax specialist, if he is audit is protection. If irregularities ence, but must also be thoroughly exist, they are caught; if the system familiar with all of the provisions of has become antiquated because of the each of these various revenue laws growth of the business, the system and the respective years to which is brought up-to-date; a check is also each apply. In addition, he must keep had of the items making up the himself informed month by month fore in turn affecting the income tax and in fact almost daily, at times, on income tax cases, not only covering iso provides a barometer for the the income tax law for the current year, but for the various laws covering each of the past five years.

technical detail involved to attempt a public discussion of either the 1924 file his claim for refund or his case revenue act or of the numerous prob. may be outlawed before a decision is dull business in one locality and an proper way of valuing life insurance In spite of the fact that the value tax claims on behalf of the taxpayer,

Experience has proved the wisdom tioned by 95 per cent of the bankers of consulting an accountant if you calculating the deduction because of home office from 39 states belies any newer companies on the other has and prominent business men of the are conducting a business of any ountry, occasionally we hear of an considerable volume or if your in first computed on the basis of the plans our company made for expantriumph of the plan proposed by the solated case where some local man come, either corporate or personal, controlling the affairs of a large is sufficient to require you to pay lax shall be this amount minus 121/2

1924 Revenue Act.

a single man or woman remain the gambler. The worst of it is, in our married man or wife, in all cases, is and cities has been a cause of much opinion, he is not only gambling with now \$2,500. The normal tax rate is 2 criticism in the last session of conbut with the money invested by the of the exemption, 4 per cent on the stockholders who have employed him next \$4,000, and 6 per cent on all adto protect there interests. That man ditional income. Special relief, would probably laugh at you if you amounting to a 25 per cent reduction were to suggest to him that he could of tax, is also given to the recipients save money by going without his fire of earned income. The term "earned and burglary insurance, because of income" means wages, salaries and put into effect in 1924 and the status the efficiency of our city fire and professional fees, and compensation police departments, or because of the for personal services actually rend-

efficiency of his store sprinkler sys- ered. The law provides that all income up to \$5,000 shall be considered file a statement showing the number our new home office building and toas "earned income." In no case shall A man who is willing to take such the net earned income be considered curities which he holds and the in-

In the case of the taxpayer engaged in a trade or business in which both If he could have had the experience personal service and capital are inof a client of ours last year, he prob- come-producing factors, a reasonable allowance as compensation for the audits for the rest of his life. This personal service actually rendered, but not in excess of 20 per cent of his heritance tax from the amount to be his partner who padded the payroll share of the net profits of such trade paid the federal government providsufficiently to keep his interest in the or business, shall be considered as ing that this credit does not exceed

"earned income." The new law does not place any surfax on income less than \$10,000. making gifts of over \$50,000 during or more than \$600,000,000, according ican experience table of mortality and were called in to make a complete Therefore, with the reduction made

Dean of Nebraska Accountants



a substantial reduction in tax, as fol- by wealthy persons for the purpo If the earned income is only \$5,000

The tax on an income of \$6,000 would be \$57.50; the tax on an income of \$8,000 would be \$127.50; the tax on an income of \$10,000 would be \$107.50. oint on which there has been ques ion under the previous law. This, in itself, does not make the new law retroactive in any way, nor cause it to stand as the accepted interpreta-

Deductible Capital Losses.

The 1921 revenue act pertaining to he gain or loss on the sale of proper ty, reads as follows:

If the amount realized therefore s more than such cost but not more than its fair market price or value as of March 1, 1913, or less than such cost but not less than such fair market price or value, no gain shall be included in and no loss deducted from the gross income.

This has been interpreted as not aditting any real loss on a transaction has a just grievance unless the selling price was actually less than the cost prior to 1913, rethe gain or loss on the sale of proper-

ing with the 1921 act. On the other should not accept

This brings about the following piece of real estate in 1898 for \$5,000. an accountant, the honest side Federal income taxes payable in In 1913 it was valued by appraisal at which is exposed to the client and \$55,000. In 1913 it was sold for \$30, the banker, and the other which is 00. In accordance with the commis sioner's interpretation of the 1918 law there was no taxable profit or deductible loss on the transaction. If shady tax claims where there appears the court decisions on similar cases a suspicion of underhand work or are correct, this could be considered fraud. anticipates the finding of a theft or revenue acts, amendments to the a loss of \$25,000 on the basis of the 1913 value of \$55,000 and the selling the best policy" is still found to be price of \$30,000. In this particular case this loss would have equalled standpoint, we believe our adoption all the profit made by the concern of this principle places us in a an authority on his work, must not during the year, and therefore, no tax stronger position to fight for and ob would have to have been paid for the tain justice for the taxpayer who has year. The commissioner, by refusing a claim which contains merit. to allow this as a deductible loss, made it necessary for the taxpayer to be of the business profits, which could Big Business have been offset by the loss. Therefore the taxpayer has made a claim for this refund.

