NASHVILLE ON THE FIRING LINE

Life & Casualty Insurance Company Prepares to Move into New Home

Business Shows Remarkable Growth Since Organization Twenty-Two Years Ago

Next month the Life & Casualty Insurance Company will begin moving into its beautiful and substantial new five-story home on Fourth avenue, north, between Church and Commerce streets.

This will mean the passing of another milestone in the progress of an institution that, within the short span of twenty-two years, has grown from a small beginning to be one of the largest and strongest of its kind in the United States.

Almost directly across the street from the new $400,000 home this same company began business back in 1903 with total assets of approximately $21,000. The headquarters consisted of a room, 14x12 feet, for which a monthly rental of $12.50 was paid. This room was used as the president's office, the secretary's office, the district office and as a location for the transaction of all executive business of the company.

Through the high ideals and the untiring energy of its officials, the company soon began to win the recognition that it justly deserved and it was found necessary to move into larger quarters nearby. It was not long until these quarters too were outgrown and then, in 1910, the company purchased the structure at 309-311 Church street, which later also proved inadequate and the adjoining building at 313 Church street was bought to fill the need for additional office space. And now these structures also are crowded as the new building on Church street is receiving its finishing touches in preparation for occupancy by the company.

The Life and Casualty's first line of business was the writing of industrial, health and accident policies, and now it holds second place in this field in the United States. As the company grew, other policies were added, and today it writes a full line of all standard forms of life insurance.

In sharp comparison with the $21,000 in assets in 1903, the assets of the company now aggregate more than $5,000,000. The gross income of the company this year will exceed $6,000,000. It has more than $2,000,000 of insurance in force in its various departments. Its policy holders total 600,000. There are approximately 200 district offices in the company's territory, employing 1,400 field men. There are approximately 150 home office employes and 60 local age[illegible], making a total of 210 people employed by the company in Nashville. The remarkable prosperity that is being enjoyed by the company is illustrated by the fact that its gain in assets for the past 12 months was equal to the first seventeen years of its growth. No year has been passed without a substantial increase in assets being recorded.

The rapid growth of the Life & Casualty Co. is only the personification of A. M. Burton, its president, who takes an active interest in all local civic enterprises and is a confirmed optimist and a Christian gentleman of the highest type. In an article appearing some months ago in the Insurance Field the following tribute is found: "What are the reasons for this success? Not alone thrift—though that has its share—but financial and moral integrity as well. Two questions must be satisfactorily answered when a business problem confronts Mr. Burton. Not only, 'Will it pay?' but also 'Is it right?'"

Mr. Burton came to Nashville during the Centennial in 1897, and while here secured a position as an insurance agent. After several years of service as an agent and having learned the business from the ground up, he conceived the idea of the Life & Casualty Insurance Co. and organized this company, which now stands as a monument to his foresight and progressiveness. He has been president of the company ever since its organization. Before the organization of the Life & Casualty, Mr. Burton had already proved his efficiency in his chosen field, as he had been rapidly promoted with the company with which he began his activities as an agent. His first promotion was to the office of assistant district manager. Later he became district manager and afterward state manager, which position he held until he severed his connections with the company to organize the Life & Casualty.

J. W. Kent

J. W. KENT

Broadcaster of the famous "Dauntless" Flour for Liberty Mills in the West Tennessee Territory.

Neely-Harwell Notes

W. C. Edwards, J. B. Platz and W. N. Young spent last week-end at their homes in Nashville.

A. C. Clark spent last week in the house waiting on trade from his section following his return from a special sales trip to the Red Boiling Springs territory.

Mr. and Mrs. T. M. Harwell of Huntingdon, Tenn., were in the city last week visiting their daughter, who is attending school in Nashville.

Ernest Everett of Huntsville, Ala., cme in Monday and spent a day or so in the house waiting on the trade and making plans for his early campaignt on spring goods.

O. L. Cox of Florence, Ala., also is making extensive plans for spring selling, and expects to invade the tri-city territory with spring samples as soon as possible.

Clay Reeves sent in a number of good orders last week from Birmingham and other cities of that section.

By reason of his own personal interest in radio activities, T. H. Young, head of the notions department, is seeking to bring the benefits of radio within the reach of every family.

Lem Meek and Ed. Lane, salesmen with Orr, Jackson, & Co., had their heads mighty close together when they were at their firm's headquarters a few days ago and it is predicted that some quail had better look out as soon as the bird season opens.

M. M. Robins, of Livingston, Tenn., has accepted a position as salesman with Orr, Jackson & Co., and will start out Monday in the territory of Livingston and vicinity. Mr. Robins is well known in the territory he is to cover.

J. W. Lusk, salesman with Robert Orr & Co., who resides at Columbia, Tenn., was in the house a few days ago, gettting new samples and posting himself on the new items in stock.

