

We Guarantee to put your hogs in Packers Hands



DREAMS COME TRUE.
 A new enterprise now "In The Making" is the American Live Stock Insurance Co., whose business, principally, will be insurance of hogs. Other live stock will, also, come within range of its activities. This concern and such insurance, to use a somewhat old and hackneyed expression, will certainly "Fill a Long Felt Want," and, goodness knows, the want has for years been big and acute enough to have it filled long ago. To insure a pig at a living rate from its sucking to its market stage has been the dream of hog raisers for years. Such hopes are soon to be realized through this company, which has been organized in Nebraska along sound financial lines and officered by some of the best and most responsible business men of this state. As evidence that this estimable project is taking like wild fire it is only necessary to state that in about two weeks' time almost a third of its capital stock of \$1,250,000 has been subscribed. Under the sale plan each person may buy but a limited number of shares in order to distribute the shareholders all over the state. Charles H. Mullin, a Cumming county boy, and who recently left a lucrative position to take up this work, has been given the sale of Cumming county's quota. He is already meeting with success here, for the proposition offers one of the best investments of recent years.

Editorial taken from the West Point Republican, January 17, 1919.

Protection While Feed Is Put Into the Hog

HOG INSURANCE === Something New, in Which the Farmer Can Legitimately Invest

An ENTERPRISE FOR THE FARMER, OFFERED TO THE FARMER, both from the standpoint of the results of protection offered, and the investment feature that is bound to be extraordinarily profitable.

WHAT THE HOG HAS DONE
 The Hog has assisted in opening more bank accounts than any other farm product—has lifted more farm mortgages than any other farm product—has bought more farms than any other farm product—has done more for the producer than any single and many combined products—and, the Hog is the quickest money producer of any farm animal.

YOUR BOYS' AND GIRLS' EDUCATION IS ASSURED
 If your hogs are insured the boys' and girls' school money is assured, and they will be able to take their place in the world of affairs with no handicap. There will be no need to worry about your note, payments on farm or rentals. Your Hogs will be sold, or if they should die, the Insurance Company protects you. Your Hog venture will not be a gamble but a safe and sound proposition.

EMPLOY CITY METHODS ON THE FARM
 A farmer should conduct his operations in an up-to-date manner the same as any other business. In other words, insure his property; not part of it, but all of it. Enjoy the peace of mind and satisfaction which is due him; be able to pay his obligations when they fall due, or if he should want additional money for financing a deal, be assured the hog can become first-class collateral. With our undertaking the money is made and stays in the country.

SAFETY AND PROFITS.
 An Insurance Company is absolutely useless if it is not first and above all things, safe and sound. With that idea in view, we will charge such rates as will enable us to pay our losses promptly, make good profits for our stockholders and at the same time build up a good reserve. The American Live Stock Insurance Company, like banks, comes under the jurisdiction of a special department of the State Insurance Board, placing it in the same class as other high-grade financial institutions and far above the ordinary commercial investments.

During the last thirty years no old line legal reserve insurance company has been known to fail, whereas, hundreds of banks and railroads have been in the hands of receivers and hundreds of thousands of other businesses have failed. Having received our permit from the Insurance Department, and having deposited \$100,000 of our funds with the state, you will be perfectly safe in becoming a member and a stockholder of the American Live Stock Insurance Company, not alone as a protection against losses, but as a business investment. Insurance investment is practically the only investment where the proceeds of stock sales are immediately invested in high-grade interest bearing securities, while with commercial enterprises the money is immediately invested in buildings, machinery or merchandise.

OFFICERS AND INCORPORATORS
CHAS. F. SCHWAGER, President—Former President Alamo Dairy Co.
W. A. RATHISACK, President Security State Bank.
FRED L. TUBBS, Vice President—Vice President and Manager Alamo Farm Light Co.
J. DEFOREST RICHARDS, Director—President Alamo Farm Light Co.
CLYDE J. BAKER—Live Stock Commission Merchant.
VALE C. HOLLAND, Attorney—Mahoney, Kennedy, Holland & Horn.
ROBT. B. ZACHARY, Secretary—Insurance and Live Stock Loans.
PROF. A. L. HAECKER—Former Head Dairy Dept. University of Nebraska.
F. E. PRATT—Fremont, Neb. President Golden Rod Creamery and Nebraska's Largest Swine Producer.
HON. GEO. B. DYBALL, Director—Capitalist and State Legislator.

