



Insurance

Conservative Savings & Loan Ass'n

OF OMAHA, NEB.

FINANCIAL STATEMENT

AT THE OPENING OF BUSINESS JULY 1, 1910.

RESOURCES.		LIABILITIES.	
Loans on Real Estate	\$4,816,941.95	Dues Paid and Dividends	\$4,965,517.77
Loans on Pass Book Savings	85,721.08	Building Loans	273,545.90
Real Estate - Sales on Contract	2,204.73	Reserve Fund	185,000.00
Foreclosure Account	5,390.08	Undivided Profits	18,208.03
Accrued Interest	13,121.54		
Office Building and Lot	\$0,000.00		
Cash on Hand and in Banks	388,395.04		
	\$5,401,773.70		\$5,401,773.70

INCREASE in Resources
First Six Months 1910...\$ 601,933.34

Investments of from \$1 to \$5,000 Received and Dividends Allowed from Date of Receipt. Six Per Cent Dividends.

- OFFICERS AND DIRECTORS.**
- Geo. F. Gilmore, President
 - P. W. Kuhns, Secretary and Treasurer
 - William Baird, Counsel
 - E. A. Benson, Retail Estate
 - W. Bowman, Retail Shoes
 - Randall K. Brown, of Coal Hill Coal Co.
 - Robert Dempster, Retired
 - John F. Plack, President City National Bank
 - Chas. C. George, Investment Securities
 - Byron B. Hastings, Real Estate
 - J. C. Robinson, Wholesale Seeds, Waterloo, Neb.
 - J. A. Sunderland, Pres. Sunderland Bros. Co.
 - H. A. Thompson, Retired
 - A. P. Turkey, Real Estate
 - C. M. Wilhelm, of Orchard & Wilhelm Carpet Co.

- Fire
- Automobile
- Burglary
- Accident
- Tornado
- Liability
- Bonds
- Health
- Plate Glass
- Steam Boiler

Webster, Howard & Co. INSURANCE

326 Bee Building Telephone Douglas 970

M. A. CUDABY, President.
C. F. MCGREW, Vice-President.
LUTHER DRAKE, ad Vice President.

Authorized Capital, \$1,000,000.00. Paid in Capital, \$200,000.00.



OMAHA NATIONAL BANK BUILDING

DIRECTORS: A. A. Cudaby, Pres. Cudaby Packing Co. C. F. McGrew, Capitalist. A. J. Love, Pres. Love-Russell Co. Insurance. John C. Cowin, Attorney-at-Law. C. W. Fain, Pres. Fain Insurance Agency. Jno. S. Svedy, V. Pres. McCord-Brady Co. E. H. Howell, General Insurance. Sherman Saunders, Pres. Saunders-Westland Grain Co. Morris Levy, Pres. Nebraska Clothing Co. Frank T. Hamilton, Vice-Pres. Merchants National Bank.

FIRE, LIGHTNING AND WINDSTORM INSURANCE

Woodmen of the World
Fraternal Life Insurance

ASSETS \$11,500,000.00

NONE BETTER

G.H. J. F. YATES, Sovereign Clerk

Wheeler & Welpton Co., Inc.
All—Reliable Insurance—Kinds

GENERAL AGENTS FOR NEBRASKA FOR—
The Ocean Accident and Guarantee Corporation.
The National Surety Company.

LOCAL AGENTS FOR—
Royal Insurance Company of Liverpool.
Commercial Union Assurance Company of London.
Fire Association Insurance Company of Philadelphia.
German Alliance Insurance Company of New York.

1511 Dodge Street. Phone Douglas 186.

B. L. Baldwin & Co.,
General Insurance Agents
1221 Farnam Street.

We write all kinds of insurance on every kind of property anywhere. All losses are promptly adjusted and paid without discount or delay. We want your business and will come for it if you will phone us.

No better companies represented.
No companies better represented.

TELEPHONE OF BIG SERVICE

Wonderful Growth Since Invention Thirty Years Ago.

MODEL PLANT IS IN OMAHA

Nebraska Telephone Company Has 25,000 Phones in Operation in Omaha and Suburbs—Constantly Increasing.

Of all the great public service enterprises that have been of immense benefit to the development of civilization in this country, as well as other countries, no one has been so far-reaching in its scope as the telephone.

A little over forty years ago, when Alexander Graham Bell invented this instrument, he, little more than those associated with him, realized the future of this invention or probably little thought of its effect on the development of the country.