> Where the commissioner's ruling has so openly disagreed with the Bankers Reserve Life Insurcourts on their treatment of these similar cases, the only relief left to There is too great a volume of the taxpayer is the United States district court. In the meantime he must eached by the supreme court.

The 1924 law provides that capital ordinary net income and the total

the inequality, but the chief difficulty tion of a remedy.

of tax free securities remains the future let me say incidentally that and amount of such tax-exempt se day we are more confident than ever come received from the same.

state taxes are increased practically not share in it. Every officer of this 50 per cent but the new law provides that you may deduct your state in-25 per cent of the federal tax.

Effective June 1, 1924, any persons the city of London, is £119,552,255, premiums are based upon the Amerone year will be obliged to pay the to a report issued by the London 314 per cent compound interest. Each

Miscellaneous and Special Taxes.

tion of taxes were made on a number charges and so forth.

Difficulties of Revenue Bureau. The history of the bureau of in- field. ternal revenue furing the past seven ical impossibility to expand rapidly of the Bankers Life association. efficiently the greatly increasing brothers had disposed of their involume of tax work thrust upon them. The result has been that many field Each tax law attempts to clarify 1919 were made the basis of improper assessments. The taxpayers naturally years, the bureau of internal revenue has acknowledged errors made previously and have granted abatements of assessment and refunds of taxes

> The ethics of the American institute of accountants require the highest integrity for its members. In spite yers and so called tax experts accept claims on behalf of their clients which have no merit, and the honesty of which would be doubted by any reasonable man. Such claims clog the work of the bureau and endanger the cause of the honest taxpayer who

Fraudulent Tax Returns The Omaha Bee June 25, carried gardless of what the 1913 value might the story of the millionaire head of At this time, Lincoln has sever have been. The 1924 act, presumably Brown and Bigelow, printers of St. because of former controversies on Paul, Minn., being forced to pay \$188,this point, emphasizes the fact that | 000 to the United States government, ty purchased prior to 1913 shall be resented a fine imposed by Federal calculated on the cost or market value Judge William A. Cant. Bigelow was federal penitentiary at Leavenworth The 1918 act on this point was in for defrauding the government of in-

We believe a reputable accountant have interpreted the 1918 act to be There have been tax claims presented in effect the same as the 1924 act. to us which appeared to be extremely irregular if not actually fraudulent in conception. We see no reason why there should

controversy: A taxpayer bought a be a double standard of integrity for willing to wink at fraud when dealing with the government.

Therefore, we refuse to handle

a truth in business, from a selfish

Boom, Report

ance Company Looks for Prosperous Period.

other," said a high official of the policies. I am happy to state that Bankers Reserve Life company, "but this controversy between the eastern gains are taxable at 12 1/2 per cent. In the volume of business coming to our companies on the one hand and the report of business depression. The finally resulted in the sion both in the southern states and newer companies, but somewhat northern states were more ambitious strengthened, so that today every than ever before and we are getting state is in accord on this proposition. splendid results pursuant thereto. The new business received during panies met with, was the notion that The inequality of taxation caused June will exceed \$3,000,000 and from all good insurance came from the by the holding of tax-exempt securi- reports coming in continually from established companies in the east and ties such as the obligations of the the field we have reason to expect ap that a Nebraska life insurance policy In such a case we can not need a single man of the such as the obligations of the field we have read the field we have read the field we have read the federal government, states, counties, proximately \$4,000,000 of new business and the federal government, states, counties, proximately \$4,000,000 of new business and the federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government, states, counties, proximately \$4,000,000 of new business and federal government. ness in July. Referring to our rec. In the face of discouraging condiords we find that the business of tions how has it been possible for the per cent on the first \$4,000 in excess gress. There is little question about 1924 is certain to exceed that of any Lincoln companies to make the progformer year. We find that in our new ress which has attended their efforts comes in the discovery and applica- building the work of the home office forts? is greatly facilitated and that we have Practically, congress was unable to no difficulty in handling the enor- fact that there is nothing mysterious solve this problem for no remedy was mous volume of business coming in."

of the rapid growth of this city commercially, industrially and financially If there is anything wrong with Omaha and if there is any doubt as to the company is abundantly satisfied with the situation and with the prospects."

London Owes Half Billion.

Lincoln Insurance **Companies Have Enviable Record**

History of Companies Outlined, Showing Place They Now Hold in Finances of State.

