Insurance Real Cornerstone of **Every Business**

Commercial Transactions, Building Projects, Crops and All Hazardous Undertakings Are Risky.

By P. K. WALSH, urity Fire Insurance Com Dany of Omaha

Practically all the business of the world is transacted by credit. Little actual money is used. It would not be practical. All property may be exchanged for credit. Your personal check, the cashier's draft or the promisory note are merely evidences of credit. The general term "credit" means the faith that trade and commerce has in your ability to pay your obligations

A bank is a clearing house for credit. The bank's principal mission is the distribution and circulation of credit. Its deposits represent credit not in use by depositors. Its loans represent the amount of such depositors' credit being utilized by borrow ers. Bankers strive to protect themselves and their depositors from losses, which might result from the extension of credit to borrowers in several ways.

The first means of protecting a loan of credit is some form of collateral security. This may be termed a "tangible credit," which is pledged by the borrower against the loan. In the case of the merchant or manufacturer, who is the most frequent user of borrowed money in his business, his collateral security is the merchandise or products on the shelf or in the warehouse. His merchandise is not very good collateral security, unless that merchandise is insured

against destruction or loss by a responsible insurance company. When the bank makes the loan, the banker must have faith in the earning capacity of the business, which depends upon the ability of the owner to manage it successfully. The bank relles upon the merchants' or manufacturers' ability to convert the goods or products into sales, which in turn bring into the bank credit, represented by customers' checks, which are used to pay off the loan advanced upon the merchandise.

tenantable.

to the fire.

Profits Insurance

products ready for sale, which would

Riot, civil commotion and explosion

insurance protects against loss to

Public liability and compensation

tection of property owners and bor-

rowers of credit against loss by acci-

of businesses are insured so as to

protect the credit of the entire part-

nership, firm or corporation in the

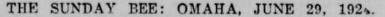
property from those hazards.

Wisdom of Insurance.

Should a fire or tornado overtake the merchant or manufacturer before it is possible for him to make the necessary sales, the bank then relies upon the insurance company to repay the loan through its payment of Therefore, the banker always requires that the merchant or manufacturer carry adequate insurance to protect the value of the goods on hand. The wise merchant always carries insurance to protect himself against the loss of his savings, which he has invested in his goods.

The same principles apply to all dealers and producers of raw materials of all kinds. Beginning with the fundamental sources of all materials, we find that fire insurance. in some form, is relied upon to assure the value of all products of agriculture, mining and forestry.

In agriculture, the farmer or producer carries insurance to protect the



changed by Nebraskans for insur ance protection of all kinds. Omaha's Possibilities Great.

The possibilities of making Omaha leading insurance center are great It is located in an advantageous posi tion geographically, being practically in the center of the United States. It has the best mail service to and from the extremities of the continent, which give it a distinct advantage in service to the insurance business. This fact is recognized by companies located in other states and cities, which maintain small branch offices here for the purpose of assembling and concentrating insurance premiums written in this territory.

Our 21 Omaha insurance companies are capable of becoming great reservoirs of credit for the middle west. roday these same companies have concentrated over \$150,000,000 of form of biggest individual gamble credits, represented by their investments and bank accounts. Several of these companies have added to the structure of our city, by erecting four elegant office buildings.

The 21 insurance companies em ploy in some capacity over 1,000 individuals, and pay thousands of dollars of taxes toward the up-keep of Omaha and Nebraska governmental institutions.

If the public was thoughtful in directing the expenditure of its in surance premiums toward Omaha insurance companies which maintain headquarters here doubtless 17 more great buildings could be added to our growing city, with the consequent employment of possibly 15,-000 more people in the service of insurance for the protection of credit. From the foregoing, a reader may properly conclude that insurance is the cornerstone of the American

busines structure, as it helps to make possible the present credit system. You may appreciate this fully, when you consider that today \$125.000, 000,000 of fire insurance and \$60,-000,000,000 of life insurance is carried to protect property and life in

while the business is interrupted by truck. One damage suit or judgment, this country fire or storm, and the property un- resulting from an automobile acci-

dent, may utterly ruin a businessman SEND DETECTIVES or farmer, so that he never could Profits insurance is usually carried restore his credit, unless the insur AFTER SPEED BUGS

protect the merchant or manufac- ance protection took care of such turer against the loss of profits on loss. Chicago, June 28 .- Plain clothes Omaha is fortunate in having 21 inhave been accrued from the sale of surance companies who are capable such goods had same been sold prior of furnishing the necessary protection to the credit of the middle west. The patronage of these 21 companies

