

### Home Insurance Company Gives Extra Service

Reserves Invested in Omaha and Nebraska; Western Companies Gaining Prestige.

By A. J. HASSON  
Nebraska Indemnity Company.

The Nebraska Indemnity company is fast gaining favor with automobile owners of Nebraska by its prompt payment of claims and personal service to agents and policyholders.

Being an Omaha company, it has a personal pride in the advancement of home industries, but writes more insurance in other cities than for Omaha people.

This is not from choice. You do not think it necessary to go outside of Omaha to find a safe bank with which to do business. Yet the combined assets of the insurance companies of Omaha are larger than the assets of our banks.

This company maintains the same reserves in proportion to the amount of insurance written as do eastern companies. Its business is subject to the same supervision and its financial responsibility for the risks assumed, can be better known to policyholders, than that of foreign companies.

These reserves are available for investment in Omaha and Nebraska—they are not sent east for investment elsewhere.

Des Moines is an example of a city which has a phenomenal growth in a few years, by reason of its local insurance companies. Omaha can do as well.

People in the west are beginning to realize the advantage of patronizing local institutions, as evidenced by the increased patronage received by Omaha insurance companies during the last year. The east has been highly favored in this respect during the past. Why not buy your insurance of a local company? It is just as safe, and your money goes to build up Omaha and Nebraska.

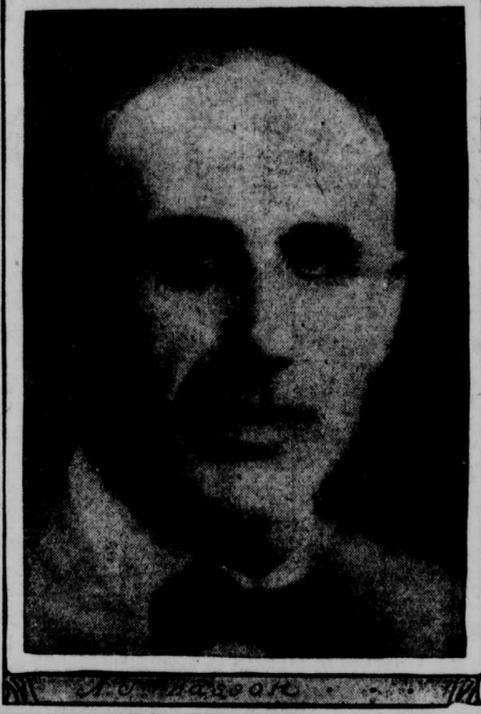
### Joint Newspaper Body Effective

16 Publications Reach 91 Per Cent of Families in State.

Sixteen Nebraska newspapers comprising the Nebraska Daily News paper association have individually planned to give co-operation to the advertiser in getting a sales message to all Nebraska buyers effectively at low cost.

The combined circulation of the 16 leading newspapers in the association is 309,090 and 276,857 of this circulation is in Nebraska. That means a coverage of 91 per cent. The cost per line is lower than the cost of reaching the same number of consumers through any other group of mediums.

### He Invests Reserve in Omaha



### Crop and Industry Production Each Over Half Million

Annual Poultry Output of Exceeds \$50,000,000; Average Wealth Per Capita, \$4,004.

Nebraska is an unusual state. Information from the United States census bureau reports, the United States internal revenue office of the University of Nebraska bulletins and Omaha Chamber of Commerce records will prove the statement.

Annual agricultural production of Nebraska is \$500,000,000 and annual industrial production is \$600,000,000.

Two of the largest horse markets in the world are in the state and \$50,000,000 annually is made from the poultry and egg output.

Its wealth per capita is \$4,004, and it leads in agricultural production per capita. The value of its farms is three times the nation's average. There is one telephone to every five persons and one automobile to every five persons in the state. Twelve railroad systems traverse Nebraska making 7,242 railroad miles.

### State Insurance Business Shows Prosperity Here

Nebraska Companies Gain 55 Per Cent in 1923 Over 1922; Big Help to Depressed Farmers.

MRS. M. A. FAIRCHILD,  
Assistant Chief Bureau of Insurance of Nebraska.

The insurance business in Nebraska in 1923, as shown by statements filed in the state department of insurance, is in a prosperous condition.

