

INSURANCE AN INVESTMENT

Life Policy Often the Best Asset a Man Can Have.

NOTABLE LOCAL EXAMPLES OF THE RULE

H. R. Gould Cites Some Omaha Cases and Proves that Life Insurance is Surely a Good Investment.

When you ask a man who has lived in Omaha twenty-nine years to say something about "Life Insurance as an investment" you give him a subject of special interest to every man, woman and child...

Some Omaha Instances. Let us trace the financial careers of tradesmen on South Tenth street and up Farnam for a few years past.

C. F. Goodman, another leading druggist quoted in his will worth \$500,000—dead; his estate insolvent.

Henry Pundt, one of the early leading grocers—quoted financially perhaps as high as Mr. Goodman—dead; estate insolvent.

The late St. A. D. Balcombe, in about 1877, took some \$3,700 and with it purchased a "single" payment policy for \$10,000—being a large premium and a large policy for those days—and then told me that no transaction of his life gave him more satisfaction than to think, come what may, his family would be sure of \$10,000 in cash.

As a business proposition. Tell me the name of business today who was in business when I came here in 1876. Since the old and honorable firm of Dewey Stone has concluded to retire, Samuel Burn to the city, and the only one to prove Dun's and Bradstreet's statistics true, viz, that at the age of 65 but three men in a 1,000 have a competency, and yet only a few days ago a leading lawyer said to me: "I don't need any insurance company to tell me where to invest my money."

Do Not Look with Sufficient Care to Their Insurance. "One of the conditions that impress an agent working in the insurance field," said Brower E. McCague, insurance manager for the McCague Investment company, "is the seeming carelessness with which business men look after their insurance policies."

PROPERTY OWNER'S SOLILOQUY. With Apologies to My Friend William. To insure or not to insure, that is the question; whether it is nobler in the mind to suffer the slings and arrows of outrageous misfortune, or to take arms against a sea of troubles and by insuring end them.

These are days of construction, not destruction, and the penny-a-liner in magazine or the peanut agent who endeavors to pull down the pyramid composed of gross assets amounting to over \$250,000,000, which includes a surplus of over \$300,000,000 built up by over 10,000,000 policy holders, covering insurance in force of over \$1,000,000,000, will soon be forgotten, while the men, the women and the children who were paid last year \$23,842,072 by this unequalled investment system, and those who will be paid vast amounts in the future, will continue to spread the gospel of "old line" life insurance.

HOW THE RATES ARE MADE

All the Elements of Risk Are Taken Into Careful Consideration.

GO UP AND DOWN WITH DANGER INVOLVED

Intricacies of Rate-Making Are by No Means as Simple or Easy as They Look.

Like the making of books, so in fire insurance rates, there is practically no end. Time, experience and conditions have been and are changing the rates paid by policy holders for the protection of their property against that destroying element—fire.

Physical and Moral Hazards. The next important classification is that of physical and moral hazards. The physical hazards of a structure are those that are plainly visible to the inspector's eyes, such as the nature of the stock, the construction of the building, susceptibility to fire from adjacent buildings, the occupancy or use to which the building is put.

Comparisons are often made between life companies and banks; let us see how this looks—Bradstreet says: "The financial suspensions were numerous during the calendar year 1904, more so, in fact, than in any of the six years preceding."

It is well known that no bank, conducted with honesty and even fair executive ability, need ever fail; none such ever did fail, and when they did, it was the affairs of old line life companies administered by men of special ability for their places, when we know these companies are examined by departments of some forty different states; when each year they publish a full statement of their income and disbursements, and show you in detail an account of every security they own, why should not "life insurance as an investment" still continue to be—as it has been—the very best way of putting aside surely something for the family?

Supposing one of the great companies have a loss, suppose that loss is a million, or three or five millions, (there has been no such loss as the larger figures in any one year), it's no more loss, comparatively, to a company with such vast resources, than perhaps the loss of a few cents or dollars would be to you, and there is no doubt whatever that the billions of assets of these companies could not be duplicated, as solid and substantial securities, anywhere in the world, and when any agent of a rival company comes to your office with the several lines, I think Omaha agents have little cause for complaint.