by the people of the middle west "The driver breaking a speed law would result in stopping a large part should be arrested," said Mr. Kropf, of the life and fire insurance premiwho-as head of the Royal Arcanum's insurance have their place in the pro- ums, which are flowing eastward to nation-wide accident prevention camother centers. A veritable river of pagin among its 1,300 councils in the insurance premium money running United States and Canada-has been dents, which might diminish the abili- into the tens of millions of dollars, ireless in his efforts to simplify trafty to pay. Often the lives of heads is leaving our section annually to fic problems. "Speeding causes most be stored and invested through banks of our accidents, and successfully and trust companies in the eastern curbing it will mean a long step toward reducing motor fatalities.

event of the death of the producing If the \$25,000,000 of insurance and managing members of the firm. premiums, paid by citizens of Ne-Even whole groups of employes are braska for their protection annually. insured under group life insurance, could be centralized and divided carried by the firm or with its as among our Omaha companies, our sistance to protect the worker's banks would have an ever-increasing

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Fire Insurance Official Tells Risks

P. K. Walsh

family. of the property or accident. Every daily credit in Omaha banks of nearly of a human heart and was intended trian-born justice of the peace. The automobile owner, who desires to \$3,000,000 in spite of the fact that to be of special interest to medical defendant was fined five American maintain his credit, should carry full they do not at present receive 5 per students to illustrate the functions dollars when it was established that protection upon his automobile or cent of the premium dollars ex. of that organ.

Steady Income to

Insurance Offers

Values Are Certain; Makes **Possible Carrying Out of**

By E. M. SEARLE, JR, President of Omaha Life Ins. Co. Life insurance values are certain an be made to substantial men and women. Yet the certainty is in the

With life insurance, the mortgage of future payments is canceled by death, instead of becoming a lien. If a man or woman buys a piece of prop erty, the payments only count for s much: it is necessary to keep up the payments as on a life insurance pol cy, and, in addition, the interest on the balance has to be paid and so do the taxes, and if the man or woman dies before the last payment is made, the balance has to be paid by some dependent or only an equity is left. Life insurance investments fulfill the purpose for which they are purchased, a safety fund for credit, s definite sum to retire a partner, the funds to send children through colleg, to lift the mortgage on the ome, annuity for old age, a monthly ncome for the wife as long as she shall live and a home for the chil dren until they are grown.

No other form of investment can guarantee to carry out a life program if death makes possible only partial payments.

a man quits after making a small first payment on a piece of real estate, he loses what he put in, just

as he loses if he quits on one payment for a life insurance investment The difference is that if he quits later, his other equities are uncertain; his life insurance equity is a definite sum. Cash in a bank or in good stocks

is more flexible; so flexible that it detectives to stop speeding on city filters away and leaves the old man streets were advocated by Richard and the old woman and the heldless E. Kropf, supreme regent of the widow and children without funds. Royal Arcanum, in a safety address Life insurance is practical social sm. The pooling of the extra funds of

the provident for mass use in such a way that the entire body of society benefits from the accumulations of wealth, and each policy holder at-tains the ends for which he works. NEW WORLD COURT

ENDS DOG FIGHT

Evanston, Ill., June 28 .- A mixed ourt tried the first case of violation Glass Heart Made to Beat. of the Evanston dog-muzzling ordi

Dresden, Germany, June 22 .- A nance. heart of glass which beats by the aid An English buildog, owned by of a little electric motor and sends a Swede, attacked a Chinese chow fund of available credit, which would red fluid coursing through glass ar- owned by a German. A police officer Fire, theft and liability insurance be useful to the farmer and business teries has been placed on exhibition (originally from Luxemberg) made is necessary upon automobiles to pro man borrower in our midst. These in the Dresden hygienic museum. The the arrest, and an Irish attorney tect the owner or driver against loss 21 companies contribute and carry apparatus is approximately the size prosecuted the case before an Aus-

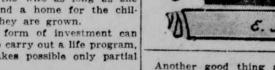
the buildog was not muzzled.

President Omaha Life Insurance Co. RIVER BUSINESS

Widow, Children

Life Program, Despite Misfortune.

This is the strongest appeal that ever played.



A life insurance policy is stable. If gressman is that he is always willing las News.



portant discoveries in the fortification plants against late frost. Announcement to this effect follow. ed examination of tomato plants in several experimental plots at the university after the severe frost of May 22, which wiped out the tomato crops of many Ohio gardeners. Acid phosphate, it was found, when mixed with the soil, aids the plant materially in withstanding the frost. Simultaneously, it was learned the more manure the soil contains the heavier the frost's toll.