Insurance brings to the community money which can be obtained in no other way. The reserve funds and capital of life insurance companies are utilized to promote prosperity. Through them is made possible the financing of great public institutions, such as colleges, churches, hospitals and public improvements.

It has been said by a prominent Omaha banker that every 25th dollar deposited in Omaha banks is deposited by insurance companies. The farmers of Nebraska have been assisted at all times and especially during the last five or six years of financial depression by the funds of insurance companies through mortgage loans. Nebraska companies alone have \$23,684,000 invested in Nebraska farm loans.

The total assets of all companies operating in Nebraska in 1922 were \$10,148,000,000 and in 1923 they amounted to \$10,404,000,000, an increase of \$256,000,000, or 2 per cent, while the assets of Nebraska companies in 1922 were \$140,000,000 and in 1923 \$148,000,000, an increase of 5 1/2 per cent, another indication of prosperity in Nebraska.

The insurance written in Nebraska in 1923 by all companies operating in the state amounted to \$1,260,000,000, an increase over 1922 of \$55,000,000, approximately 5 1/2 per cent.

The premiums paid for this insurance by Nebraska people to these companies in 1923 amounted to \$42,418,000, an increase over 1922 of \$5,000,000.

Of the insurance written in Nebraska in 1923, approximately \$138,000,000 is life insurance and \$287,000,000 is fire insurance.

As 80 per cent of the business of the country is done on credit and the funds of insurance companies contribute materially to this credit, we are led to the conclusion that business conditions in Nebraska are much improved the last two years.

### Insurance Men Must Now Know Business Well

Slip-Shod Methods Prevented by State Laws; Salesmen Are Thoroughly Trained.

By GUY FURNASS,  
Society Life, Omaha.

The development of Omaha and Nebraska as an insurance center not only requires the co-operation of all forces striving to develop Nebraska institutions, but the companies must enjoy consideration from a loyal agency force in the trade territory in which they operate. The backbone of all insurance companies is its agency force.

In the old days all that was necessary to embark in the life insurance business as an agent was to procure a rate book and the company's supplies. As a result a good many agents went forth lacking knowledge of fundamental principles of life insurance arithmetic and usually without any true conception of the ethics of salesmanship. Many agents resorted to unscrupulous tactics and lost all sense of honor in their endeavor to produce business.

The result of these methods, together with the fact that laws providing supervision over life insurance companies were lax fifty years ago, caused many people to look upon life insurance companies with suspicion.

Today state insurance departments are watchful in their supervision over life insurance companies. It is their duty to see that no substantial benefit is incorporated in any policy contract without evidence of putting up the necessary reserve to take care of the contingent liability. Because of the available records of the experience of life insurance companies over a great number of years, mortality tables are today infallible. They are used as a basis for computing reserves which with certain interest earning assumptions constitute a policy in an old established government. No legal responsible company has become bankrupt with loss to beneficiaries within 42 years.

License Now Required. In an effort to correct the evil of misrepresentations and exaggerations among insurance salesmen, the statutes in most states today require insurance salesmen to procure a license before he can solicit.

A code of ethics governing the activity of salesmen has been injected into various insurance laws which provide different penalties in the event of violation of same. Officials of insurance companies, as well as those connected with various insurance departments, are making every effort to develop life insurance salesmanship to the rank of a profession. Every agency manager is hopeful of having his agents develop that degree of confidence with his clients that is enjoyed by the average family physician or attorney.

Omaha's companies are progressive. Realizing that a trained man has every advantage in his chosen profession, they maintain schools of instruction at their home offices where every effort is made to train representatives to the highest degree of efficiency. Several Omaha companies have correspondence courses which are available through the various universities. Graduates of universities as well as other ambitious young men who are about to select a vocation for their life's work will find, upon investigation, that perhaps no profession in the business world offers such a vast opportunity for advancement without the investment of capital as the life insurance sales profession.

Must Know Business. Life insurance salesmen of today must possess knowledge of the vast usage of life insurance and what each policy form will accomplish. To understand and be qualified to abstract an insurance policy and then endeavor to sell this same policy to every one, regardless of his needs and circumstances, will not suffice.

Business insurance, inheritance tax insurance, income tax insurance, group insurance, survivorship annuity and numerous other contracts must be thoroughly understood by the successful life underwriter of today if he would build a real agency in his home community.

