

New Home Office Building of THE BANKERS RESERVE LIFE CO.

CONTRACTORS AND FURNISHERS

They Selected the Best

General Offices of the Bankers Reserve Life Company



Were Furnished With

Doten-Duton Co.'s Desks, Chairs and Tables, Art Metal Construction Co.'s Steel Filing Cases, Safes and Vault Equipment by Us

Complete illustrated catalog of Office Supplies and Office Furniture mailed on request.

Omaha Printing Co.

Phone AT lantic 7793

Thirteenth Street at Farnam

Electric Wiring and Equipment

BANKERS RESERVE LIFE BLDG

Edwin C. Bennett Electric Co.

A separate wiring system was installed for Light, 3 Phase Power, Direct Current Power, City Phones, Inter-Communicating Phones, for the Bankers' use, and Special X-Ray Feeders and a Direct Current Power Plant to furnish Direct Current for a number of doctors.

A special Signal System for janitor call was installed in the building to be controlled by the building manager in the City National Bank building. The building manager can reach the elevator operator by telephone located in the elevator cab. The elevator operator, by means of a Switch, can light a Blue Signal Light on every floor of the building to notify the janitors that they are wanted.

All of these systems, as well as all Lighting Fixtures, were installed by the BENNETT ELECTRIC COMPANY.

The Following Buildings Were Also Wired by Us: NEBRASKA TELEPHONE BLDG. SKINNER PACKING PLANT AND 12-STORY WAREHOUSE, 12TH AND DOUGLAS KILPATRICK CO. NEW STORE BLDG. OMAHA BLDG. & LOAN CO. 8-STORY ANNEX BAKER ICE MACHINE CO. PLANT FIRST CONGREGATIONAL CHURCH NEB. BUICK AUTO BLDG.

And Many Other Smaller Buildings

Our Slogan—"IT PAYS TO PLEASE"

Office: 323 Bankers Reserve Life Building



—Owner— E. C. BENNETT

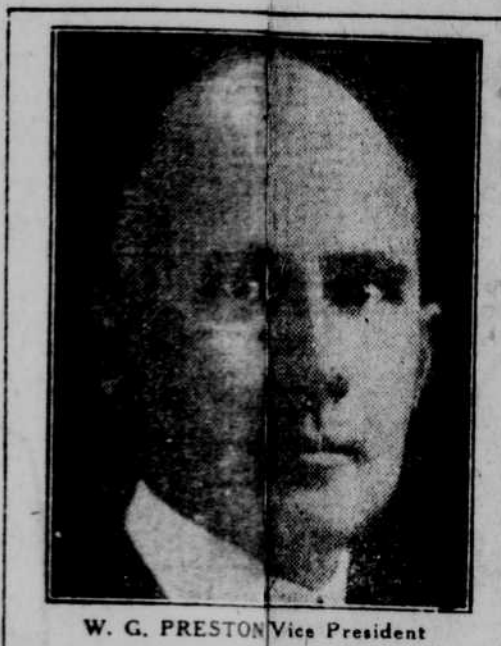
25 Years of Successful Operation

The Executive Officers of The Bankers Reserve Life Company express their faith in Omaha by means of a Great Home Office Building

A STRONG FINANCIAL INSTITUTION TRANSACTING BUSINESS IN 38 STATES



R. L. ROBISON, President



W. G. PRESTON, Vice President



R. C. WAGNER, Secy.-Treas.

The Bankers Reserve Life Company

HOME OFFICE, OMAHA, NEBRASKA

| ASSETS | | LIABILITIES | |
|-------------------------------------|-----------------|--|-----------------|
| Bonds, Mortgages and Real Estate | \$10,393,470.15 | Reserve, Capital and Surplus | \$13,395,585.38 |
| Policy Loans, Notes and Other Items | 3,069,572.05 | Unearned Interest, Accrued Dividends and Other Items | 519,159.12 |
| Cash in Bank | 511,960.80 | Death Claims Reported | 65,258.50 |
| | \$13,975,000.00 | | \$13,975,000.00 |

Business in Force - \$86,000,000.00

One of the Most Popular Legal Reserve Life Companies in the United States



At 19th and Douglas Streets, Omaha

Policies of the Company Afford Protection to Family and Estate at Moderate Cost

Residents of the Old Home Town Are Patronizing the Company as Never Before

THE BANKERS RESERVE LIFE COMPANY

R. L. ROBISON, President W. G. PRESTON, Vice President R. C. WAGNER, Secy.-Treas.

WE CAN PLACE A FEW EXPERIENCED SALESMEN

Ask for the January Issue of the Quarterly Magazine Published by the Company. Sample Copies Free

OMAHA - NEBRASKA

Please Clip and Mail

THE BANKERS RESERVE LIFE CO., Omaha, Nebraska

Gentlemen: What would a policy cost, at my age?

