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# THE PAINTSVILLE HERALD

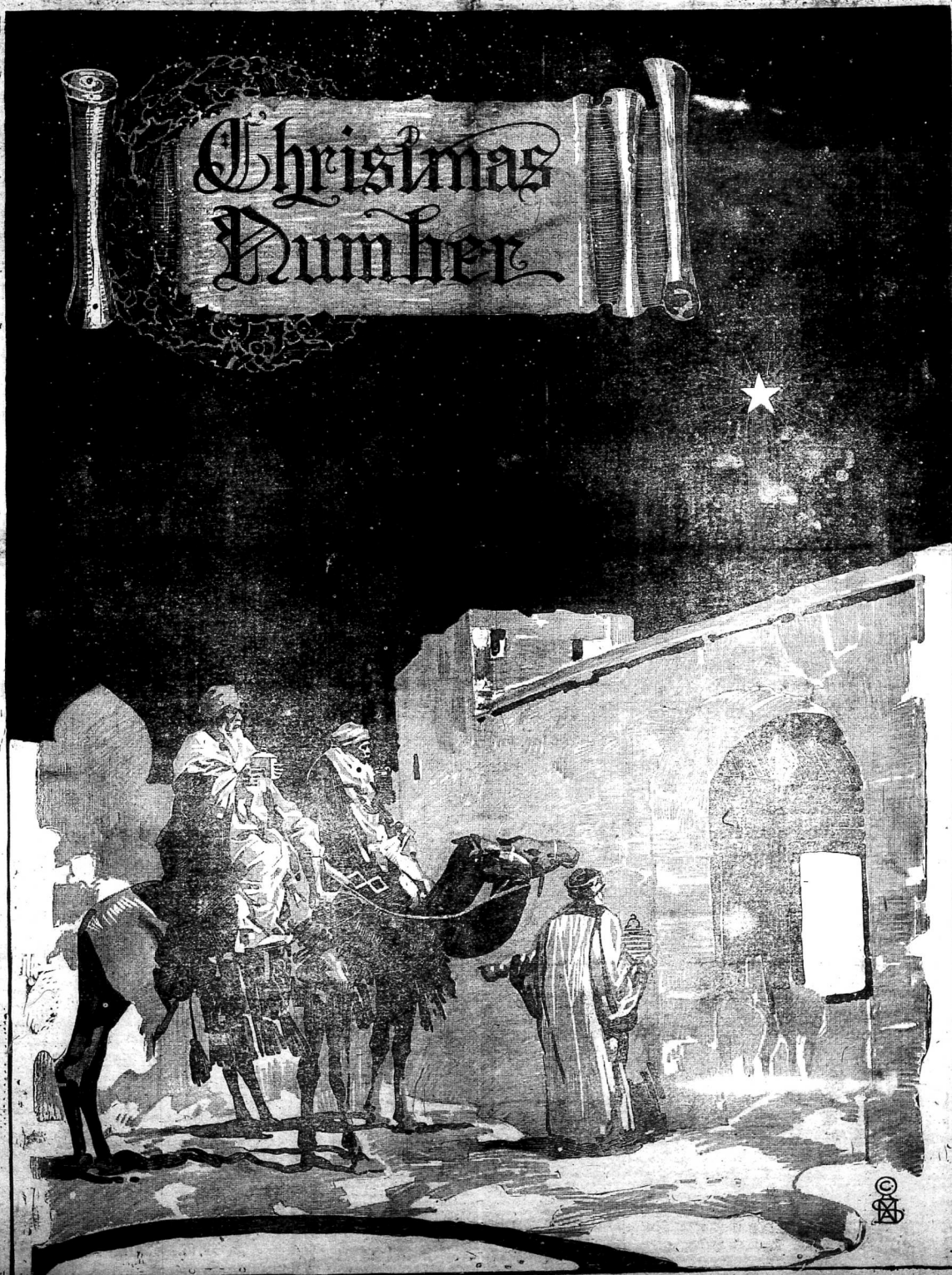
"KEEPING EVERLASTING AT IT BRINGS SUCCESS"

**TO ADVERTISERS**  
If you have anything to sell, or if you want to buy something, it is to your interest to let the people know it. The Herald has the circulation and the equipment to handle your business. It always pays to advertise in The Herald.

FIFTEENTH YEAR.

PAINTSVILLE, KY., THURSDAY, DECEMBER 28, 1915.

ONE DOLLAR PER YEAR.