Advising the public to become thrifty, providing ways and means for the building of an inheritance as well as protection against the uncertainties of human existence, is surely a noble vocation.

### Insurance Ethics Told by Official



### Fire Insurance Firms of State Ask Patronage

Home Companies Urge "Made in Omaha" Policy; Urge Education in Local Industries.

What happens to the Nebraska dollars paid for fire insurance? Here it is in a nutshell. These statistics were taken from the preliminary report for 1923 by the insurance department and from the annual statements of more than 150 stock fire insurance companies operating in our state.

Total premiums written in Nebraska in 1923 were \$5,099,393. Of this amount, the foreign companies received nearly \$1,000,000, New York companies received \$2,304,444, Connecticut companies received \$1,129,839, Pennsylvania, \$581,626; Minnesota, \$456,204, Massachusetts, \$238,477, and the Nebraska companies, with home offices in Omaha, received \$382,245, or less than 5 per cent of the grand total.

By referring to the statistics of other states we find that the New York companies lead in New York, the Connecticut companies write the leading business in their own home state, the same applies to California and practically all other states having substantial companies.

These figures are proof that the people of other states are loyal to their home companies and the people of Nebraska should insist that their insurance be written in Nebraska companies—not only on account of loyalty, but because Nebraska institutions invest their assets in our state.

The annual statement of the above referred to companies, filed with the insurance department, show that only one of the foreign companies has any funds invested in Nebraska and their investment amounts to less than \$50,000.

Only 12 companies outside of this state have any of their assets invested here, the total of the last referred to companies amounts to \$777,341. The home companies have \$1,506,719.51 invested in Nebraska securities, or more than twice as much as all of the outside companies combined.

Drain On Resources. This is a drain on our resources and every effort should be made to remedy the situation. Our school children should be educated and they should educate their parents to patronize our substantial home institutions. The Chamber of Commerce should spread the good word of "keep the Money at Home."

The American companies have tried to establish branch offices in the large cities of Europe, but could not make expenses and were obliged to withdraw, which shows that the people of foreign countries patronize their own companies.

From a geographical standpoint, Omaha is so situated as to be of the greatest service to agents who represent companies with home offices here. With the coming of the air mail and particularly with night air service, which will begin July 1, we are just as near to either the Atlantic or Pacific coast as we were a few years ago to Chicago, where many of the western departments of the eastern companies are located.

If insurance is a tax, why pay taxes to some other country or state?

"Omaha Made." The Omaha manufacturers should be highly complimented for the "Buy Omaha Made Goods" campaign, which they put on in past years. They saw the point about sending their insurance money out of the state and I understand they went on record unanimously in favoring home companies with their business.

There are many ways of deceiving the insuring public. Many companies appear to be something which they are not and the buyer of insurance should use greater discretion in accepting policies. Inquire and satisfy yourself, "Who is Who" in the insurance business. The insurance department at Lincoln is your service station. Each company is required to file a detailed statement showing who owns or controls. Underwriters agencies should be prohibited.

### Farm Help Is Needed for Canadian Fields

Winnipeg, Man., June 28.—More farm laborers are wanted in Western Canada than in several years, according to reports received by the provincial employment department from agricultural superintendents of the soldier settlement board throughout the prairie provinces.

In Manitoba, where the supply of men is not equal to the demand, wages are being pushed up. Farmers are paying the help from \$40 to \$50 a month, with board.

### Thousands of Well-Rated Retail Distributing Outlets

Distribution for your products in the entire state of Nebraska is easy to accomplish through these thousands of well-rated wholesalers and retailers.

The 12 railroad systems and the large amount of main line track form a system of transportation that knits the state into a compact unit. These sales outlets will distribute more goods in 1924 than they have in the last several years. The business you get out of Nebraska in 1924 will depend on your effort to reach the Nebraska consumers, dealers and jobbers in the most effective way.

