

OMAHA SHOWS WELL ON LIBERTY BONDS

Takes Up Its Allotment of the Great Issue, Just as It Pushes Through All Big Things.

Omaha's great drive in the first Liberty bond campaign made history and brought to many communities in the east a new appreciation of the wealth and prosperity of this portion of the great republic.

Omaha maintained its reputation for "putting things over." Omaha has never been found wanting in big, patriotic things, as in other affairs where it has been called upon. It has never been weighed in the balance and found to be underweight, whether it was opening its purse for the Boy Scouts, the Visiting Nurses, the Red Cross or any other good object. So it was in the initial Liberty bond campaign. It did what was its to do and it did a good deal more.

When word came that Omaha's allotment of the \$2,000,000,000 federal bond issue was \$6,500,000, it looked so big that some "bears" thought it couldn't be raised. But Omaha went ahead. A committee of business men was appointed and the work was thoroughly organized to reach everybody. The "Buy a Bond" slogan was soon heard everywhere.

Secretary McAadoo Comes.
Then a visit was secured from William McAadoo, secretary of the treasury of the United States. He was in Omaha May 24 and delivered several addresses, the principal one at a big meeting of the food conservation congress. This served to rouse popular interest in the bonds more than any other one thing.

The newspapers gave of their space unstintingly to advertising and quickening interest in the bond issue. Various organizations took up the subject. Business houses and big corporations interested their employees by notices on bulletin boards, by letters and by talks.

Omaha banks announced that they would loan money to persons who wanted to buy bonds, but who could not pay for them in cash. This made it possible for persons to subscribe for a \$50 bond and pay for it "on the installment plan" at a dollar a week. Corporations devised plans whereby their employees could buy a bond and pay for it by a small installment from their pay each week or month. An automobile company advertised to accept Liberty bonds in payment for their product, allowing \$102 for each \$100 bond. The Nebraska Power company made it possible for employees to buy the bonds on a twenty-month payment basis.

Gets a Good Start.
The big drive in Omaha, preceded by all this activity, started June 4, the day before registration day for the selective draft. On that first day the business men of the city held a mass meeting and right in that meeting raised the astonishing sum of \$1,478,600.

On the first day of the campaign the Omaha banks raised \$4,000,000; the building and loan associations, \$1,000,000, while other applications for the bonds totaled \$950,750. The total

The Den Show Barbers



M. B. Griffin and W. D. Counsman.

Omaha subscriptions to the bonds the first day of the week's campaign totaled \$7,484,350.

Clever advertising boomed the campaign. It was advertised that every baby born on June 9 in Omaha and Douglas county would be presented with a \$50 bond. Fourteen babies appeared on that day to claim the bonus. Ruth Law, aviatrix, was to fly over the city in her aeroplane and drop Liberty bonds. She was prevented by bad weather from carrying out this part of the advertising program.

City Thoroughly Covered.

The city was thoroughly combed for subscriptions. A large committee canvassed the wholesale district and the big manufacturing concerns and stock yards. In the big corporations committees were busy getting the employees down to the least to subscribe to the big bond issue.

Eighty-three insurance men, skilled canvassers, neglected their ordinary business and went forth to canvass for the bonds. And they "brought home the bacon" although they did the hardest part of the work, other easier jobs of soliciting having gone to less skillful solicitors.

The principal of the High School of Commerce supplied 200 boys to do canvassing. The Boy Scouts, under direction of Scout Executive English, combed the residence districts. A special committee canvassed "automobile row."

Individual subscriptions among Omaha's wealthy citizens went as high as \$100,000 each.

Saturday of that week was designated as Children's day and a goodly number of subscriptions came from the little tots.

Interest Increases.

Popular interest grew greater as the close of the campaign approached and it was announced that Omaha's

subscriptions to the bonds would "probably" go above the allotment.

The campaign closed officially at noon on June 15. As soon as the totals could be added up it was announced that Omaha had taken \$9,183,650 worth of the Liberty bonds, although the city's allotment was only \$6,500,000. Omaha had come through with nearly 50 per cent more than what was expected of her. The subscriptions had come from approximately 12,500 subscribers besides the banks, trust companies and building and loan associations.

The Boy Scouts had brought in 1,165 subscriptions, totaling \$249,350. The Union Pacific employees here had subscribed for \$390,300, this sum being taken by 3,529 employees. The stock yards people had subscribed for \$97,500. Twenty-seven employees of the Maney Milling company had taken \$12,350 worth of bonds. The Ford Motor company, from sixty-three employees, reported \$6,700. Two hundred and twenty employees of the Western Union Telegraph company took \$9,550 worth of Liberty bonds.

Omaha expects to do just as well on the next Liberty bond campaign and on those that will follow.

The Boy Was Right.

Food Controller Hoover said the other day: "If food prices are not controlled they will mount to famine heights. Flour, for instance, will mount to \$20 a barrel next year."

"Yes, food prices must be controlled against the profiteer, for there was a lot of truth in the answer of the little school-boy."

"Is the world round?" his teacher asked him.
"None," he said.
"Is it flat, then?"
"None."
"Child, are you crazy? If the world isn't round and isn't flat, what in heaven's name is it?"
"Pop says it's crooked," said the boy.—Washington Star.

Omaha is Center of Rich Part of United States

"Omaha is more prosperous now than it has been in years," said L. M. Swindler, cashier of the American State bank.

"There is more building going on in Omaha than there has been for years

at any one time. All the buildings are rented, there are no vacant store rooms or houses."