Name

Address

My Age

Office Lettering

BEN W. BRAASCH

Office Door and Window Lettering

305 1/2 Patterson Block

AT lantic 9316

Decorated by F. S. RUNYAN

Painting and Decorating Contractor

362 Brandeis Theater Bldg.

JA cksn 3663

Roofing for This Building Furnished by the National Roofing Company Inc.

Established 1878

Roofing and Waterproofing Contractors Jobbers of Roofing Materials Council Bluffs, Ia. Paxton Block, Omaha Sioux City—Sioux Falls

EQUITABLE TRUST COMPANY OMAHA, U.S.A.

TRUST—Acts as Agent for Investments, safe keeping of Securities, Administrator, Executor, Guardian, Receiver or Assignee and Trustee for Bond Issues. Wills cared for without charge.

INVESTMENTS—Safety is the one indispensable factor in an investment. Our first mortgage LOAN BONDS are safe and net investors 6%. If you have funds for investment, call and let us show you our securities and explain our special Trust Fund Certificates for \$100 to \$500 Savings.

STABILITY—Funds loaned only on high-grade real estate mortgages and bonds.

SAFE DEPOSIT VAULT—New and modern equipment. Box rents reasonable.

REAL ESTATE DEPARTMENT—Will assist you in selling or buying real estate. Finance the building or purchase of a Home. Management of rental property. Insurance of all kinds written.

We Extend a Cordial Invitation to the Public to Visit Our New Location GROUND FLOOR, BANKERS RESERVE LIFE BUILDING

Announcing...

the new location of THE ONLY AUTHORIZED HOOVER SERVICE STATION in NEBRASKA

Carrying a complete line of all parts for all models of HOOVER SUCTION SWEEPERS.

All work done by competent factory trained men.

HOOVER COMPANY

Phone JA 1791

225-226 Bankers Reserve Life Bldg.

The Bankers Reserve Life Building Is a High-Grade Business and Professional Organization

The Bankers Reserve Life Building is populated by a group of conscientious, skillful men and women who take pride in rendering superior service.

There is much pleasure and a decided advantage in having neighbors of the quality that will be found in the Bankers Reserve Life Building.

BUILDING DIRECTORY.

| A | | B | | C | | D | | E | | F | | G | | H | | I | | J | | K | | L | | M | | N | | O | | P | | Q | | R | | S | | T | | U | | V | | W | | X | | Y | | Z | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-----|-----------------------|-----|-------------------------------|-----|--------------------------|-----|---------------|-----|------------------|----------|------------------------|-----|--------------------|-----------|---------------------|-----|--------------------|-----------|-------------------|-----|----------------|-----|-------------------|-----|----------------------|-----|------------------|-----|---------------------|-----|--------------------|-----|------------------------|-----|-------------------|-----|---------------------|-----|----------------------|-----|-----------------|-------------------|-----------------|-------------------|----------------------|-----|-------------------|-----|---------------|-----|---------------|-----|-----------------|-----|--------------------|-----|----------------|-----------|-------------------|-----|---------------------|-----|----------------------|-----|---------------------|-----|-------------------------|-----|--------------------|-----|---------------------|-----|
| Adams, James H. | 706 | Grove-Hibbard Company | 221 | Old Dutch Carben & Ribben Co. | 706 | Overgaard, Dr. Andrew P. | 638 | Palmer, E. H. | 712 | Parke, Dr. J. S. | 19th St. | Powell, Dr. E. Willard | 833 | Preston, Walter C. | 9th Floor | Real Credit Company | 538 | Robison, Robert L. | 9th Floor | Rieder, Dr. Clyde | 829 | Sage, Dr. Earl | 819 | Schellberg, G. D. | 712 | Schramm, W. V. & Co. | 238 | Sibbersen, J. A. | 215 | Sibbersen, Clarence | 215 | Sibbersen, Dressel | 215 | Spur (C. T.) & Company | 223 | Summers, Dr. John | 428 | Thompson, Dr. C. Q. | 820 | Thompson, Dr. Warren | 628 | Thurston, A. H. | 200-2 S. 19th St. | Thurston, C. A. | 200-2 S. 19th St. | Tamlinson, Dr. C. C. | 820 | Taylor, Robert E. | 728 | Lozier, E. P. | 723 | Lozier, C. C. | 723 | Lusk, Dr. Ralph | 620 | Lynn-Ruby Sand Co. | 712 | Wagner, Ray C. | 9th Floor | Waters, Dr. C. H. | 823 | Weinberg, Dr. J. A. | 819 | Western Electric Co. | 819 | Williams, Dr. Grant | 812 | Wintery, Dr. William P. | 812 | White-Phillips Co. | 728 | Whitcomb, Dr. G. D. | 829 |

