

And Will Be Greeted by One of the Great Audiences for Which the

When President Roosevelt was forced last year to abandon his visit to Omaha by reason of a trolley accident in New England he promised at as early a day as practic able to see and speak to the people. He comes now with the city in spring dress The glory of the Ak-Sar-Ben Festival will not greet him as he drives through our wide streets, but the

and the hospitality we shall extend quite as generous. Coming from the wilds of the west and recuperated by his mountain outing, the president will enjoy the reception he is promised. As he is escorted through the city and views the substantial growth of Omaha, his attention may be directed to our factories, our packing

which he will find anugly housed in its home office in the McCague building. Some public spirited Omahan cannot fall to remind the distinguished visitor that this aggressive young life insurance company is forging forward at a pace which surprises its alien competitors as much as it pleases those loyal people who believe in building a

here in the central west which shall take rank with the monster companies combined now into the Life Insurance Trust. Although so young, the Bankers Reserve Life association, against the most malevolent, persistent and united antagonism of the trust has placed upon its books more than \$6,000,000 of the best risks over written by a life company.

of this company promises that this Nebraska organization shall Mave \$10,000,000 at risk before the year closes and he believes before Theodore Roosevelt's second term is concluded the \$25,000,000 mark will have been reached and this will be one of the greatest as it is now one of