"As for bank deposits, I am sure they are far ahead of what they were this time last year. The middle west is in the midst of a wave of prosperity that will continue for years, I think. If the war lasts for years we

will be so rich here in the middle west that we will not know what to do with our money."

"As long as the present high prices continue to be paid for farm products, this prosperity will last, for these products are bringing us wealth. Farm products are the foundation of middle west prosperity and the de-

mand for these because of the war is making this part of the country rich."

The flax of Ireland and Scotland that can be used in linen for the manufacture of aeroplane cloth must no longer be used for any other purpose without permission. This is according to an order of the British government.

6% Dividends Payable Quarterly

Occidental Building & Loan Ass'n

322 South 18th Street

OFFICERS AND DIRECTORS:

JOHN F. FLACK, President

R. A. McEACHRON, Vice President

GEORGE C. FLACK, Treasurer

E. N. BOVELL, Secretary

JOHN T. BROWNLEE, Ass't Sec'y

ROBERT DEMPSTER

Assets - - - - - \$6,210,361.19

Reserve Fund - - - - - 200,000.00

Increase Past Six Months - 939,524.36

\$1.00 WILL OPEN A SAVINGS ACCOUNT

6% Dividends Payable Quarterly

Most advertisements of Life Insurance are made up of an array of FIGURES only. In this advertisement the only figures appearing are HUMAN FIGURES, and you understand them.

- IF you want protection throughout your whole life at a constantly decreasing cost;
- IF you want temporary protection cheap while in debt or while building up in your profession;
- IF you want to strengthen your credit at the bank;
- IF you want to cache the earnings of your good years so that you may draw them when bad years come;
- IF you want to stabilize your business;
- IF you want your heirs to remain in possession of the estate you have created;
- IF you want something to lift the awful burden of fear and worry when you are sick;
- IF you want to give bonds to guarantee, in event of your death, food, shelter and clothing to your wife and babies;
- IF you want to come back from shadow-land and place in your wife's hands on the first of every month of her life a check to cover her monthly expense;
- IF any of these WANTS is your WANT, (and it must be unless you are a blanket Indian), come to the New England Life office and examine the policy made to your order. A card addressed to any of the men named will receive prompt attention.

Offices 786-792 Brandeis Building, Omaha.

NOBLE & NOBLE, General Agents

SPECIAL AGENTS

Will F. Noble
Dan R. Smith
Anna M. Christensen

SPECIAL AGENTS

Chas. L. Hopper
N. M. Graham

New England Mutual Life Ins. Co.

OF BOSTON, MASS.

(Chartered 1835.)

OLD

STRONG

LIBERAL

Paid Up Capital \$750,000

Authorized Capital \$2,000,000

The Federal Land Bank OF OMAHA

D. P. HOGAN, President.

JOSEPH M. CAREY, Vice President.

FRANK G. ODELL, Secretary.

E. D. MORCOM, Treasurer.

Offers \$500,000

4 1/2% Farm Loan Bonds

DIRECTORS

D. P. HOGAN.

JOSEPH M. CAREY.

FRANK G. ODELL.

E. D. MORCOM.

WARREN C. BAKER.

MERTON L. COREY

Attorney & Registrar

Dated May 1, 1917.

Due May 1, 1937.

Issued with the Approval of the Federal Farm Loan Board, a Bureau of the Treasury Department of the United States Government.

Redeemable at par and accrued interest on any interest date after five years from date of issue. Coupon bonds exchangeable for registered bonds which in turn are re-exchangeable for coupon bonds. Denominations, \$1,000, \$500, \$100, \$50 and \$25. Interest payable semi-annually, May 1st and November 1st, at any Federal Land Bank. Principal payable at the Bank of Issue. Both principal and interest payable in gold or lawful currency. (Arrangements have been made for the payment of November coupons at the Federal Reserve Banks, which arrangements are expected to be made permanent.)

Exempt from Federal, State, Municipal and Local Taxation

Under authority of Act of Congress, July 17, 1916, the United States was divided into 12 districts and a Federal Land Bank was created in each district. Farm loan bonds are primarily the obligation of the bank issuing the same. All twelve banks, however, are ultimately liable for the payment of each bond.

The United States Government owns over \$8,800,000 of the original issue of \$9,000,000 of capital stock of these banks. The banks operate under Federal authority and Government supervision.

As security for these bonds, there are pledged either United States Government bonds or guaranteed first mortgages on farm lands cultivated by the owner. No mortgage loan may exceed one-half the value of the land mortgaged and 20% of the value of permanent insured improvements thereon as confirmed in both cases by Farm Loan Board appraisers.

These bonds are declared by the Act to be "instrumentalities of the Government of the United States," and as such the principal and interest thereof are exempt from United States, State, municipal and local taxation. This includes the Federal Income Tax and income from these bonds need not be included in Income Tax returns.

In Europe, farm loan bonds of this same general character have long been a favorite form of investment, selling at approximately the same prices as direct Government obligations.

The bonds are acceptable AT PAR as security for all Government deposits, including Postal Savings deposits, and are legal investment for Trust Funds and for Savings Banks and Insurance Companies in a majority of the States.

PRICE 101 1-8 AND ACCRUED INTEREST

This attractive issue is now available for investors who promptly send in their subscriptions. An opportunity is afforded the investing public to procure an absolutely safe investment at a profitable interest rate. Subscribers should address subscriptions to E. D. Morcom, Treasurer, and enclose check or draft for 2% of the principal amount subscribed.