News from the Insurance Field

1914

WANTED---

General agents in this territory for the new year. We are prepared to make extra liberal contracts. Business growing rapidly-policies unexcelledare easy to sell. Men able to get results can make big money. Write or call on

THE BANKERS RESERVE LIFE COMPANY

OMAHA, NEBRASKA.

MILLIONS OF ACCUMULATED ASSETS. R. C. Wagner, Sec'y. W. G. Preston, Treas. Bascom H. Robison, Pres. R. L. Robison, Vice-Pres.

Guarantee Fund Life Association

OMAHA, NEBRASKA. Organized January 2, 1902, Assets, Oct. 1, 1913......\$1,212,304.70 Reserve Fund, Oct. 1, 1913...... 985,293.54 First Mortgage Farm Loans, Oct. 1..... 583,337.50

Entire Assets Are Pledged to Secure Policyholders, Policies provide death, disability and old age benefits, and are incontestable after two years from their date. Unselfish men desire life insurance for protection-for the family. Fhat is the only kind of a policy we issue. Men only, 21 to 50 years, are eligible.

Since most men desire life insurance mainly for protection, why not buy a policy that will best serve your needs? Rate per \$1,000 insurance, age 35 years, \$13.30. Guaranteed by entire assets,

Other ages in same proportion. Home Office Brandeis Bldg. 1-1 Phone Douglas 7021.

"See Vesy Before You Slip" ACCIDENT INSURANCE TYLER 861

There Is a Standard In Everything

The General Insurance Agency with the largest patronage, must necessarily approach the standard of service companies, and general reliability "perhaps this explains our position at the top."

Foster-Barker Company Phone Doug. 29

Characteristic Western Service

No better service in the WORLD on SURETY BONDS and you can get at our HOME OFFICE here in OMAHA.

Lion Bonding & Surety Co.

9th Floor W. O. W. Bldg.

Phone Douglas 678.

We don"t want much, just the "Lion's Share."

INSURANCE AGENTS

It is to your interest to have a contract with the MISSOURI STATE LIFE INSURANCE COMPANY

EIGHTY MILLIONS IN FORCE

Matchless Policy Contracts.

Liberal Commissions.

Write J. E. AUSTIN, General Agent,

894 Brandeis Building.

OMAHA.

-- INSURANCE --FIRE, TORNADO, AUTOMOBILE, PLATE GLASS, BOILER, BURGLARY, HEALTH and ACCIDENT,

ALFRED C. KENNEDY 209 First National Bank Building.

Review of Guaranty System in Operation in Four States.

Nebraska, Kansas and Texas Make Good Showing, While Oklahoma Meets Some Mis-

fortune.

though numerous state legislatures have the system into operation.

The Oklahoma experience was unfor- guaranteed.

to crooked acts of officials, some to incompetence, some to hard times. The re- he believes the guaranty fund is too suit has been that solvent and honest Oklahoma bankers have been taxed \$2,-000,000 to pay losses caused chiefly by dishonest and incompetent bankers.

The first effect of the adoption of the the organization of state banks and the number increased from 470 in February. period the number of national banks depresident of the Fidelity Trust com, any creased from \$38,250,000 to \$47,500,000 in that 1913, the number of state banks decreased. The Texas deposit guaranty law has from 6% to 5% and their deposits dropped been in operation since January 1, 1910. from \$55,009,000 to \$40,000.000. At the same There have been six bank failures since time the number of national banks in that date, which have cost the guaranty rose from \$47,500,600 to \$68,000,000.

considered the subject without putting prosper and gain depositors in competi- now contains over \$750,000. Depositors

On May I, 1913, the Oklahoma State sets is turned into the fund. There are hastily adopted and put into operation at Banking board had warrants outstanding more state than national banks in Texas. a time when there was a good deal of for \$419,000 (the sum is larger now), with but deposits in state-banks (last April) reckless banking in the state, and there only \$35,000 in cash on hand. It had a were \$86,500,600 compared with \$209,600,000 was no adequate state supervision of miscellaneous batch of assets of failed in national banks.

