Home Life Insurance Companies

Their Importance to the West—Suggestions of an Expert Life Insurance Officer Upon the Subject with the

BANKERS RESERVE LIFE

As the Exemplification of His Ideas—A Strong Local Company Backed by the People of Nebraska and the West.

"I cannot urge the people of the west too strongly to build up their local insurance companies," said B. H. Robison, president of the Bankers Reserve Life association and probably the best known life insurance expert west of Chicago. "It is essential to the financial independence of the west. We cannot afford to take from $1,200,000 to $2,000,000 a year from our savings and cart it away to New York to be stored in money vaults already overloaded.

"Des Moines, Ia., is the home of a hundred insurance organizations organized under the laws of that state. An army of more than 25,000 people is supported by the more than 5,000 persons paid wages and other forms of compensation by these institutions.

"Nebraska is now the home of three staunch life insurance companies organized under the laws of this state. There are a number of fire insurance, accident and casualty companies and this state is the home state of two of the great benefit societies and of several younger but promising fraternal organizations.

"There is no reason in the wide, wide world why Nebraska should march in the rear ranks of the insurance advance guard of the west. Situated at exactly the right geographical location to cover the Transmississippi region, in the healthiest section of the American union, with thousands of insurable age, loyal and enterprising, we can and we shall make Nebraska rank with Connecticut and Massachusetts in the insurance world.

"I am very much in earnest about this matter not alone because I am the executive officer of a promising company, but because my heart is in this patriotic work of building up the great west along life insurance lines.

"We would welcome to the field a dozen good, well-managed companies and the home companies can and should make common cause against alien, trust-bound competitors when they will not compete fairly.

"As evidence of the readiness of the people of this section of the west to aid in the good work, permit me to refer to my annual report and to show you by the figures of our financial statement what has been accomplished in a little more than three years of active work:

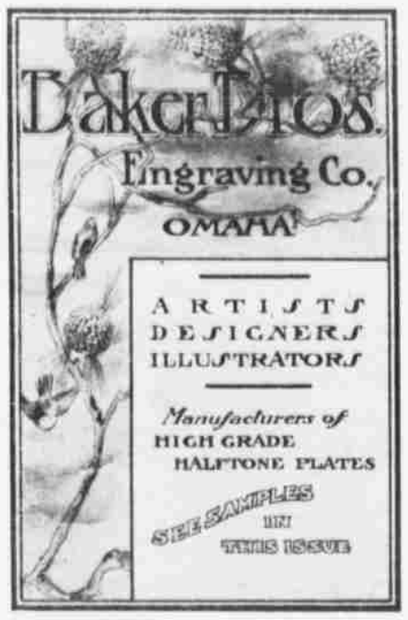
"New business in 1902	$2,332,750
"Insurance in force	5,234,500
"Premium income	179,509
"Invested and other assets	116,820
"Death losses unpaid	None
"Contested claims	None
"Current liabilities	None
"Cash in bank	25,284

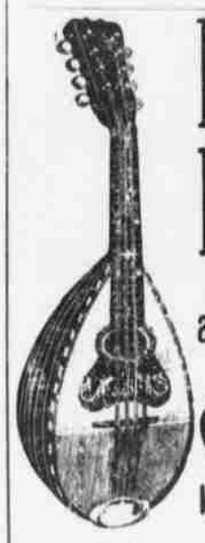
"I want to secure good underwriters for several new states we are about to enter. The Bankers Reserve Life is known all through the west. The good fight it has been making for western companies draws to it the support of the loyal local people everywhe[illegible] No better policies, no better [illegible]acts, no better field for work, no [illegible]ns."

FOR LEAN PEOPLE

A Sure Cure for Those That Lack Enough Flesh.

Many ladies and gentlemen who have no sickness are too thin, owing to lack of assimilation. Their food does them no good. Dr. Whitney's Nerve and Flesh Builder is a wonderful and expensive treatment for undue thinness, and unfailing in stomach and nervous diseases. We know so positively that this is true that we offer the proof at our own cost. A convincing trial package is sent absolutely free in plain sealed wrapper. Dr. Whitney's special treatments for extreme nervous exhaustion, development of the bust and giving bloom and color, chronic cough and weak lungs, are of the greatest possible value. It will pay you to write the D. Y. Jones Co., Elmira, N. Y., today for full particulars and sample. Dr. Whitney's preparations are sold in Ohaha by the Sherman-McConnell Drug Co.