Nebraska Has	
852 Agricultural implement retailers.	1,958 General stores regardless of rating.
373 Retail bakeries.	1,135 General stores rating \$5,000 and up.
1,226 Banks.	445 General stores rating \$50,000 and up.
976 Blacksmiths.	1,364 Grain elevators.
878 Booksellers, stationers and newsdealers.	1,544 Retail grocers regardless of rating.
207 Book and shoe retailers.	335 Retail grocers rated \$5,000 and up.
557 Retail clothing stores.	1,051 Retail hardware stores.
657 Retail confectioners.	509 Retail harness and saddlery.
132 Contractors and builders.	35 Hotels.
47 Creameries.	33 Retail house furnishing goods.
40 Department stores.	413 Retail jewelers.
900 Retail druggists.	382 Retail lumber dealers.
192 Retail dry goods stores.	161 Retail men's furnishings.
900 Retail druggists.	408 Retail milk dealers.
352 Retail electric and supply stores.	236 Musical instrument and piano dealers.
708 Retail flour, feed, grain and hay dealers.	326 Tractor dealers.
32 Raw fur and hide dealers.	
719 Retail furniture stores.	

### Packing Houses One of Bulwarks in Omaha's Financial Solidarity

By J. F. COAD,  
President Packers National Bank.

If we were to single out any one industry to which Omaha is most indebted for its greatness in wealth and size, we would naturally turn to the livestock and meat packing industry at the South Omaha market. In 1923 the South Omaha market received 8,600,000 head of live stock, or a daily average of 23,000. For this livestock the packers, feeders and shippers paid an average of \$800,000 per day. These few figures will give some idea to the importance to commerce, the financial strength and the development of Omaha, and the great middlewest, of the daily activities at the stockyards.

It is not the purpose of this article to cover general business conditions, but rather to furnish some interesting information concerning this industry and the tremendous part it has in the prosperity and development of not only Omaha, but the entire Omaha trade territory.

The South Omaha market was established in 1854 and since that time over 248,000,000 head of livestock have been received here. In this connection, it is worthy of notice that 3,500,000 head were received in 1923. This indicates the tremendous stride which our market is making.

The Union Stock Yards company owns the yards, furnishes the pens, also the feed and water for the stock. In fact, the business of this company is that of a great livestock hotel. The livestock coming in from the country is usually consigned to one of some 60 odd commission firms, whose business is to sell this stock to the best advantage of their customer. These commission firms, made

up of men with long experience in buying and selling livestock, maintain special salesmen for cattle, hogs and sheep. In addition to their operating as selling agents for the country trade, they also buy, or order, livestock to be shipped to the country for further feeding before marketing for slaughter. The commission firms are entirely independent from the stock yards company, and from the packers and the returns for their services are taken in the form of commissions on sales or purchases made.

The livestock coming in to the market is in most cases sold on day of arrival and always for spot cash. The total value of livestock received in Omaha in 1923 was \$250,000,000, and when you realize that this money is paid out in cash or its equivalent at the rate of \$800,000 per day, it will be readily appreciated that it affects in a very high degree the general trade conditions of Omaha and this section.

Handle 500,000 per Day.

The bulk of the livestock sold at the Omaha market is slaughtered and brought in to the finished product by the packing companies who operate in South Omaha. Five large packing houses are operated here, namely, Armour, Cudahy, Dold, Morris and Swift. The Morris plant is operated by Armour and company. In addition to the above there are approximately a dozen small packing companies who operate continuously. The total value of the meat products of these plants amounts to \$300,000 per day. This is about half of the total value of manufactured products in Omaha. With such extensive plants, there is, of course, a strong demand for labor. There are about 13,000 employed at the packing houses, and

when it is remembered that every employe probably represents a family of about four, one can visualize the importance of this industry to the purchasing power of our city.

The banks of South Omaha should have an important role in the industry at the "yards." They act as the agent for outstate banks in the matter of collecting the livestock proceeds for the country shipper. In many cases as large as the one at Omaha, the prompt handling of these collections and the looking after delayed shipments, etc., is a highly specialized work. The banks because of their close association with the livestock industry and realization of its importance help finance the growers and feeders of this section.

Big Factor in Prosperity. In brief, the above shows how much depends on the livestock industry of our section. If producers of livestock are prosperous and there is a broad outlet for the products of the packers, it is reflected in the better trade conditions in Omaha and outstate, and conversely if producers of livestock are not prosperous in their operations and market for meat products is unsettled, a slowing down of business is felt in all lines.