Only One Kansas Bank Failure. The experience of Kansas has been solvent to begin with, and the organiza- much more cheouraging than that of guaranty alone, but guaranty plus intion of new banks was permitted without Oklahoms. In the three years during effective examinations, insufficient scrudue consideration by state authorities which the system has been in operation tiny of previous records of banks and concerning the character of the men who there has been only one bank fallure and In Okiahoma all sinte banks are re- growth could be made, and in the effort to pre- system. In Kansas it is optional with portunities to some reckiess and crimwent disaster an inexperienced banking the banks. In Kansas there are 72 inal bankers in Oklahoma, but it has board did many things which discredited guaranteed banks with \$71,000,000 in der not turned honest bankers into regues son." For sale by all dealers-Advertiseposits and 46 unguaranteed with \$42,756, there or in other states. Deposit guar- ment

ACCIDENTS OF THE WEEK BUSINESS MAN CARRIES HEAVY WESTERN INSURANCE

CHILDREN DIE BY SCORES IN PANIC: FALSE FIRE CRY

Auto Driver Fatally

HEAVY CAKE OF ICE FALLS

FOURTEEN KILLED BY

ON DRIVER JEFF BUELL

EXPLOSION OF FIREWORKS

Man Dangerously Hurt.

Thrusts Arm Through Glass-Mrs.

RUN OVER BY TWO AUTOS

Mr. and Mrs. R. B. Lee of New York Knocked Down by Limousine.

TAXICAB FINISHES THE JOB Mrs. Lee Dies on Operating Table and Husband is Seriously Hurt

-Taxi Driver Arrested,

Other Driver Escapes.

Injures Girl; Sees No Omaha Electrician is Reason for Stopping Killed in Train Wreck

Boy Accidentally Three Killed When Shoots His Sister Express Hits Wagon

been able to solve,'

MAN IS SUFFOCATED BY PAINT FLOWING OVER FACE

Alaska Steamer Abandoned. SEATTLE, Wash., Dec. 21.-The Alaska

Catches Foot in Elevator-II. Norris ISIN Cass street, seriously crushed his

Floyd Banta, 1717 Leavenworth street Mrs. Fahs Injured-Mrs. Charles Fahs. Mrs. Foley Dislocates Shoulder-Mrs. 'oley, 2515 South Tleventh street, suf

basic principle governing the accumula

Insurance Notes.

Fire insurance policies on Louisiana sugar nills are being canceled, owing to the effect of the new tariff on the industry. A number of the planters will not put out a crop of cane next year, and it is feared that a serious moral hazard

The Burglary Insurance Underwriters' association has revised its residence burglary rates in the various sections of the country. Chicago rates are left at practically the same basis, while rates in New York City have been materially increased, bringing them up to the Chicago basis. A system of differential rates for various sections of the country was enacted which will bring about a material reduction in localities in which the losses have been moderate. A reduction averaging about 20 per cent from the present schedule, effective March 1, was approved for all citles of 100,000 inhabitants or less throughout the country examples.

LAPSES AND THEIR EFFECT

Impaired Lives as Likely to Lapse as Sound Ones.

Healthy Man is Energetic and is

Determined to Pay His Preminms, While Sickly Lose Courage.

"Life insurance companies are gradually coming to the conclusion that under like to be impaired lives as sound ones,' says N. Z. Snell, president of the Mid- 194,000 at the end of 1911 to \$1,545,759,000 at west Life Insurance company. "Some the end of 1912. How to raise the rates think that lapses are more likely to occur and keep the order going is one of the from the former class. In fact, the ex- problems that few fraternal societies have perience of two companies which have kept a record of the mortality among their lapsed policyholders bear out this view. The active, thrifty, energetic man is hopeful and courageous. He is determined. As he has the will, he usually will and without the consent of the comfinds the way to pay his insurance premiums. Such a man is not easily discouraged and his system is in a better condition to ward off disease or to recover from it when attacked. The shiftless pay their premiums as they fall due. If they have the money at the time, all lack of energy and fighting qualities they fall a prey much more easily to bodily ills. The same causes which make them succumb when the question of paying