Burton Mandolins and Guitars $8 to $30

Warranted 5 Years.
Sold on Easy Payments.

A. Hospe Co.,

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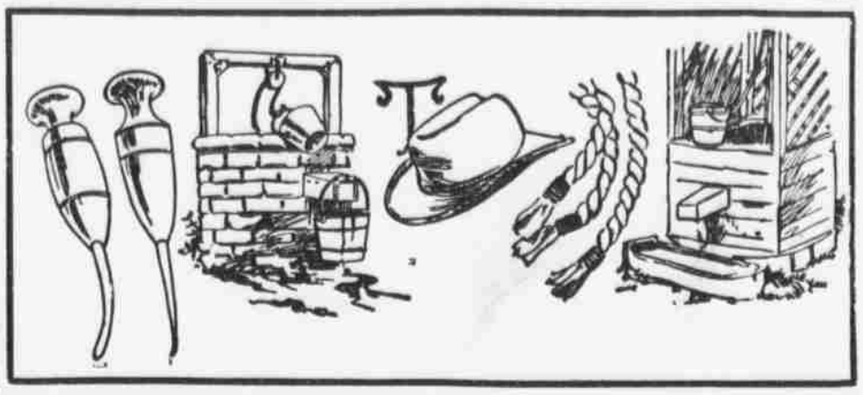
$20 A WEEK Straight salary and expenses to men with rig to introduce our Poultry Mixture in country; year's contract; weekly pay. Address, with stamp, Monarch Mfg. Co., Box 1200, Springfield, Ill.

$1,000 IN GOLD DOLLARS FREE.

CAN YOU SOLVE THIS REBUS?