# North American Life Insurance Company

## Announcement

### TO THE PUBLIC:

It is proposed to organize and incorporate under the laws of Kentucky an institution to be known as the NORTH AMERICAN LIFE INSURANCE COMPANY, which, if all its stock be sold, will have a capital and surplus of \$175,000.00.

### Home Office Of Co.

The Home Office of the Company is to be located at Paintsville, Ky.

### Object of The Company

THE NORTH AMERICAN WILL BE PRIMARILY A LIFE INSURANCE INSTITUTION, BUT WILL HAVE AUTHORITY TO WRITE ALL LINES OF INSURANCE ALLOWED BY THE LAWS OF KENTUCKY, EXCEPT FIRE AND CASUALTY.

### Management

THE AFFAIRS OF THE COMPANY WILL BE UNDER THE MANAGEMENT OF A BOARD OF DIRECTORS DRAWN FROM THE BEST MEN OF KENTUCKY, THE MAJORITY OF WHOM WILL BE IN THE BIG SANDY SECTION.

### Stockholders

ITS STOCKHOLDERS WILL BE CAREFULLY SELECTED FROM THE REPRESENTATIVE MEN THROUGHOUT THE STATE OF KENTUCKY. THE CHIEF DESIDERATUM IN THE ORGANIZATION OF A LIFE INSURANCE COMPANY IS THAT ITS BUSINESS IS SCATTERED OVER A WIDE TERRITORY, AND SPECIAL CARE WILL BE EXERCISED IN SELECTING STOCKHOLDERS FROM A BROAD FIELD, AND FROM A CLASS OF MEN WHOSE SUCCESS AND STANDING IN THEIR RESPECTIVE SECTIONS WILL GIVE PRESTIGE TO THE COMPANY, AND THROUGH THEM ENABLE THE COMPANY TO WRITE A LARGE BUSINESS. A DEPOSITOR IN A BANK WOULD RECOMMEND HIS BANK TO ONE WHO CONTEMPLATED DEPOSITING MONEY, BUT A STOCKHOLDER IN THE BANK WOULD NOT ONLY RECOMMEND, BUT WOULD HELP TO SECURE THE NEW DEPOSITOR. IF EVERY MAN IN THE BIG SANDY WILL SUBSCRIBE FOR BUT ONE SHARE OF STOCK, IT WILL FORM A NUCLEUS FOR ONE OF THE BIGGEST LIFE INSURANCE COMPANIES, IF NOT THE BIGGEST COMPANY IN THE SOUTH.

### Kentucky Laws

THE COMPULSORY RESERVE DEPOSIT LAW OF KENTUCKY WAS DESIGNED FOR THE PROTECTION OF POLICYHOLDERS, AND OPERATES ON THE SAME BASIS ON WHICH NATIONAL BANKS OPERATE. YOU KNOW A NATIONAL BANK NOTE IS GOOD, BECAUSE THE GOVERNMENT REQUIRES BONDS TO BE DEPOSITED WITH THE GOVERNMENT AT WASHINGTON TO SECURE THE NATIONAL BANK'S CIRCULATION. THE STATE OF KENTUCKY REQUIRES SECURITIES TO BE DEPOSITED TO EQUAL THE NET CASH VALUE OF ALL OUTSTANDING POLICIES OF KENTUCKY LIFE INSURANCE COMPANIES, THUS AFFORDING ABSOLUTE PROTECTION FOR POLICYHOLDERS IN KENTUCKY COMPANIES.

THIS LAW WAS DESIGNED BY A MAN WHO IS INTERESTED IN THE ORGANIZATION OF THIS COMPANY. LIFE INSURANCE COMPANIES IN NEW YORK STATE ARE REQUIRED TO DEPOSIT BUT \$150,000 WITH THE STATE OF NEW YORK. ONE COMPANY IN THAT STATE, WITH OVER THREE QUARTERS OF A BILLION OF ASSETS, HAS ON DEPOSIT WITH ITS HOME STATE \$150,000, WHILE ONE OF THE KENTUCKY COMPANIES HAS ON DEPOSIT WITH THIS STATE FOR THE PROTECTION OF ITS POLICYHOLDERS MORE THAN ONE MILLION DOLLARS.

### The Outlook for a New Co.

THE PEOPLE OF KENTUCKY ARE SENDING OUT OF THE STATE ANNUALLY IN LIFE INSURANCE PREMIUMS MORE THAN SIX MILLION DOLLARS. A COMPANY WHICH COULD STOP THE FLOW OF THESE MILLIONS TO THE NORTH AND EAST WOULD DO A GREAT GOOD IN THE DEVELOPMENT OF KENTUCKY.