in their fight against disease Good Risks Lapse, "While it is true that under normal conditions there is no adverse selection against a company by reason of lapses. yet when there is any disturbance which causes the policyholders to distrust the management, or in the case of fraternal companies when the rates are raised, then the rule no longer holds good; and, undoubtedly, the great majority of those who then lapse are sound lives. They who then lapse are sound lives. They can obtain insurance elsewhere if they choose to, but those whose lives are impaired cannot; and they are compelled to remain in the company or go uninsured.

"An old line company, by reason of the can obtain insurance elsewhere if they choose to, but those whose lives are impaired cannot; and they are compelled to remain in the company or go unin-

premiums is involved make them lose out

from assessments on stockholders. Mr. Cooke thinks the main provisions

Sound Banking in Nebraska. tional bank failure in fifteen years. That

statistics show that the national banks,

doubled and those in national banks money obtained from liquidation of as-

Summarizing the results of his investigations, Mr. Cooke says: "It is now evident that the cause of

"The guaranty system has given opaggregating \$7,000,000 have failed in Okla- amounts to \$111,000 in cash and \$856,000 Stockholders must lose their whole in-

cured from the assets of the bank and tempted into unwise liberality, but not to a dangerous extent if we can judge by the present experience in Kansas, Nebraska and Texas.

anty of deposits is to be a success the fund accumulated must be greater than is provided for now in any of the four states that have it; that the guaranty of deposits should be optional with the banks; that depositors in failed banks should not be paid out of the guaranty fund until all obtainable cash is secured from the liquidation of the bank's assets

good and evil of life. Workingmen's compensation is analogous. The tendency underlying this legislation and the guaranty legislation seems to the writer here and there will from time to time supplement its service of bank regulation and supervision by enabling, if not prises about 65 per cent of the best requiring, the banks to effect insurance in a state administered fund for the benefit of depositors."-Kansas City Star.

KNIGHTS OF TABOR GIVE CHILDREN XMAS PROGRAM

Members of the Knights of Tabor, a colored organization, held a Christmas program for children of the members Saturday afternoon at 1513 North Twentieth street. A large Yuletide tree was provided and candy and toys and clothing distributed among forty-five youngsters. The celebration was under the directions of Mrs. W. L. Sellers, Mrs. Gladys Dent and E. M. Harrold.

Excellent for Stomach Trouble. "Chamberlain's Tablets are just fine for stomach trouble," writes Mrs. G. C. unfavorable economic conditions follow- Dunn, Arnold. Pa. "I was bothered with ing a period of settlement and rapid this copiaint for some time and frequently had billous attacks. Chamberlain's Tablets afforded me great relief from the first, and since taking one bottle of them I feel like a different per-



THOMAS KILPATRICK.

TWENTY BILLIONS IN FORCE

This Vast Amount Being Carried in United States and Canada.

500,000,000 PAID OUT YEARLY American Life Insurance Companies

Pay This Amount to Families of Insured Whose Foresight Provided Protection.

"Twenty billion dollars is a sum no tion of the reserve, can easily withstand easily comprehended. It is twenty times the shock or strain put upon it, but the a thousand million. It represents a pil ordinary fraternal society cannot. When of dollars so vast in dimensions as to be their rates are raised or confidence in beyond the dreams of avarice; men canthe company is impaired, it is largely the not readily grasp the magnitude of such sound lives which drop out, leaving a a huge mass of money. It represents the greater per cent of impaired ones. To amount of life insurance in force in the ITY TAKES COURAGE TO CONTINUE meet this increasing death rate, the dues United States and Canada, as shown by or assessments must be raised and the the official reports," said Bascom H. Robsame eliminating process of sound lives ison, president of the Bankers Reserve continues to go on. For this reason it is Life company, Omaha. "It is equal to a matter of considerable consequence to the national debts of seven of the greatthe Modern Woodmen of America, for est nations of the world. American life instance, that by reason of the agitation insurance companies pay out each year for an increase in rates, the certificates about half a billion dollars to the families of membership in this order dropped from of the insured. This aimost equals one-1,183,733 at the end of 1911 to 962,966 at the half of the national debt of the United normal conditions those who lapse are as end of 1912, and the aggregate amount of States. It is the measure of the aggreinsurance in force dropped from \$1,863.- gate obligation assumed by life insurance companies for the protection of American homes. Vast as it is, the sum is increasing every year, because popular sentiment in favor of life insurance is growing constantly. Among intelligent men it is no onger necessary to argue the beneficence of life insurance, for the fact is unlversally conceded.

