

The Story of the Illustration

"Hog Insurance" is the connecting link which guarantees the delivery of the hog to the market—or provides compensation.

PROTECTION WHILE FEED IS PUT INTO THE HOG

The Bank in the Picture

Represents the "Sureness" of profit to the farmer who buys insurance—his returns made safe by Hog Insurance.

# American Live Stock Insurance Company

MAKE SURE OF YOUR PROSPERITY  
BANK



## A MESSAGE OF VITAL IMPORTANCE To Everyone Interested in the Raising of Hogs

**T**HE eyes of the whole world are now turned toward the hog. Throughout the entire world every thinking person is interested in the increased production of the meats and fats from this precious animal. Now comes a big Nebraska company which proposes to revolutionize and magnify the entire industry.

**A**ND never in the history of the world has the time been more opportune for the materialization of such a project. For never was hog raising so profitable as now and never were so many thousands of people interested and actually participating in this industry. And never were the individual risks to the farmer greater, for heretofore a little ill luck with him must mean one of the most dismal failures of a lifetime.

**B**UT at this darkest hour comes a ray of light—for a link has been formed to go between the hog and the market—a link which will take the risk out of hog raising—that will spread out the effects of an occasional loss so that it will not be felt at all.

### This Connecting Link Is Hog Insurance

**I**S it not logical? You insure your life, your house, your furniture, your automobile, your live stock and in fact everything that you own that is valuable. And no one would deny that this insurance relieves many of the responsibilities of life—and universally the insurance companies prosper.

**A**ND now if you raise hogs you can insure them. And attesting that thousands of farmers are eager to insure their hogs are the many letters we have received from them, asking when we will be ready to do business.

### The American Live Stock Insurance Company

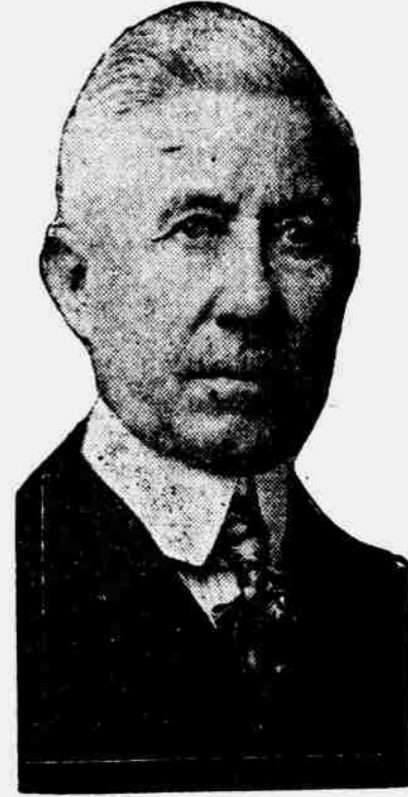
**I**S now a going corporation—ready to start by the middle of June—incorporated under the laws of the state of Nebraska with a capitalization of \$1,125,000. It is directed and officered by some of the most successful and capable business men in the state—men who have already won names for themselves in mercantile pursuits.

**A**LREADY there are prospects for a wonderful business—it is estimated that the company will soon be able to work to the capacity of its capitalization. Large profits seem assured, both to the company and to the farmer who invests in its insurance.



Chas. F. Schwager  
Pres. and Gen. Mgr.

Is one of Omaha's best known successful business men. He was President of the Alamito Dairy company for a great number of years before taking up the active work of developing the American Live Stock Insurance Co.



Robt. B. Zachary  
Secretary

Born in Iowa, son of a banker, and himself engaged in the banking business for 27 years. For many years a successful raiser of hogs and cattle, and also well known in the middle west as an expert in insurance, farm and cattle loans.

## Today Presents the Opportunity Which May Be Gone Tomorrow

**O**UR company has no promotion stocks—every dollar invested in this company is for the purpose of insuring the hogs of those farmers who desire such insurance. Our stock is all common, each share carrying full voting privileges.

**A**LTHOUGH this stock has been nearly all subscribed we still have a limited amount which we wish to sell to farmers throughout the state of Nebraska. Surely no other industry of today offers a more promising outlook for profits—we ask you to come in with us now before the last share has been sold.

## This Company Will Be in Operation by the Middle of June Invest With Us Today

### Other Officers and Directors

- W. A. RATHSACK—President Security State Bank.
- ROBT. B. ZACHARY, Secretary—Insurance and Live Stock Loans.
- YALE C. HOLLAND, Attorney—Mahoney, Kennedy, Holland & Horan.
- FRED L. TUBBS, Vice President—Vice President and Manager Alamo Farm Light Co.
- J. DeFOREST RICHARDS, Director—Formerly Vice-President of the Omaha National Bank.
- CLYDE J. BAKER—Live Stock Commission Merchant.

INFORMATION COUPON  
AMERICAN LIVE STOCK INSURANCE 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.....

### Other Officers and Directors

- PROF. A. L. HAECKER—Former Head Dairy Dept. University of Nebraska.
- F. E. PRATT—Fremont, Neb. President Golden Rod Creamery Co. and Nebraska's Largest Swine Producer.
- HON. GEO. B. DYBALL, Director—Capitalist and State Legislator.
- ANDREW HARTT, Agency Supervisor—Formerly Manager Western Division Integrity Mutual Casualty Co.
- RUSSELL W. GENTZLER, Manager Underwriting Dept.—Formerly State Manager for American Old Line Insurance Company in North Dakota.