GOLDEN ROD CREAMERY
 Fremont, Neb., January 18, 1919.
 To whom this may concern—I have given the matter of hog insurance considerable careful study and consideration, and after going into the matter deeper and getting acquainted with the men behind the American Live Stock Insurance Co. I became more fully convinced in my own mind that there was a great future for this company, and that the time was ripe to push the work.
 Hog insurance is something that is being asked for, and is about the only insurance that farmers are seeking, all fire and life insurance agents have to hunt their business, while hog insurance will work its own way when once in action.
 I am interested quite extensively in the hog business and know it is a business that has no limit, and knowing the men as I do I see no reason that this will not be one of the great insurance companies of the middle west.
 Knowing the above facts, and with the assurance that any stock I took in this company (with the very able men behind the gun) would be a winner, prompted me to strain a point and take the limit in stock.
 (Signed) F. B. PRATT, Proprietor.

T. P. ROSE, VETERINARIAN.
 Gresham, Neb., Jan. 28, 1919.
 American Live Stock Insurance Co., Omaha, Neb.
 Gentlemen:—Since making the investment with your company I naturally take more interest in the proposition. I am more and more convinced that your company has a large field for operation in making a specialty of insuring the life of the hog.
 You will not only make the hog raising a safe proposition, but by the simple fact that you give the hog producers protection which he has heretofore been unable to get, you will in my opinion not only increase the hog production but by your plan of protecting the man raising pure bred hogs you will encourage others to improve the quality of their stock.
 It is gratifying to me to know that you have interested so many of our pure bred men in this vicinity to the extent of investing with you. This shows co-operation.
 If you can get the organization in other parts of the state that you have in York county, you will unquestionably build up one of the strongest organizations in the central west.
 I am glad to know that you are associating with you such men as Dr. P. J. Cady of Arlington. The councils of such men as Dr. Cady are invaluable. Assuring you I will be glad to do anything I can to assist you, I am, yours very truly,
 (Signed) T. P. ROSE, Pres. State Veterinary Association.

MT. PLEASANT STOCK FARM.
 E. N. Manley & Sons, Proprietors.
 Lyons, Neb., January 22, 1919.
 American Live Stock Insurance Co.,
 704-10 World-Herald Building,
 Omaha, Neb.
 Gentlemen:—Being one of the largest producers of pure bred Hampshire hogs, and having had twenty years of experience in the hog producing business, I believe I can ably judge the value of hog insurance. In my opinion, a company offering a reliable policy on the life of a hog will be the biggest assistance ever offered the hog raiser.
 I have taken stock in the American Live Stock Insurance company to the maximum amount offered me and have faith in the company and its management. The field offers very unusual opportunities as a dividend payer and the stringent laws of Nebraska governing old line insurance companies give stockholders the utmost protection on their investment.
 Very truly yours,
 E. N. MANLEY.
 Producer of two World Champion Boars.



All Voting Stock--No One Person Can Control--Limit on Purchase of Stock, \$10,000

ATTENTION, NEBRASKA FARMERS AND STOCKMEN
 We are placing \$1,000,000 worth of stock to give strength to this big Company, most of which is reserved for sixty hog counties, and for the man who produces the hog on the farm and for our mutual benefit. Only ten to twenty thousand dollars is being allotted to each locality, depending upon the number of hogs. All preliminary work and financing, insuring the complete success of the Company, has been assured. Hog producers who are interested in receiving Hog Insurance should immediately signify their intention of becoming members of our organization. Membership is limited in each town and county.

With Omaha the second largest hog market in the world, near the center of nine corn belt states, with 45,000,000 hogs, over one-fourth of the world's supply—worth approximately \$1,000,000,000—there are unlimited possibilities as to premium incomes and profits.
Special Notice to Income Tax Payers: Insurance premiums paid on farm property, including Live Stock, are tax exempt.

ONE FORM OF STOCK
 The American Live Stock Insurance Company issues but one form of stock. All stock sold at one price. All common, and every share gets one vote. No preferred list or special class. All members treated alike.
 Investors know that all the work of the Company, every feature of its business, every dollar of its expenditures, all salaries paid officers or salesmen, and all transactions of every nature must be reported to and supervised by the Insurance Department of the State of Nebraska. Can you beat the possibilities and safety of this Company as an investment? **POSITIVELY NO.**

Insurance That Insures the Hog, the Feed, the Farmer and the Banker
American Live Stock Insurance Company
 704-10 World-Herald Building
 OMAHA, U. S. A.

INFORMATION COUPON
 American Live Stock Ins. Co.,
 704-10 World-Herald Bldg.,
 Omaha, Neb.
 Please send me full particulars regarding the American Live Stock Insurance Company. If satisfied that the investment is good, I might invest \$..... This coupon obligates me in no way to invest.
 Name
 Town State