### To Cover a Wide Field

THE NORTH AMERICAN LIFE INSURANCE COMPANY PROPOSES TO OPERATE OVER A WIDE TERRITORY, COVERING, FIRST, THE BIG SANDY SECTION OF KENTUCKY, AND GRADUALLY EXPANDING UNTIL THE WHOLE STATE IS COVERED, AND THEN OPEN OTHER STATES FROM TIME TO TIME AND ULTIMATELY COVER THE WHOLE OF THE SOUTH AND WEST. THE SOUTH ALONE IS SENDING TO THE NORTH AND EAST EVERY YEAR IN LIFE INSURANCE PREMIUMS ABOUT SIXTY MILLION DOLLARS. SOUTHERN PEOPLE WILL SHARE THEIR BUSINESS WITH A SOUTHERN INSTITUTION.

### Progress of Life Insurance

FEW PEOPLE OUTSIDE OF LIFE UNDERWRITING CIRCLES ARE AWARE THAT THE LIFE INSURANCE BUSINESS, GREAT AS IT IS, DOUBLES EVERY TEN YEARS. THAT HAS BEEN THE CASE FOR MORE THAN FOUR DECADES. ONE COMPANY IN THE EAST, TWENTY YEARS AGO—1894—HAD ASSETS OF \$22,000,000. TEN YEARS AGO—1904—IT HAD ASSETS OF 122,000,000. AT THE END OF LAST YEAR—1914—ITS ASSETS WERE \$496,000,000.

### Paintsville

NOT EVERY TOWN IN THE STATE HAS THE OPPORTUNITY OF BUILDING A LIFE INSURANCE COMPANY. ANY TOWN, IRRESPECTIVE OF SIZE, WITH THE OPPORTUNITY CAN BUILD IT. A SMALL TOWN IN THE EAST, WITH LESS THAN EIGHT THOUSAND INHABITANTS, HAS A LIFE INSURANCE COMPANY WITH ASSETS OF NEARLY \$65,000,000. THERE ARE NUMEROUS CITIES OF MODERATE SIZE IN THE EAST WHICH CAN BOAST OF LIFE INSURANCE COMPANIES THAT FURNISH CAPITAL DRAWN FROM PREMIUMS FROM OTHER SECTIONS OF THE COUNTRY TO CARRY ON TREMENDOUS MANUFACTURING INDUSTRIES AND OTHER INSTITUTIONS WHICH WOULD BUILD UP A STATE.

### Beneficiaries

THE BENEFICIARIES OF THE NORTH AMERICAN LIFE INSURANCE COMPANY WILL BE SCATTERED THROUGHOUT THE TERRITORY IN WHICH IT OPERATES, BUT ESPECIALLY WILL THE PEOPLE IN THE BIG SANDY PROFIT BY THE ORGANIZATION OF THIS COMPANY. ITS BUSINESS WILL PRODUCE AN INCOME FROM EVERY SECTION OF THE STATE OF KENTUCKY, AND FROM OTHER STATES WHEN THEY ARE OPENED, AND THIS FLOW OF MONEY TO PAINTSVILLE WILL MEAN THE DEVELOPMENT OF KENTUCKY AND ESPECIALLY OF THIS SECTION. ITS MONEY CAN BE LOANED TO FARMERS, MERCHANTS, AND PROFESSIONAL MEN—ALMOST EVERY BUSINESS, AND ALMOST EVERY MAN IN THIS SECTION, WILL FEEL THE EFFECT OF SUCH AN INSTITUTION.

### Co-operation Invited

THE ORGANIZATION COMMITTEE IS COMPOSED OF SOME OF THE BEST BUSINESS MEN IN PAINTSVILLE. THE PLANS OF ORGANIZATION ARE CLEAN-CUT AND UNEQUIVOCAL. WHILE THE COMPANY WILL NOT BE LOCAL IN THE SENSE OF SECURING BUSINESS, IT WILL BE A KENTUCKY INSTITUTION, WITH ITS HOME OFFICE AT PAINTSVILLE, IN THE BIG SANDY, IN THE HEART OF A SECTION OF KENTUCKY WHICH, WITHIN THE NEXT TEN YEARS, WILL HAVE A GREATER DEVELOPMENT THAN ANY OTHER SECTION IN THIS STATE. THIS COMPANY WILL MERIT THE CONFIDENCE AND PATRONAGE OF THE PEOPLE OF KENTUCKY, AND WE EARNESTLY INVITE YOUR CO-OPERATION.

RESPECTFULLY,

**H. B. RICE, Chairman,**  
**Organization Committee,**  
**Paintsville, : : Kentucky.**