Standards Are High

Service Is First-Class

George and Company are agents for the Bankers Reserve Life Building. The building is managed by Edwin S. Jewell and Arthur L. Loomis, who also manage

The City National Bank Building, the Standard Oil Building, the Sunderland Building, the new Aquila Court Building

Those who are interested in securing accommodations in the Bankers Reserve Life Building should call up AT lantic 3024. A small amount of choice space is still available.



BANKERS RESERVE LIFE BUILDING Douglas at Nineteenth

Bankers Reserve Life Co. Building Erected by

Selden-Breck Construction Company

GENERAL CONTRACTORS

F. W. Currey, Omaha, Manager

Also Builders of

- Woodmen of the World
- Keeline Building
- Saunders-Kennedy
- Omaha Athletic Club
- Hotel Fontenelle
- Conant Hotel
- Hotel Castle
- Hotel Castle Annex
- Hotel Sanford
- Lee Building
- J. C. McCrory Co. 5c-10c Store
- Lord Lister Hospital
- Mt. Vernon and Monticello Apts.
- Armour & Co. Office Building
- Creighton Gymnasium
- Sinclair Refining Co. Warehouse
- Guarantee Fund Life

Hydraulic-Press Brick Co.

Ground Floor W. O. W. Bldg., 1315 Farnam St.

Largest manufacturers of Face Brick in the world, owning twenty-six Brick Plants. Hytex Brick is the Standard of Quality. We list below a few of Omaha's large buildings faced with Hytex Brick.

- | HOTELS | APARTMENTS | BANKS |
|------------|-------------|--------------------|
| Fontenelle | El Bander | First National |
| Loyall | Morris | Merchants National |
| Nebraska | Flaxman | Federal Reserve |
| Edwards | Hamilton | Omaha National |
| Forsum | Drake Court | |
- OFFICE BUILDINGS
Bankers Reserve Life
Woodmen of the World
Baird Building
Saunders-Kennedy Building
Brandeis Theater
West Building
Seaside Building
- STORES
J. L. Brandeis & Sons
Nebraska Clothing Co.
Orchard-Wilbur Co.
Thompson-Barton Co.
Union Outfitting Co.
Burgess-Nash Co.
Brewing, King & Co.
- Masonic Temple
Grain Exchange
Berkley College
Y. M. C. A.
Stidshaber
- Dresser Brothers
Skinner Macaroni Co.
Omaha Printing Co.
Peterson-Pagan
Emerson-Birmingham

Face Brick---Ralph DeLong



BANKERS RESERVE LIFE BUILDING Douglas at Nineteenth

The Brown-Crummer Company

Municipal Bonds Investment Securities

HERBERT E. FRENCH, Mgr.

211-212 Bankers Reserve Life Building

Own a New Home

119 New Homes For Omaha People in 1923

We Do Our Own Building We Do Our Own Selling

Work Done by the Members of the Grove-Hibbard Co.

Our Prices Prove It to You

GROVE-HIBBARD GOOD HOMES

AT lantic 1882

222 Bankers Reserve Life Building

Trim and Dressy Appearance

WHAT'S what you naturally look for—positive style, good fit, wholesome material that will give you the best service and entire satisfaction in every particular.

This is what you'll get if you have us make Your Spring Suit

Alexander Kary Tailor

206 Bankers Reserve Life Building Phone AT 6198

Cotton & Loring Specialty Brokers and Manufacturers' Agents

Representing Dornell's Potato Products Co. Liberty Ice Cream Cone Co. Emma Curtis Marshmallow Whip Denny Toy Co. Holly Co., Rubber Aprons, etc.

The Omaha Bee congratulates the Bankers Reserve Life Co. on their completion and occupancy of their magnificent new home.