

IT'S TRUE

In a little less than eighteen years the OLD LINE BANKERS LIFE OF LINCOLN has accumulated more than a MILLION DOLLARS OF ASSETS.

Did you ever stop to think what the accumulation of this large amount of money means to the people of Nebraska and the west—that not a dollar of this vast sum will ever be drawn out of western states either in good times or bad to make greater the accumulation of money elsewhere and lessen the volume in this community.

That not a dollar of this money has been invested in stocks or bonds, but has been loaned to the farmers of the great west and by them deposited in banks from which it has again gone into circulation, and that every merchant, professional man, banker or business man in any line has directly or indirectly been benefited by the keeping at home of more than a MILLION DOLLARS that would otherwise have been sent east and put into circulation there.

That not only the principal, but all the earnings each year on more than a MILLION DOLLARS will be invested and reinvested in first mortgages on farms, keeping it in constant use here.

That a very large number of the people in Nebraska and adjacent states are buying their insurance of the BANKERS LIFE, realizing it is an excellent policy to keep their money in circulation at home instead of sending it away to be used in building up eastern enterprises.

If you have never thought this, take time to do so, and you will realize that if all the money that has been paid by citizens of this state to eastern life insurance companies in the last eighteen years had instead been used to buy similar policies of the OLD LINE BANKERS LIFE of LINCOLN, it is enough to make the difference between good and bad times in this locality. It would have materially increased our manufacturing interests, added to the business of every merchant, every miller, every banker, every farmer, every jobber and every professional man—and for the borrower, whether in town or on the farm, would have made a money market at home large enough to have met all legitimate demands.

If you have not encouraged this enterprise, it will be to your own interest to do it now. The OLD LINE BANKERS LIFE has become one of the great financial institutions of the west, because it has merited success. It has had a safe and conservative management; it is operating in the healthiest part of the world, making its death rate the lowest; it has been economical in its expenditures, showing the lowest expense per thousand; it has not a loan on its books earning less than 5 per cent. All of these elements combine to make a higher earning power by this company for its policy holders than any of its competitors.

Think It Over

ORGANIZED 1887.

WILLIAM C. WILSON, President.

**OVER
\$1,000,000 ASSETS**



**WE WISH YOU
A HAPPY NEW YEAR**

J. H. HARLEY, Secretary.

NINETEENTH YEAR.