By N. Z. SNELL. President of the Midwest Life Insuran

man named William A. Lindly. He is still a resident of Lincoln and holds a position with the Security Mutual Life Insurance company. He came from Oskoloosa, Ia., where he had been engaged in banking. There he became acquainted with E. A Temple and L. C. and J. R. Richards all of whom were bankers in nearby towns. Later, the Richards brothers moved to Lincoln and organized the State National bank of this city and were its active officers for many years. In 1879, Temple and other oankers organized the Bankers Life Bankers Life company, with present neadquarters at Des Moines. When Lindley came to Lincoln, it

was as manager of the mortgage loan department for Nebraska of the Colonial and United States Mortgage legislature of 1887 passed an act for bidding nonresident aliens from acquiring title to real estate in Neact, his company withdrew from the

In looking about, Lindly recalled years has shown that it was a phys- the success which Temple had made of Nebraska. About this terest in the State National bank and audits made during 1917, 1918 and Eleventh and O streets. Lindly approached them with the proposition of organizing a life insurance comwas favorably received and it result ed in the organization of the Bankers This was in April, 1887.

Security Mutual. In 1898 Lindly severed his connectake over the Security Mutual Life, then of Fremont, now of this The other five were S. S. Burnham, Albert Watkins, F. W. erminated on January 17, 1906, and immediately started to organize Midwest Life.

Lindly was instrumental in the organization and development of two of our seven companies (reduced to six after July 1, 1924.)

life insurance companies as follows \$ 338.193 23.315.764 574.021 764.882 2,599.126 1,375.000 2,983,479 Total \$167.683.552 \$31.250,465 *Merged with the Midwest Life July 1.

The figures show the insurance in At the same date, December 81, 1923, the assets of the seven banks in the again by the recently discovered city were as follows:

atral National
y National
y National
ntinental State
rat National
ncoin State National

to be employed in determining their ficulty." assets and liabilities. The controversy this reserve that cash and loan values this point he says: and extended and paid-up insurance serve bank. This may be 10 per cent made me 'young' again."

Triumph For West.

In the struggle to establish new

As a basic cause I would name the about the management of a life in "In reference to Omaha and its surance company, nor is there such technical knowledge necessary that it same. There was, however, a provi- the faith we have in the city and in cannot be readily acquired by the sion made requiring the taxpayer to its tributary territory is evidenced by average alert man who has a liking is sound is evidenced by the fact that so far as I know, without a single ex ception, there is not an executive officer in any one of the seven Lin coln companies who has not gained Effective June 2, 1924, federal future greatness of Omaha we can his knowledge and experience in his own company or in some Nebraska company with which he was pre viously associated.

Universal Operation Basis All of the companies in the United London, June 28.—The total debt of States are operating upon practically terest and that its death rate will

Beginnings of Life Insurance Are Told



that is, from a given number of peothem will die each year. But whether the companies all use one mortality table or each company uses one of its year, insured or uninsured.

sure and they are the raw material raw material of the steel industry. A fair sized company could be develop-

Our farm lands offer first class security for the loaning of insurance funds. Mortgage loans are being sought in increasing amounts by inhad erected the Richards block at surance companies, and none are viewed more highly than those on the farms in the central western states, probably the greatest food-producing tion of the Midwest Life, of which he area in the world.

ing of a new life insurance company get control of or organize a company Life with a capital stock of \$100,000. is a local proposition after all. By this and pictured to him the great possi I mean that, apart from general sup- bilities of future growth and expan brunt of its development. Local agents secure the applications for insurance through their personal solici- carry it into execution. It remained tation. Local physicians make the day dream with them, but they we medical examinations. In the invest- keenly alive to the fact that opportunity ment department the same thing is tunity was knocking, even if they did equally true. Local agents send in the not arise and open wide the gate. Dinsmore, H. D. Brooks and myself. applications for farm loans. State in- Later on, however, others did, and My connection with this company spectors look the property over. now we have seven companies in While their recommendations are not Lincoln; seven shock absorbers, seven controlling, yet these men constitute stablizers of credit, seven reservoir a material part of the machinery which can be drawn upon to develop which builds up these large organiza- the resources of the state.

Life Insurance Is Best Stabilizer · for All Business

Strictly American Institution: Conserves Wealth and Destroys Poverty; Protects Family.