Bank Insures Its Harry B. Eldon, superintendent of agents for the Missouri State Life Insur-ance company, was in Omaha last week visiting J. E. Austin, state agent of the Employes as Gift

and the indolent, from the very fact of their being so, lack the foresight, prudence and 'get-there' qualities to always pay their premiums as they fail due. If pany claims to have saved \$27,000 in paying the premiums and placed a taken out life insurance for them on the group plan, paying the premiums and placed in the pany claims to have saved \$27,000 in paying the premiums and placed in the pany claims to have saved \$27,000 in paying the premiums and placed in the part the nually. The officials of the bank thought they have the money at the time, all right—but if they do not, they let things drift, hoping for something to occur by which they may easily earn enough to discharge the premium. Because of their lack of energy and fighting qualifier in the state.

The Michigan law imposing a special tax on reinsurance business has been declared illegal by the court at Lansing. The court holds that the tax law applies only to foreign corporations doing a direct business in the state. ployes immensely.

GREAT WESTERN ADDS NEW MEN TO AGENCY FORCE

Ten new salesmen have been added to the agency force of the Great Westers Accident association, and Manager Wilhelm states that he expects to appoint about twenty more in the near future Mr. Wilhelm's father and brother have moved here from Zanesville, O., and will become members of the Great Westre force.

Since moving into its new quarters is he Baird building, the company has increased the number of employes in ever department in anticipation of a big year's business in 1914.

Persistent Advertising is the Road to Big Returns.

PRIZE FOR BEST DESIGN

the Association is to Be Allowed to Enter Into the Competition.

"America's first low cost of living that has been approved by the Omaha ow cost of living show to be held in the F. H. Hansen of the association. The membership in the association now com-

gracers of the city. The plan is to let each member of the agree to the plan. This would bring rev. miss passed out of the door to go home, is the public deprived of knowing all would also be a means of selling a lot of times with another bundle besides, the the tickets which is desirable to the di- little grimy hands were plunged into the est way to deal with the public," says rectors of the show. Discounts on the grab bag and shricks of astonishment Mr. King, "is to play the game out in tickets are to be made to housewives if and pleasure were uttered as the surprise the open.' If there are true and interestthey take advantage of the opportunity packages were opened. to buy their tickets in advance.

lowed to sell these tickets on commission, according to Secretary Hansen's the year they conduct classes in sewing newspapers, plan. By this means he hopes to en- at St. Philomena's achool, Fifteenth and order to be allowed to handle the tickets. fittingly illustrate the purpose of the low cost show. Only Nebraska and Iowa art-

A NEW YEAR'S RESOLUTION

If your neighbor would pay you the premium charged by the Great Western, could you afford to give him the protec-tion which its policies provide? If not, can you afford to carry your own insurance? Of course not. Then this should be your New Year's Resolution;

Resolved, That in the future I will carry my health and accident insurance with the GREAT WESTERN.

ARE YOU INSURED?

O. Wilhelm, Manager

NEW BAIRD BUILDING, 17TH and DOUGLAS STS.