The telephone was first exhibited to the public at the Centennial exhibition in 1876. At that time an enthusiastic friend of the inventor prophesied that in 1900 there would be 100,000 telephones in this country. This prophecy, at the time, was considered by many to be preposterous, but the result has been more marvelous than the most optimistic thought it possibly could be, and today there are more than 5,000,000 Bell telephones in use in the United States and Canada.

The Nebraska Telephone company, a branch of the Bell system, has more than 25,000 telephones now in use in Omaha. The system here consists of five exchanges, Douglas, Harney, Webster, Florence and Benson, all these being inter-connecting so that a subscriber on any other exchange can reach any one in Omaha, Council Bluffs or any of the suburbs.

Omaha's first telephone directory was put out July 10, 1878. This consisted of a single sheet of paper containing less than forty names. This directory contained the names of Omaha's pioneers, some of them still in active business.

Those who are acquainted with the telephone only through the use of their office or home instrument, little realize the complicated machinery that is required to furnish telephone service to a city the size of Omaha, but to one who has seen the mass of wires coming into the central station, or who tries to follow the message through the various tables in its twisting and turning until it reaches the operator and then back again through another pair of wires on to the person who receives the message, or who has explained to him the complicated, but instantaneous working of the apparatus that is necessary to get instant communication between a local subscriber and a distant city, begins to realize the enormity of the enterprise.

Complicated Network.

Every telephone instrument in Omaha is entered into the exchange by two twisted wires running to the central switch-board. These wires run in bunches of twenty or more in absolutely water tight cables. These cables are moisture proof, for any drop of moisture within this cable would cause instant trouble and cause one conversation to jump from one line to another. Each of the 40,000 pairs of wires coming through the underground passage way into the Eighteenth street exchange, represents an individual telephone or a party line.

Shortly after entering the building these cables are "fanned out," which means that the wires are separated and run into the individual connections along the rack in order that interference with lightning and other outside causes may be avoided. Each circuit is run through carbon connections so that a stronger force than the ordinary circuit can be thrown off and "grounded," so that any charge too heavy for the switch-board, for which the message must ultimately come, is by this means thrown into the ground before it can do any harm.

All of the wires from the rack to the basement are run to the second floor where there is another or an intermediate distributing rack, where the paired wires are connected with relays which supply a third wire for each telephone, these three wires being used in connecting with the second system by which the central communicates with subscribers.

The exchange room where the connections are made is a mass of switch-boards. A constant murmur fills this room as one must realize when it is understood that 30,000 calls are made through the switch-board every day in the year. Before every three or four feet of switch-board space a girl sits, constantly on the alert for calls coming in to her section. With her hands she is constantly manipulating the plugs, placing them in the "jacks," and listening to the calls from other subscribers at the same time.

Girls Require Rest.

On account of the rapidity of the calls during the "rush" hours, each one of the girls is given a rest period of fifteen minutes during each two hours of work.

When the subscriber takes down his receiver a small electric lamp, which represents his instrument on the board of the operator to whom he is connected, lights up. The girl reaches for a pair of cords and plugs the plug of one of them into the proper jack to connect her with the subscriber. Then she asks for the number. If he calls for a connection of the same exchange she puts the other plug cord into the proper jack that represents this telephone and presses a lever. The lever rings the second telephone, the one which is to receive the message. By the way of the signal light she can tell when the called receiver is taken down and when the conversation is over. When both receivers are hung up she takes out both the plugs and they do service again in connecting two others. If the subscriber imagines that he is causing the central operator any great discomfort when he jangles up and down on the receiver he is much mistaken, for it never reaches her only as the flashing of a tiny light.

For every ten or twelve girls there is an inspector who walks along behind them continually, supervising, watching, helping and working to insure patrons immediate service. There are in the employ of the company nearly 60 girls, of which number about 300 are at work in the Douglas ex-

change on regular lines and sixty on toll lines.

Rest Room for the Girls.

The girls have the use of a big locker room and a rest room, which is well supplied with periodical reading matter. A dining room with covered tables is provided where they can eat lunch. Tea or coffee is kept hot and sold for a nominal price. There is a hospital room well equipped for emergencies.

The exchange room itself is ventilated with a special apparatus which sucks air in from above the roof by artificial means and forces it through water vapor to reduce the temperature before it goes into the room.

The operator's busiest time varies according to the exchange at which she works. At the Douglas street office, where calls come in almost entirely from business houses, the busiest time comes between 9 and 10 in the morning. About 6,000 calls come in during this one hour. At the other exchanges, which serve residence telephones, the maximum hour comes in the evening between 7 and 8. This is the time when the wires are used for "visiting." The Webster exchange gets about 3,000 calls during this hour and the Harney about 1,500. By means of this vast and complex machine all the wonders of modern telephoning are made possible. There is no doubt in anyone's mind nowadays as to the convenience of having a telephone in the home and the absolute necessity of it in a business office.