By E. B. STEPHENSON,

Company of Lincoln Few persons appreciate the magnitude of the life insurance business in the United States. Life insurance is strictly an American institution.

tions. As local men did, and still do. all of these things for outside companies, it follows as a matter course that they can and are doing them equally well for local

Then there has ever been present

the feeling of local and state sentiment expressed in the slogan, "Stand up for Lincoln," or "Stand up for was no sentiment about it, just enlightened selfishness, but by whatever name called, it has been a big factor in putting the Lincoln companies on their feet, and it will continue to be a strong factor in their

sight as to the possibility of life insurance companies in Lincoln I would greatest conservers of wealth and de place W. A. Lindly. Next, the group of life insurance companies just as of men who succeeded him; namely W. C. Wilson, N. S. Harwood, John braska. After the passage of this great cotton mills, or as iron is the H. Ames, Albert Watkins, D. W. Cook and, somewhat later, J. H. Harley, now all dead, and Dr. A. R ed and never write a policy outside Mitchell, still living, a member of this club and now, as then the medical director of the Bankers Life

> Charles G. Dawes Helped. Nor should our erstwhile towns man, Charles G. Dawes, (now reput lican nominee for vice president) be was one of the original directors, In many of its aspects, the found- that Dawes had often urged him to

Man 74 Years Old Is "Rejuvenated" In 3 Weeks Without Gland Operation

Kansas Contractor Tells of Wonderful Results Obtained in Test of Recent Discovery

Thomas J. Glascock, 74, well known korex compound, which by many users is produced superior to "gland treatments," as an invigorator and 2.464.785.00 treatments, 2.464.487.57 9.512.227.34 revitalizer. 2.862.407.52 "T feel 16

"I feel like I did at \$5 " mys My 5.023,800.36 1.952,255 41 Glascock, "and seem to be getting \$29,174,838.47 stronger every day. During my three life insurance companies have al. and weaknesses of many years' standready outstripped the banks as the ing disappeared almost magically total assets of the insurance com- Today I am as vigorous and supple panies are \$31,950,465, while those of as I was in the prime of life. Further the banks amount to only \$29,174. more, when I began using the com pound, my memory was virtually One of the basic struggles in the gone and I was almost blind. Nov establishment of these companies, my mind is clear and active and I was the method of valuation that was can read the finest print without dif-

In order to find out whether the all hinged over the amount of the results were lasting, Mr. Glascock days, according to thousands who first year's premium which was to waited six months before reporting have used it. Enthusiastic reports

"Every passing day strengthen my cases that had defied all other treatare available. In banking "reserve" conviction that my restortation is ments previously used. means the percentage of the total de not only complete but permanent. I

of such deposits, 15 per cent, or 25 physical condition as I enjoyed at 35. the compound under a money-back I am apparently as supple as at 25 guarantee, write to the Melton Laband my eyesight is better than for oratories, 1473 Melton Building, Kanwhat the discovery has done for me." simply send your name, without

Glascock and Mr. Wood is put up in delivery of the plain-sealed package, tablets for easy use at home by any as you prefer. In either case, howsands who suffered from nervous ex- that you are not satisfied, the laborahaustion, diminished or depleted tories will refund the purchase price vigor, neurasthenia, premature age upon request. These laboratories are and lack of animation and vital force. nationally known and thoroughly re-Elderly people have pronounced it a liable, so anyone may feel free to 'fountain of youth.'



Thomas J. Glascock.

directly on lower spinal nerve centers and blood vessels, gratifying benefits are know usually in a few be carried as a reserve. It is from on his test of the discovery. On from users acclaim the compound as giving speedy satisfaction in obstinate

own vaults or in another legal re. discovery has brought to me. It has such news "too good to be true," the American distributors have agreed to Similar reports are being made supply a regular size, full strength almost daily. For instance, D. W. treatment of the korex compound dis-Wood of New Orleans, past 60 years covery on a guaranteed trial basis to The large size bottle is more ecoof age, says: "The compound has everyone who feels the need of such brought me back to as good, healthy a preparation. If you wish to test years. I would not take \$5,000 for sas City Mo. You may enclose \$2 or The compound referred to by Mr. money, and pay \$2 and postage on one. It has won the praise of thou- ever, if you report within 10 days

WHAT TO EAT TO PUT IRON IN YOUR BLOOD AND MAKE YOU STRONG PHYSICIAN TELLS HOW IRON-CONTAINING VEGETABLES SUCH AS LENTES

SPINACH, APPLES, ETC. WHEN REGULARLY TAKEN WITH ORGANIC IRON BUILD GREAT STRENGTH AND ENDURANCE

At their own doors—in the very garns of those who are weak, nervous and
ling all the while is one of the most
lushie touics and strength-builders
lown to medical science." said Dr. Emile
our, well known New England phyand three or four baked apples sech day nown to needleal science." said Dr. Emile aur, well known New England physician, when consulted recently.

