

**A Tribute to W. O. W.--35 Years in Omaha**

# Another Reason Why

## "Omaha Is a Great Place In Which to Live"

The Home of the

# WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION

Established in Omaha a thirty-five years ago, the Woodmen of the World Life Insurance Association has aided in the growth and development of Omaha.

The Woodmen of the World is an integral part of Omaha. It has endeared itself to Omaha through its many accomplishments. Its beautiful building stands as a landmark in the skyline of Omaha.


### Twenty Facts Why Omaha Benefits by This Progressive Association:

- 1 Its own assets amount to ..... \$119,906,674.66
- 2 It has received an income from premiums in 1924 amounting to ..... \$12,278,288.74
- 3 It employs in Omaha more than 350 persons.
- 4 It has paid for its annual payroll in 1924 ..... \$554,243.07
- 5 Its own investments in Omaha amounting to ..... \$2,264,151.31
- 6 During 1924 its bank clearings were ..... \$35,527,968.36
- 7 Balances in Omaha banks subject to check at this date were ..... \$1,823,556.44
- 8 Its loans on Omaha real estate are over ..... \$200,000.00
- 9 It has paid insurance claims in 1924 ..... \$6,738,272.97
- 10 It has paid claims since its organization ..... \$154,293,613.04
- 11 It has paid for taxes in 1924 in Omaha ..... \$31,336.32
- 12 It has paid for postage in 1924 ..... \$77,476.10
- 13 It has paid to Omaha concerns for blanks, printing, supplies and material in 1924 ..... \$558,706.39
- 14 It has received and sent out 12,167,292 pieces of mail during 1924.
- 15 It brings to Omaha a large number of representatives of substantial financial institutions from different parts of the country to attend the meetings of investment committee.
- 16 It brings to Omaha several times a year the members of its Executive Council.
- 17 Hundreds of members of its field forces (numbering 1,500) scattered all over the United States are brought to Omaha to transact business with the executives.
- 18 It brings to Omaha representatives of insurance departments of various states for their periodical examinations for a stay of three months.
- 19 It sends out an enormous amount of literature advertising the city of Omaha.
- 20 It operates a broadcasting radio station which persistently and regularly reaches a range of 5,000 miles.

Omaha appreciates the Woodmen of the World. It gives employment to many of our citizens. Thousands of dollars are brought to Omaha annually, and spent with our merchants, through its efforts.

The Woodmen of the World radio station, WOAW, is one of the greatest advertising mediums of our city. Omaha is proud of the achievements of the Woodmen of the World Life Insurance Association.

## "Omaha Is a Great Place In Which To Live"

Nebraska  Power Co.

### Woodmen Invest Huge Sum in City

Order Keeps \$2,000,000 in Omaha Banks Subject to Check.

"The Woodmen of the World Life Insurance association is an integral part of Omaha," said W. A. Fraser, sovereign commander of the Woodmen of the World, today, in discussing the rapid growth and future development of Omaha.

"For the past 34 years the Woodmen of the World Life Insurance company has been boosting Omaha; has been advertising Omaha; has been growing with Omaha, and has been prospering with Omaha," said Mr. Fraser.

Mr. Fraser pointed out that this association has invested in Omaha \$2,264,151.31. It has made loans on Omaha real estate to the amount of \$200,000.

The Woodmen of the World employs 350 persons. The annual payroll is approximately \$550,000.

Checking Account \$2,000,000. In Omaha banks at the present time this association has, subject to check at any time, close to \$2,000,000. This vast amount of money in circulation at all times increases Omaha bank clearings.

This association has spent in Omaha, outside of the cost of erecting the Woodmen of the World building, \$558,706.39. It has expended in addition to this sum \$77,476.10 for postage.

Every dollar that the Woodmen of the World Life Insurance association handles comes into Omaha. This vast sum is deposited in Omaha banks.

In 1924 bank clearings in Omaha were increased by the sum of \$35,527,968.36 through the Woodmen of the World deposits.

The thousands of pieces of mail that leave the offices of the Woodmen of the World daily assist to advertise Omaha in the entire United States. Mail is sent daily to members of the association in 40 states of the union where its 500,000 members reside.

#### WOAW Tells of City.

Each year its 1,500 field representatives come into Omaha for business conferences. Executives who reside in various parts of the country come to Omaha several times a year to confer with executives here. This brings money into Omaha that would go to some other city if the headquarters were not here.

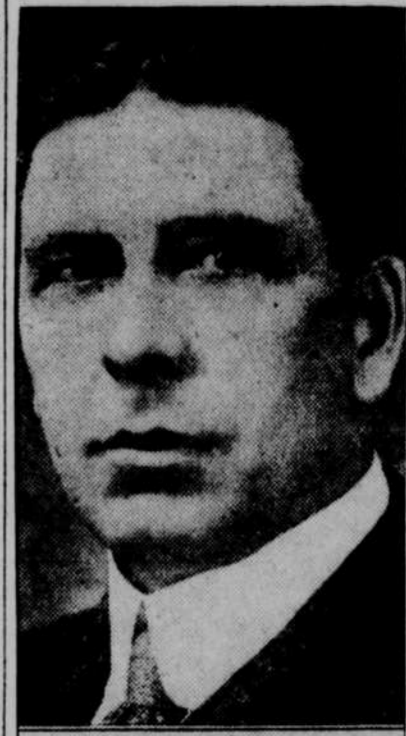
Broadcasting station WOAW, which has a radius of 5,000 miles, is telling the world every day in the year of the many advantages of Omaha. Thousands of listeners over the country know of the many excellent features in Omaha through WOAW. This station is owned and operated by the Woodmen of the World Life Insurance association.