Phone Douglas 3316 SALESMEN WANTED

Who Knows What the New Year Will Bring to You or Me? Protect your family with a policy in THE NATIONAL LIFE J. V. STARRETT, State Agent, BLOCK 1914

A New Year's Resolution,

Tom S. Kelly

1914

1914

DENT

A Monthly Income Policy,

For the Wife and Kiddies. "The Insurance Man."

Accident Insurance Wheeler & Welpton Co.

ITY PLATE GLASS AND BUR-

GLARY

We are issuing the most liberal policies consistent with good service to our patrons and honest adjustment of their

NATIONAL FIDELITY AND CASUALTY

COMPANY OMARA. National Fidelity and Casualty Building



Company's Property,



Life Limited Payments, En-dowments, Joint or Partration and Monthly Income or Pen-The Prudential Ins. Co. of America, Inc. as a Stock Co., by New Jersey. M. BRUCE CAMPBETER, Mgr. for Nebræska and South Dakota, 518-22 City Wat'l Bank Bldg., Omaha

LITTLE GIRLS TAKE GIFTS

Christ Child Society Gives Pleasure

to Three Hundred. MEMBERS OF SEWING CLASSES

Prominent Catholic Women Who Compose Charitable Organization

Agree to Make at Least One Child Happy. A pandemonium of happiness reigned

inrestrained for several hours yesterday afternoon in the pariors of the church of St. Mary Magdalene, Nineteenth and Dodge streets, when the Christ Child society, an organization of prominent Catholic women, gave its annual Christmas tree celebration, with gifts of clothing, toys and candy, to over 300 little girls of foreign parentage, most of whom belong to the society's classes.

As the large Christmas tree was lighted and Santa Claus appeared, the eyes of the little ones almost popped out with surprise and joy, which were increased when large paper bags were distributed and then filled with the many gifts pre-

pared by the women in charge. Warm coats and nice new shoes, pretty blocks and toys, and almost a surfeit of candy, popeorn balls and big julcy oranges were distributed. The excitement was great and more than one stately outstretched hands at the trays of good pany, Akron, O.

things were passed, Grab Bag Final Delisar After all the gifts had been hande wout nue to the grocer selling the tickets and laden with her bag of gifts and some-

The organization is a branch of the National Christ Child society, which was aid of these various high-class mediums founded many years ago by Miss Mary Although several requests have already Merrick of Washington, D. C., who has ome in for floor space for the show, the devoted her life to the work. Miss Stella is to neglect a cold or cough, Dr. King's

"State Mutual Life" OF WORCESTER, MASS.

ONE OF THE OLDEST-69 YEARS -and Best Companies on Earth.

W. H. INDOE General Agent OMAHA.

IT IS ALWAYS SO.

When your neighbor dies, one of the questions that is sure to be asked is: "How much insurance did he carry?" The question is not: "Did he carry any insurance?" It is assumed that every careful, prudent man has some old line

life insurance. Some day the same question will be asked about you. We ask you the question now. How much do you carry at this time?—not what you intend to carry some time. "Going to" has left many an estate in a bad plight. "Going to" in

not an asset which can be realized on by your family after your death. Insure THE MIDWEST LIFE

N. Z. SNELL, PRESIDENT A NEBRASKA STOCK COMPANY SELLING NON-PARTICIPATING LIFE INSURANCE ONLY FIRST NATIONAL BANK BUILDING, LINCOLN.

OMANA AGENCY GEORGE CROCKER, P. A. PIHMEY, General Agents.

Your Insurance Business

Can be advertised as profitably as any branch of merchandising. TRY IT on

The Bee's Insurance Page

Advertising is the Only Logical Way to Boost Business

"It was not so many years ago that advertising was considered unethical from a business standpoint." says L. L. King. society matron was literally mobbed by manager of the advertising department the kiddles, who gathe and around with of the Goodyear Tire and Rubber com-