The Omaha market received livestock during the past year from 23 states of the Union, from as far west as Oregon and California and from as far east as New York. It is now the second largest livestock market in the world in point of number of head handled. The steady and continuous growth which this market has been enjoying over a long period of years and the very elaborate building program which is on at the present time, consisting of a new Exchange building and added yard facilities, justify the belief that the market at South Omaha will have a still larger part in the economic well-being of Omaha and the surrounding territory.

### 80 Counties Have 3 Factories Each

Great Progress Made in State in Last Two Decades.

Nebraska manufacturing progress during the last two decades shows that every community has been a direct participant in industry.

The number of enterprises has grown from 1,695 to 2,884 in 20 years, an increase of 71 per cent. The number of workers in Nebraska has doubled since 1904. Even greater advance is shown in the capital invested, the total amount in 1923 being \$65,908,082, as compared to \$245,256,684 in 1919.

Eighty of the 93 counties of the state have three or more manufacturing establishments in operation.

### KANSAS NEEDS HARVEST HANDS

Kansas City, June 28.—Fully 40,000 men will be needed to assist Kansas farmers in the wheat harvest this month and July. It was estimated today at the offices of the United States employment service.

Cool weather has retarded the harvest slightly. The first demand for assistance will be late in June in south central Kansas. Information by the employment service is that wages will be from \$3.50 to \$4 a day with board and lodging.



### If you own an Automobile, You need Nebraska Indemnity Protection

Do you know that every automobile owner is liable by law for any personal injury caused by his car, regardless of who drives machine?

Think what this means—if you, or anyone else driving your car, should injure another person, you would be liable for a judgment that might take every dollar you are worth!

That's why we say—if you own an automobile, you need a Nebraska Indemnity Complete Coverage Automobile policy which gives you complete protection against Liability, Property Damage, Collision, Fire, Theft and Tornado.

### The Nebraska Indemnity Company Specializes in Automobile Insurance

A Nebraska Indemnity Policy is designed to meet every need of the motorist. It is a sound, conservative company backed by more than \$330,416.12 in assets; its success is based upon prompt payment of claims.

Nebraska Indemnity Co.  
6th Floor Keeline Building, Omaha, Neb.

### The Parable of the Prodigal Patriarch

Over against the walls of the city dwelt a certain man who was exceedingly wise in his own conceit.

Soon after the crowing of the cock there came one to the man's gate and left there a parchment. And the parchment said:

Save thou thy pennies and thy dollars against that day when thou wast old and canst no longer barter in the market place. Save ye now, that in those days thou mayst dress in purple and fine linen, and thy possessions may keep thee.

And the man was exceeding wrath, and he called his wife and his sons and his daughters, and the maid servant within his gates, and he crieth out in a loud voice:

Is there not grain in my barns? Is there not fruit in my vineyards? Yet one writeth me to save against old age.

Am I considered in the market place simple, even as women and children that I should have this thing handed unto me? Nay, when tomorrow cometh it is time to think of tomorrow. Today let us eat, drink and be merry.

And he taketh his wife and cometh unto the city, and did that day spend 50 pieces of silver.

It came to pass that the man cometh unto his house from the market place enfeebled and weak, and age was upon his brow. His goods had fled him and his sons and daughters were in far cities.

As he windeth the clock and putteth out the cat and locketh the door and layeth down beside her.

And his wife spake unto him, saying: Art thou not he who rallied against saving and who calledst savings banks a place for women and children? Art thou not the one who criest: Let us eat, drink and be merry, for tomorrow taketh care of itself?

And the man answereth not, for he was exceeding sad.

And the woman saith unto him, Yet thou art he who hadst not a single shekel. What if thou hadst saved? Nay, if thou wert wise, even as women and children perhaps thou couldst go unto the bank in the market place and find there gold and silver for thy wants.

Yea, verily, saith the man, and he was exceeding sad.

And then his wife had him lock beneath her pillow. And, lo, he findeth a savings book in her name, and in it, behold, a great sum.

And the man was astonished, and findeth that the entries were legion, even every week since the day he received the parchment.

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Learned Men Become Wild When Starved for Oxygen  
London, June 25.—Oxygen starvation produces some extraordinary effects on men ascending high mountains. Professor Hargreaves at the Royal Institution recently told his hearers that during one of his ascents, after a height of 18,000 feet had been reached, he noticed one of the party behaving wildly.