The Keen Insurance Agent Selects Our Policy as Your Best Protection

T EN YEARS ago a group of farsighted Nebraska men founded (* 502P) the National Security Fire Insurance Company. The opportunity was here. These men, through good underwriting and careful management, firmly established what is now known as Nebraska's oldest and strongest Fire Insurance Company. The sound growth of this company and its expansion over the United States placed it high among the foremost Fire Insurance Companies in the country. Today this company has \$500,-000.00 cash capital. Quick assets total \$1,056,329.43 in diversified investments.

Kinds of **Policies:**

Fire, Lightning, Tornado and Windstorm On All Classes of

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PICKS UP AGAIN

Cairo, Ill., June 28 .- The old Missis-

seed in his bin or warehouse. He carries insurance upon the tools, machinery and livestock to assure him of the means of producing the crop. Once the crop is started, as in the case of cotton, corn, wheat, oats and other crops, hall insurance, which is form of protection extended by fire insurance companies, is relied upon to protest the producer from losses from hail strms until harvested.

When the wheat is harvested, the fire insurance protects the grain in the shock, stack and bin. Also in the grain elevator, the mill, the bake shop and in the grocery store after it reaches the form of bread. It even covers the bread in the kitchen cabinet in the home. After cotton is harvested, it is insured during the sinning process. The bales in the warshouse are insured against fire. They are insured in transit, whether by rall or boat to the mills. The eotton in also insured while being milled into cloth; later in the garmant factory or wholesale house. Then in the retail store, and finally the cotton is insured in the form of clothing or wearing apparel under he household goods policy, which the consumer carries as protection upon the contents of his home. Fire and lightning insurance protects the cattle and sheep raiser against the ose of his animals, until they are marketed as meat, leather and wool. The meat and hides are insured in the packing house. The meat in the meat market, and the hides again in the leather factory, shoe factory, re-tail stores and in the home.

Building Projects Protected.

As soon as the products of mining and forestry have reached the manufacturing industries, which convert them into useful products of any kind, they too are protected by insurance all the way down the line until they enter the construction of buildings and homes as building material or furniture and fixtures. They are protected by fire insurance through all the processes, and the builder and home owner carries his fire and tornado insurance to coninuously protect his investment therein.

During all of the foreging described processes of manufacturing and marketing, a great deal of credit must naturally be extended to carry on the businesses represented, so that it may be said that fire insurance, in its various forms, is one of the most esential supports of all credit, directly or indirectly. When you buy a home you insure it against loss by fire and wind to protect you from individual loss of the savings credit, which you have in it, as well as your banker, who may be assisting you in its purchase.

Other forms of insurance also eontribute to the support of gredit, such as use and occupancy insurance. This saves the merchant or manufacturer from loss of fixed charges and overhead, which must be maintained after a fire or storm, and during the process of replacement of buildings, machinery and stock.

Leasehold and rental insurance protects the occupant or owner of the building against fixed rental costs

OMAHA LIFE INSURANCE CO.

Owned by Nebraska People

Assets First Farm Mortgages On Nebraska Farms - - - -

H. E. Worrell Sec. and Treas.

E. M. Searle, Jr. President

People in 42 states in the Union now hold policies in the National Security Fire Insurance Company of Omaha for \$140,-000,000.00 insurance. The premiums from those states (which are remote from Omaha territory), are brought into the headquarters in Omaha through five department Branch Offices established in the cities of Chicago, Philadelphia, Hartford, Atlanta and San Francisco, for their respective territories.

You know the Board of Directors and Officers personally. They are men high up in their occupations assuring sound judgment and reliability. This Board and the Company's affiliations place unlimit-ed financial strength behind its Policies. The company is established in your midst providing unexcelled service on leave providing unexcelled service on losses.

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Fire, Theft, Collision and **Property Damage** On Automobiles, Trucks and Tractors.

Sprinkler Leakage, Explosion, Riot and Civil Commotion. Use and Occupancy. Profits.

Hail on Growing Crops.

Inland Marine, Including Parcel Post Insurance,

Also Tourist Baggage Floaters, Salesmen's Samples Theatrical Equipment, Trip Transit. Ocean Marine. Rain Insurance.

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Vice Pres., Secy., National Security Fire Ins. Co.

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