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Henry E. Palmer.

George N. Palmer.

Jay D. Foster.

J. E. Palmer, Son & Co.

CAREFUL UNDERWRITERS

SAFE INSURANCE SOUND

OMAHA, NEB.

Telephone 29.

Certificate of Publication

STATE OF NEBRASKA, OFFICE OF AUDITOR OF PUBLIC ACCOUNTS. It is hereby certified that the National Surety Company of New York, in the State of New York, has complied with the Insurance Law of this State, applicable to such companies, and is therefore authorized to continue the business of Fidelity and Surety and Burglary Insurance in this State for the current year ending January 31st, 1905.

Summary of Report filed for the year ending December 31st, 1904. INCOME. Premiums \$1,052,373.11. All other sources \$6,777.18. Total \$1,059,150.29.

LIABILITIES. Unpaid Claims and Expenses \$159,851.77. Unearned Premiums \$14,077.82. All other liabilities \$48,734.47. Total \$222,664.06.

DISBURSEMENTS. Paid policy holders \$27,427.76. All other payments \$8,234.82. Total \$35,662.58.

ADMITTED ASSETS. \$1,860,530.13. Total \$1,860,530.13.

Witness my hand and the seal of the Auditor of Public Accounts the day and year first above written. JOHN L. PIERCE, Deputy.

General Agents for Nebraska, for National Surety Company.

General Agents for Nebraska, So. Dakota and Wyoming for The Fidelity and Casualty Company.

George N. Palmer.

Jay D. Foster.

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Summary of Report filed for the year ending December 31st, 1904. INCOME. Premiums \$5,210,828.33. All other sources \$25,648.99. Total \$5,236,477.32.

LIABILITIES. Unpaid Claims and Expenses \$1,000,000.00. Unearned Premiums \$1,000,000.00. All other liabilities \$1,000,000.00. Total \$3,000,000.00.

DISBURSEMENTS. Paid policy holders \$1,000,000.00. All other payments \$1,000,000.00. Total \$2,000,000.00.

ADMITTED ASSETS. \$3,000,000.00. Total \$3,000,000.00.

Witness my hand and the seal of the Auditor of Public Accounts the day and year first above written. JOHN L. PIERCE, Deputy.

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DISBURSEMENTS. Paid policy holders \$1,000,000.00. All other payments \$1,000,000.00. Total \$2,000,000.00.

ADMITTED ASSETS. \$3,000,000.00. Total \$3,000,000.00.

Witness my hand and the seal of the Auditor of Public Accounts the day and year first above written. JOHN L. PIERCE, Deputy.

General Agents for Nebraska, for National Surety Company.

General Agents for Nebraska, So. Dakota and Wyoming for The Fidelity and Casualty Company.

THE COLUMBIA FIRE INSURANCE COMPANY, OMAHA, NEBRASKA.

CAPITAL PAID IN CASH, \$200,000. TOTAL RESOURCES, \$501,629.61.

FIFTH ANNUAL STATEMENT, DECEMBER 31, 1904

Table with columns for ASSETS, LIABILITIES, and NET SURPLUS. ASSETS: First Mortgage Farm Loans \$200,000.00, Bonds \$67,237.50, State, City, and School District Warrants \$18,022.64, CASH: In Banks \$30,790.00, In Office \$1,186.61, Bills Receivable (Farm Premium notes not matured) \$9,490.75, Premiums in Course of Collection \$24,888.88, Due from Insurance Companies \$384.14, Accrued Interest on Bonds, Mortgages, Warrants and Certificates of Deposit \$9,820.39. Total ASSETS \$501,629.61. LIABILITIES: Capital Stock \$300,000.00, Due Agents and Others \$5,800.03, Reserve Required by Law for the Protection of Outstanding Risks \$231,523.18, Losses Adjusted and Unpaid \$4,920.96, Losses Unadjusted \$9,855.44. Total LIABILITIES \$501,629.61. NET SURPLUS \$9,855.44.