"Many of the finest old houses held aloof, saying that they did not have to advertise. Even today there are some business and professional men so bound association take a given number of the and the children had enjoyed the brilliant by custom and tradition that they have tickets for the low cost show and sell tree to their hearts' content, the final not yet availed themselves of the advanthem. A commission would be paid to excitement was introduced, in the form tages of advertising. By so much as the grocer, if the directors of the show of an immenae grab bag. As each little these customs hold out, by just so much

about these professions and businesses "The most successful and the only hon ing reasons why the public should buy The Christ Child society is composed of something from a certain manufacturer No grocer who is not a member of the about 250 Catholic women, the idea of then this manufacturer should be glad Retail Grocers' association is to be all each being to make at least one child of the chance to say so over and over

courage all to join the association in Leavenworth streets, where hundreds of present manufacturers gained a world-"Many instances can be cited where little Italian. Syrian and other girls of wide reputation, and their product be-A prize of \$35 in gold is to be offered foreign parentage learn to become good came known throughout the entire unifor the best sketch or design that will American housewives when they grow up. verse, simply through their aggressiveness in pushing their goods through the

A Cruel Mistake

ommittee will let none for a few days Hamilton, who is now in Europe, started New Discovery cures them and may preuntil all the plans are complete. There is the local society about eight years ago vent consumption. See and \$1.00. For ea.e

WORKS WELL IN THREE STATES

"Four Years More of Deposit Guaranty" is the subject of a comprehensive banks increased from \$15,600,000 to \$55,000,article in the Harvard Quarterly Journal 600, but despite the diminished number of Kansas City. Mr. Cooke probably has guaranty of deposits in all its phases prepared a careful study of the subject son after Oklahoma adopted its guaranty law and he now supplements that article with a review of the experience of Oklahoma, Kansas. Nebraska and creased from 229 to 225 and their deposits fund \$83,000. Deposits in state banks have Texas with the system. These four states are the only ones that have adopted it.

tunate in several respects. The law was banks. Many banks were permitted to banks on hand, mostly uncollectable. come into the system without a thorough examination to see whether they were went into the business. The result was it cost the guaranty fund about \$47,000. that the guaranty fund was drawn on heavily before an adequate accumulation onired to operate under the guaran's

Twenty-seven banks with deposits one in deposits. The guaranty fund anty is not stockholders'

SAFETY OF BANK DEPOSITS home since the guaranty law was adopted. Some of these failures were due homa since the guaranty law was

Rise and Fall of Bank Deposits. system in Oklahoma was to stimulate braska bankers, the honesty of Ne-1908, to 655 in January, 1911. In the same state adopted the guaranty system in creased from 312 to 219. Deposits in state collected until July 1, 1911. The guaranty of Economics by Thornton Cooke, a vice of national banks their total deposits inperiod After three years of trial the while not growing as fast as the state given more thorough consideration to the burden on state banks became so great banks, have suffered no drain from dethat many were nationalized, and in the positors transferring to guaranteed state than any other man in the country. He period from January, 1911, to August, banks.

> These comparisons clearly show that have increased 25 per cent since the sysindependent banks without guaranty can tem was adopted. The guaranty fund tion with those that have their deposits in falled banks are paid at once and the

of the Kansas law are admirable, though small for safety. In Nebraska there has been no state bank failure in eight years and no na-

is a fine tribute to the character of Nebrasks people and to the efficiency of the Nebraska supervision of banks. The 1909, though the first assessment was not fund contains \$811,000. Depositors in state banks numbering 710 with deposits of

Mr. Cooke believes that if the guar

Whether the plan will gradually be adopted in other states depends on the force of the present social tendency to distribute more widely by legislation the

in bonds. Depositors in failed banks are vestment before the guaranty fund suf-

Retail Grocers to Boost Membership by Selling Tickets.

No Grocer Who is Not a Member of

show" is to be the slogan on a shield Retail Grocers' association for the comirs Auditorium in April. A plan for increasing the membership of the Omaha Retail Grocers' association through the low cost exceedingly strong. If this is so, a state | show has been formulated by Secretary

ists may compete in this sketching.

Key to the Situation-Bee Advertising to be a regular meeting Friday night. and Mrs. Phil McShane is its president. by your druggist.-Advert's meat