Dr. Sauer further said.—"If your daily list contains an abundant amount of fron you are giving your body the red dlood it craves. But if your blood lacks fron and is thin, pale and watery you cannot expect to be strong and well. On the contrary, your nerves become weak-ened and you become irritable, fusey and easily upset. In such cases, what you need is iron—organic iron to remove the cause of your trouble, and the moment organic iron is supplied it is often wonderful how quickly your multitude of symptoms will disappear and how strong and vigorous you will become." But be careful to distinguish between ordinary metallic iron which become. But be careful to distinguish between ordinary metallic iron which become ordinary metallic iron which become ordinary metallic iron which become ordinary metallic iron which people usually take and true organic iron. Metallic iron is iron fust as it comes from the action of strong acids on iron filings, while organic iron is a true red blood food.

ENRICHES THE BLOOD-GIVES anid Dr. Emile or two of spinach, half a pint of lentils England phy- and three or four baked apples each day

vestment 40,000,000 American citizens of all ages from a century down, rep resenting every walk in life, have built up a fund of \$8,000,000,000, and this will pay to these individuals and their families \$50,000,000,000.

Meanwhile this saving will continue to finance the industries of the country through the building of roads, railroads, new homes and public

Probably the greatest impetus given the life insurance business was in 1917, when the government decided to substitute life insurance for the pension system for the protection of American soldiers. It adopted the old line policies and plans. It advertised in every city, village, hamlet and crossroads the necessity of soldiers purchasing policies. The pro duction of old line companies increased from \$3,500,000,000 in 1917 to 10,000,000,000 in 1920, and this growth

Only in recent years life insurance has been looked upon as a business stabilizer. Banking institutions throughout the country are seeing to it that their heavy borrowers are adequately covered. Corporations are are shaping the plans and directing the progress of their companies. Partners in small business enterprises are covering their liabilities with insur-

But above business is the income policy which makes it possible for the individual to leave to his family a monthly income for a term of years, or for life, thus eliminating the necessity and danger of reinvesting funds. This will prove one of the

Life insurance exists for service to others. It conforms with the Ameri moral and mathematical laws and sound economics. Every one who has put something into it will get some thing out of it. The past record speaks well for the future. L. A. Auto Deaths Mount.

Los Angeles, June 28 .- Official killed in traffic accidents in the first four months of 1924 in Los Angeles. Of the dead the largest propor were killed because they jaywalked. AUVERTISEMENT.

Watch your pimples vanish Why? Pimple-Poison goes when Re Blood-Cells increase! S. S. S. builds these Red-Blood-Cells!

You can be sure of this, nature has no substitute for red-blood-cells. Pimple-poison can't live in the red rivers of your blood as long as there



are enough rich red-blood-cells in it. More red-blood-cells! That is what you need when you see plmples staring at you in the mirror. Blackheaded pimples are worse! Eczema is worse yet! You can try everything under the sun,-you'll find only one answer, more cell-power in your blood! The tremendous results, produced by an in-crease in red-blood-cells is one of the A. B. C.'s of medical science. Red-cells mean clear, pure, rich blood. They mean clear, ruddy, lovable complexions. They mean nerve power, because all your nerves are fed by your blood. They mean freedom forever from pimples, from the blackhead pest, from boils, from eczema and skin eruptions, from rheumatic impurities, from that tired, exhausted, run-down feeling. Red-blood-cells are the most important thing in the world to each of means the percentage of the total deposits of the bank held in cash in its can't express the happiness this great feebled, half-alive folk may consider S. S. S. S. has been known since 1826, as one of the greatest blood-builders, blood-cleansers and system strengtheners ever produced. S. S. S. is sold at all good drug stores.

S.S.S. makes you feel like yourself again,

MARRIED TWELVE YEARS BEFORE

Gladly Recommends Lydia E. Pinkham's Vegetable Compound

Louisville, Nebraska. - "I was married twelve years before my boy was of female trou-bles and had been treated by a phy-sician for thembut much the same. Then I read your

advertisement in the newspapers and thought I would give Lydia E-rinkham's Vegatelia etable Compou a good trial, for if it had helped others. of the medicine and am never with-out it in the house. My baby boy is three years old now and I sure am

happy since I got relief from my trou-bles. When any one has troubles like mine, or any ways like mine, I am al-ways glad to recommend the Vegetable Compound so that they will get the right kind of medicine. - Mrs. Jon NOVAK, Box 662, Louisville, Neb. In a recent country-wide canvass of purchasers of Lydia E. Pinkham's

Vegetable Compound, 98 out of every 100 report they were benefited by its use. For sale by druggists every