"The Woodmen of the World Life Insurance association is aiding greatly to make Omaha a bigger and better city," said Mr. Fraser. "We are doing everything in our power to let the country know that Omaha is a 'Great Place in Which to Live'."

#### Peace Oratorical Contest to Be Held at Central City

Central City, Feb. 17.—President O. W. Carrell of Nebraska Central college has received word that the Nebraska peace oratorical contest has been secured for Central City. The tentative date is May 8. This contest was held in University Place two years ago and last year at Grand Island. It is open to all colleges in Nebraska and has been a basis for keen competition.

### Fraser Has Been W.O.W. President Since 1913



W. A. Fraser

W. A. Fraser, president, was head consul for the Woodmen of the World, Texas, for many years and under his direction Texas had practically one-third of the entire business of the organization. He was elected to be board of directors in 1902 and became vice president in 1905 and president in 1913.

### W. O. W. BUILDING COST \$2,000,000

The Woodmen of the World building at Fourteenth and Farnam streets was erected by the Woodmen of the World Life Insurance association for its national headquarters' offices.

Over \$2,000,000 was spent in the construction of the main 20-story building, and the six-story annex. The main building covers 142 feet on Farnam street and 132 feet on Fourteenth street.

The Woodmen of the World building is one of the most modern, fire-proof buildings in Omaha. It houses all the offices of the association.

This magnificent structure is a feature of the skyline of Omaha. At night the electric lighted radio towers of station W. O. A. W. stand out like a beacon.

"Woodmen of the World are proud of this fine building," said W. A. Fraser, sovereign commander. "It houses many of Omaha's offices. These offices advertise Omaha to the world daily."

Dr. Joseph H. Smith, 82, Dies Bridgeport, Feb. 17.—Dr. Joseph H. Smith, 82, a resident of Kimball for several years, after having retired from practice for 44 years at Albion, Neb., died at the home of his son in Kimball Friday.

### W. O. W. Now Has 500,000 Members

Representatives Writing \$10,000,000 in New Insurance Every Month.

The Woodmen of the World Life Insurance association has in the United States over 500,000 members, according to a statement issued by W. A. Fraser, sovereign commander. Forty states of the union are represented by this immense membership. Eleven thousand of the members are Nebraskans. Fifteen hundred representatives are constantly in the field.

"Our 1,500 field representatives are writing over \$10,000,000 worth of business per month," said Mr. Fraser. "All of this money, coming directly into Omaha, is aiding materially in raising bank clearings in Omaha."

New York, New Jersey, Pennsylvania, Ohio and Texas are the states having the greatest membership.

In 1924 the Woodmen of the World Life Insurance association paid to its members \$6,738,272.97 in insurance claims. Since the organization's beginning, it has paid to its members insurance to the amount of \$154,293,613.04.

"These 500,000 members are proud owners of this association," said Mr. Fraser. "They know that the association is working every day for their individual benefit. We have manifested this by refunds made to members and by handling every case individually."

### W. O. W. MAINTAINS FREE SANATORIUM

A free tubercular sanatorium is owned and operated by the Woodmen of the World Life Insurance association for its members. This sanatorium is located just outside of the city limits of San Antonio, Tex.

According to W. A. Fraser, sovereign commander of the Woodmen, this sanatorium is located in ideal country, surrounded by beautiful land, plenty of good wholesome fresh air and an abundance of healthful water.

This sanatorium is only one and half years old, but has handled 440 patients. At the present time there are 150 patients in the hospital.

The building is a three-story structure of brick and reinforced concrete being entirely fireproof. Sixty acres of land surround the building. The home boasts one of the finest thoroughbred Jersey herds in the country, producing the high quality milk that is used in the home.

"Our members who are afflicted with tuberculosis are admitted to this sanatorium free," said Mr. Fraser. "One million dollars has been set aside in an endowment fund for the maintenance of this sanatorium, according to Mr. Fraser."

HELP Omaha by patronizing home industry—that is why I have carried a policy in the Woodmen of the World Life Insurance Company for the past twenty-five years.

G. C. Cunningham, President.

Pioneer Glass & Paint Co.



# Congratulations

to the Woodmen of the World on its thirty-fifth anniversary. We know the following statistics of this great association speak louder than any words we might express to the people of Omaha.

The Woodmen of the World has:

Assets amounting to	\$119,906,674.66
Investments in Omaha	2,264,151.31
An annual payroll in 1924 of	554,243.07
Balances in Omaha Banks	1,823,556.44
Loans on Omaha Real Estate of over	200,000.00
Paid for Taxes in 1924 in Omaha	31,336.32

Theirs is indeed a record to be proud of

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