CENTENARY OF SAVINGS BANKS

Origin and Growth of Thrifty Idea Conceived by Scotchman.

In the little town of Ruthwell in southern Scotland, there has recently been celebrated the centenary of the first savings bank. It is true that, previous to 1810, there were in England and other countries a few associations for saving; but the savings bank, in the sense which we attach to the term, had its real beginning with Henry Duncan, Presbyterian minister and philanthropist, who, in a period of exceptional distress, kept down the poor rates of his parish by persuading people to help themselves.

In Dr. Duncan's time, a stocking, a chink in the wall or a loose board in the floor offered the only ways open to poor people for keeping surplus money. The banks then existing did not accept sums under \$10, and to attain to the height of affluence represented by that amount was by no means easy. If one was known to save, he might be spied upon and robbed, or he might be deprived of his money under the polite disguise of borrowing, or, in an imagined emergency, he might fall back upon the reserve fund and use it needlessly and somewhat recklessly. Dr. Duncan believed that these dangers could be obviated by a savings bank. Once their money was safe in its keeping, he thought, people would not break in upon the little hoard except for some urgent reason.

This was plausible enough; yet there were difficulties. The poor were suspicious; politicians, Cobbett, the London Times, the banking interest opposed. But the deposits in the pioneer bank at Ruthwell, which in the first year, 1810, amounted to only \$51, rose in the fourth year to \$92, and, meantime, the generous idea was being taken up

elsewhere. One of our own great savings banks dates from 1814, as does one in Philadelphia, and it is in the United States, especially in the east, that savings banks have sustained their greatest development. By the latest available report of the comptroller of the currency there were in this country more than 1,400 such banks, having nearly 9,000,000 depositors and with aggregate deposits approaching \$4,000,000,000. When one looks back upon the man who

set this weighty force in motion, the view is altogether pleasing. Henry Duncan, minister, was the son and the grandson of ministers. Weighing the number and extent of his activities, it seems a wonder that he escaped being denounced as a Jacobin. It is known that he did fall under suspicion, as not quite "sound" theologically, because of his zeal for education, manifested by his parish library, his science classes, and his "conversational Sunday

lectures." Yet in behalf of such objects and his cherished purpose of the savings bank, he "squandered ease, expense and time," and his severest critics within the bounds of the presbytery must have found in him "the root of the matter" when he crowned his career by a final act of sacrifice—for he, with his two sons and his son-in-law, all ministers of the Church of Scotland, "went out" in the disruption of 1843.—Boston Transcript.

German-American Life Insurance Co.

— OMAHA —

We Write the Kind of Life Insurance It Pays to Buy

We have paid a larger percentage of dividends to policy holders based upon Cash Surrender Value of policies, during the history of the company, than any competitor.

We led the world on gross volume of Legal Reserve Life insurance gained in Nebraska in the years 1908 and 1909.

The Columbia Fire Insurance Company

Omaha, Nebraska

January 1, 1910

Assets	\$1,284,723.99
Capital fully paid	200,000.00
Net surplus	191,413.13
Security to policy holders	1,953,273.49
Losses paid	1,303,839.59
Losses unadjusted	9,550.60
Losses adjusted and unpaid	NONE

ABSOLUTE SAFETY FOR POLICY-HOLDERS

It settles its losses promptly and equitably.
A SHARE OF YOUR PATRONAGE SOLICITED.

Home Office—Merchants National Bank Bldg. Phone Douglas 451

SEMI-ANNUAL STATEMENT

of

German Fire Insurance Company

Omaha, Neb., July 1, 1910

CASH CAPITAL \$100,000.00

Premiums Written	\$134,455.05
Cash in Banks and Office	31,523.24
Assets	256,623.09

OFFICERS:

JAY E. WHITE, Pres. JOHN WALL, Vice-Pres.
C. W. HICKS, Sec. F. P. COWDERY, Ass't. Sec.
H. W. HICKS, Treasurer

DIRECTORS:

Jay E. White C. W. Hicks Ed. P. Smith H. W. Hicks
John Wall F. H. Myers C. J. Miles

HOME OFFICE—No. 1202 to 1212 City National Bank Building.
Insure Your Property in the GERMAN FIRE OF OMAHA.

A GOOD RELIABLE HOME COMPANY