THE LARGEST INSURANCE COMPANY EVER ORGANIZED IN THE MIDDLE WEST. Thoroughly Metropolitan and Up to Date, Issuing Only the Standard Policies.

MARVELOUS RECORD FIRST FIVE YEARS.

Table showing Premiums Written, Assets, Re-insurance Reserve, and Surplus to Policy Holders for the years 1900-1904.

Most Hazardous of Risks. Going to the loss of a great company is the other extreme, the most hazardous risks include such buildings as planing mills, frame livery stables, frame hotels and ice houses. Ice houses are considered hazardous risks because the ice and packing tend to draw the lightning and further on account of the usual poor construction of this class of buildings. The average basing rate on planing mills is \$3, while the actual rate charged depends, as it does in all other cases, on the various things that tend to facilitate or retard the progress of a fire or its susceptibility to catching on.

INSURE AGAINST LOSS BY FIRE AND TORNADO



"The Leading Fire Insurance Company of America."

Cash Capital \$4,000,000. Total Assets 15,814,000. Surplus as to Policy Holders 10,446,850. Losses Paid in 86 Years Over 100,000,000.

NORTHWESTERN DEPARTMENT OMAHA, NEBRASKA

Comprising Nebraska, Kansas, Missouri, Iowa, Minnesota, North Dakota, South Dakota, Colorado, Wyoming, New Mexico and Oklahoma and Indian Territories.

W. H. WYMAN, General Agent. W. P. HARFORD, Assistant General Agent.

JOHN W. ROBBINS, Sole Agent,

Telephone 529. 1802 Farnam Street, Omaha. OHIO KNOX, Agent, Council Bluffs. T. J. O'NEILL, Agent, South Omaha.

OFFICERS

D. E. THOMPSON, President. I. M. RAYMOND, Vice President. J. B. DINSMORE, Second Vice President. C. D. MULLEN, Secretary and Treasurer. C. O. TALMAGE, Assistant Secretary.

DIRECTORS

D. E. THOMPSON, I. M. RAYMOND, HENRY RAGATZ, C. E. YOST, D. C. GIFFER, H. A. WIGGENBORN, J. T. BRESSLER, J. H. MILES, C. D. MULLEN.

CERTIFICATE OF PUBLICATION

STATE OF NEBRASKA, OFFICE OF AUDITOR OF PUBLIC ACCOUNTS. It is hereby certified that the Columbia Fire Insurance Co. of Omaha, in the State of Nebraska, has complied with the Insurance Law of this State, applicable to such companies, and is therefore authorized to continue the business of fire and lightning and cyclone, tornado and windstorm insurance in this State for the current year ending January 31st, 1905.

Summary of Report filed for the year ending December 31st, 1904. INCOME. Premiums \$1,230,828.33. All other sources \$25,648.99. Total \$1,256,477.32.

LIABILITIES. Unpaid Claims and Expenses \$1,000,000.00. Unearned Premiums \$1,000,000.00. All other liabilities \$1,000,000.00. Total \$3,000,000.00.

DISBURSEMENTS. Paid policy holders \$1,000,000.00. All other payments \$1,000,000.00. Total \$2,000,000.00.

ADMITTED ASSETS. \$3,000,000.00. Total \$3,000,000.00.

Witness my hand and the seal of the Auditor of Public Accounts the day and year first above written. JOHN L. PIERCE, Deputy.

HARRY S. BYRNE, Special Agent for Nebraska, 203 First National Bank Bldg., OMAHA, NEB.

Certificate of Publication

STATE OF NEBRASKA, OFFICE OF AUDITOR OF PUBLIC ACCOUNTS. It is hereby certified that the Northwestern Mutual Life Insurance Company of Milwaukee, in the State of Wisconsin, has complied with the Insurance Law of this State, applicable to such companies, and is therefore authorized to continue the business of Fidelity and Surety Insurance in this State for the current year ending January 31st, 1905.