The picture in the centre of this advertisement illustrates a well-known saying. If you can send us a correct solution of the picture puzzle YOU MAY SHARE IN THE DISTRIBUTION OF $1,000.00 WHICH WE ARE GIVING AWAY for doing a little work for us. This you can do by giving up a little of your spare time. This and other most liberal offers are made to introduce one of the very best New York magazines into every home in the United States and Canada. WE DO NOT WANT ONE CENT OF YOUR MONEY. When you have made out the rebus, write your solution plainly and send it to us, and you will hear from us promptly BY RETURN MAIL. It may take an entire evening to solve the rebus, but STICK TO IT AND GET YOUR SHARE OF THE $1,000. A copy of our FASCINATING MAGAZINE WILL BE SENT FREE to every one answering this advertisement. Do not delay. Send in your answer immediately. WE INTEND TO GIVE AWAY VAST SUMS OF MONEY in the future, just as we have done in the past, to advertise our CHARMING MAGAZINE. We find it is the very best advertising we can get to give away LARGE SUMS OF GOLD FREE. Here are the names and addresses of a few people we have recently awarded FREE GOLD PRIZES: Mrs. J. M. Lachlin, Twenty-third Street, Pittsburg, Pa., $130.00; Mr. O. F. Ackerman, Hill, N. H., $125.00; Mrs. Fred Peace, 146 Atkinson Street, Rochester, N. Y., $125.00; Mr. George Corbett, Five Islands, Nova Scotia, Canada, $80.00; H. C. Hare, 40 Wisconsin Avenue, Columbus, O., $1,750.00 (this includes the $900.00 Cabinet Grand Upright Piano); W. Kettle, 2705 Carson Street, Pittsburg, Pa., $190.00; Miss Martha Gregory, 8 Park Street, Norwalk, Conn., $105.00; Mrs. John Just, Box 7, Enfield, N. H., $110.00. We could go on and point to hundreds of names of people who have gained large sums of money from our contests, but only give a few names, as we desire the space to tell you all about THIS SPECIAL $1,000.00 IN GOLD FREE OFFER. The rebus can be solved by an alert and clever person, and the reward is so handsome that it will amply pay you to TRY AND MAKE OUT THE INTERESTING PUZZLE PICTURE. Brains and energy now lays are winning many Golden Prizes. Study it very carefully and let us see if you are clever and smart enough to make out the well-known saying. WE HAVE THE $1,000.00 IN GOLD. Have you the brains and energy? If you can make it out, send your solution to us without one cent of money. Remember that this is our $1,000.00 in Gold Free Distribution, and we don't want you to send any money. When we say FREE, we mean PERFECTLY FREE. We would rather take this way of advertising our excellent magazine than spending many thousands of dollars in other ways. We freely and cheerfully give the money away. YOU MAY WIN. We do not care who gets the money. TO PLEASE OUR READERS IS OUR DELIGHT. The question is, can you solve the above unique proposition? If you can do so, write what you read it to be, and send your full address plainly in a letter and mail it to us, and you will hear from us promptly by return mail. Money is a nice thing to have, because there are so many useful uses we can put it to. By a little extra effort someone will get the money we give away. Some lazy and foolish people often neglect these grand golden free offers we make and then wonder and complain about their bad luck. There are always plenty of good opportunities for clever, brainy people who are always alert and ready to grasp a real good thing. We have built up our enormous business by being alert and liberal in our GRAND GOLD FREE DISTRIBUTIONS. We are continually offering our readers RARE AND UNUSUAL prizes. This special contest we consider one of the greatest offers ever made. Do not delay in giving this matter your immediate attention, and if you can make out the puzzle picture, send your answer at once. $1,000.00 REWARD will be paid to anyone who can prove that in the many Free Cash Contests we have conducted in the past years we did not do exactly as we agreed. We have a big capital, and anyone can easily ascertain about our financial condition. To pay out these big gold cash prizes is a pleasure to us. We intend to have the largest circulation of our high-class magazine in the world. In this progressive age publishers find that they must be liberal in giving away prizes of great sums of money. It is the only successful way to get your magazine talked about. For instance, if you should read the puzzle picture and we should hand you a sum of money as a free prize, you would never stop talking about our magazine, now, would you? We POSITIVELY CLAIM that you will be amply rewarded by sharing in our $1,000.00 in Gold Free Offer. Of course, if you are easily discouraged and are not patient and are not willing to spend any time in trying to work out the solution, you certainly cannot expect to win. This advertisement was not written for drones or idlers, who are not willing to give a liberal use of their time. We expect the reader to do some work and give it the time and attention it deserves. USE YOUR BRAINS. If you are successful in solving it, well and good. Write your solution and send it to us, and we will be just as much pleased as you are. We really desire someone to be successful, and as it does not cost you one cent to solve and answer this splendid Free Money Offer, it will be very foolish for you to pass it by. In all fairness give it some of your leisure time. SUCCESS IS FOR ENERGETIC AND THOUGHTFUL PEOPLE, and the cause of FAILURE IS LACK OF INTEREST AND LAZINESS. So, dear reader, do not pass this offer to you without trying hard to make A SOLUTION OF THE PUZZLE PRINTED IN THE CENTRE OF THIS ADVERTISEMENT. We suggest that you carefully read this offer several times before giving up the idea of solving the rebus. The harder it seems the more patience and determination you should have. Courage and determination win many of the PRIZES OF LIFE. Your share in OUR FREE MONEY DISTRIBUTION depends entirely upon your own energy and brains. Don't delay a moment in TRYING TO SOLVE THIS PERPLEXING REBUS. Many of the people we have recently sent large sums of money to in our Free Money Distributions write us kind and grateful letters, profusely thanking us for our prompt and honest dealings, and saying that if we had not so strongly urged them to try to win they would not have been successful and would not have been the happy recipients of a large sum of money for only a few hours' effort. It always pays to give attention to our grand and liberal offers. OUR BIG CASH PRIZES have gladdened the hearts of many persons who needed the money. If you need money you will give attention to this special offer this very minute. If you solve it, write us immediately. DON'T DELAY.



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Express charges prepaid
Recommended by the leading physicians and used in all prominent hospitals.
The Red Cross Whiskey enjoys today the best of reputations and stands above all in quality and purity.
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Orders from states west of Nebraska will be shipped by freight.

"Blue Ribbon"

The Perfect Table Beer.

Brewed with pure artesian well water, the highest grade barley malt and Bohemian hops, and is brewed in the cleanest brewery in America, and has the official endorsement of the United States Health Bulletin, the leading authority on health, sanitation and hygiene. Who after a complete and disinterested examination pronounce Storz Blue Ribbon the purest and best of beers.

Blue Ribbon will tone up your appetite and aid digestion. Only the choicest material used and absolute cleanliness maintained in bottling, cases of either quart or pint bottles delivered at your homes.

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For the People
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