TOLEDO SCALES CO. BANQUETS CREW

Dinner Given in Honor Of Walter Scott, District Sales Manager

The local agency for the Toledo Scales Company in charge of M. M. Culp, who does nothing by halves, honored the district sales manager of the company and the local salesmen, who represent the company, with an elegantly appointed dinner on Saturday in one of the private dining rooms of the Hermitage hotel.

Those present were: Mr. and Mrs. R. A. Thomas, Mr. and Mrs. J. A. Franklin, Mr. and Mrs. Allen Truett, Walter Scott and Miss Louise Fulghum, Dutton Culp and Miss Nettie Mae Roach, Mr. and Mrs. M. M. Culp.

At the close of the dinner Mr. Scott addressed the salesmen on many things of interest, among which special stress was given to co-operation, loyalty and salesmanship.

M. M. Culp, local sales manager responded in a most pleasing manner, extending greetings to the honor guest and speaking words of appreciation to the sales force for their efforts and loyalty, and predicted that this would prove to be the banner year for the Toledo in Nashville, and asked for the continued support of each and every salesman in helping to make the Nashville agency the most progressive and efficient in the entire country.

Gray-Dudley Notes

John M. Gray and Houston Dudley have returned from Chicago where they have been for several days calling on some of their dealers.

Mr. Gray spoke pleasingly of the state of business in their line in that territory, and that they found optisism prevalent, among Chicago dealers and business men with whom they came in contact.

Several of their old salesmen have been in this week and are having good business on their several territories.

Among the salesmen in the office the past week were the following: Albert E. King, G. C. Beverly and Lillard H. Thompson.

The foundaries are running on full time, orders are being filled with reasonable promptness and the general outlook for the store business was never better.

Firing Line Reaches Out Like the Radio

The letter produced below, written in Louisville, Ky., expresses appreciation of the treatment the Firing Line extends to one of its patrons and the writer's personal friends:

Mr. C. Contos,
Nashville, Tenn.

Nov. 16, 1925.

Dear Christ:

Just read the nice write-up in Sunday's "Firing Line" of The Tennessean about your many years' service to your patrons and I personally know that you are entitled to every word of praise contained therein. Permit me to express to you as your friend my congratulations and best wishes for your future success.

Your sincere friend,
THOS. G. MALLON.

Traveling Men To Have Banquet

Our neighbor city of Murfreesboro, that can proudly boast of having as its citizens more than 100 traveling salesmen, will on November 28 be the scene of a banquet where these fellows, with their wives and sweethearts, will enjoy an evening together.

Murfreesboro has many things of which they might boast and point to with due pride but we wonder if they ever stopped to figure just what kind of an asset 100 traveling salesmen meant to a city of that size?

This bunch of its citizenship will bring to Murfreesboro not much less than one-quarter of a million dollars annually and it is safe to say three-fourths of it is left in Murfreesboro benefitting the merchants, the churches, the schools and every other enterprise in the community.

Take them as a class, they and their families will stand near the head of any class of good citizenship.

The editor of the Firing Line is in receipt of an invitation to be present on this occasion. At the bottom of this invitation is an important postscript which says: "Please advise by return mail if you will be with us, so we can kill another gobbler."

Sez I, by return mail, kill the gobbler.

CONSCIENTOUS

A Philadelphia man called up a bird-store the other day and said: "Send me 30,000 cockroaches at once."

"What in heaven's name do you want with 30,000 cockroaches?"

"Well," replied the householder, "I am moving today and my lease says I must leave the premises here in exactly the same condition in which I found them."—The Thrift Hagazine.

TARIFF FOR REVENUE DON'T STOP ROI-TAN

The Desire for a Good Smoke Make the Cost a Trifle.

Charles W. Stumb, distributor of the Roi-Tan cigars, regardless of the state tax placed on cigars, the sale of this popular brand will show a handsome increase in distribution and sale for the year."

Roi-Tan cigars have long been favorite with the smoker of good cigars, and is one brand that has held its place because the quality has been honestly kept up by the makers and there are few that have a longer record of satisfaction to the consumer.

Roi-Tans are made in a large number of sizes, the more popular of which is handled by the local distributor.

Among other brands sold by the Stumb Company and are popular all over this section will be found, Chancellor, Stumb's hand made Little Tom and many others.

"Man to Man—Roi-Tan" is a most familiar slogan known from the Atlantic to the Pacific and then some.

The Common Drinking Cup Must Be Discontinued

The Division of Hotel Inspection, in conjunction and cooperation with the state department of public health, is endeavoring to prevent the spread of communicable and infectious diseases by the discontinuance of the public or common drinking cup, which is one of the most dangerous and common means of communicating disease.

This antiquated and unsanitary practice should be discontinued ny hotel managers, and they are requested to lend their assistance and cooperation in eliminating this dangerous evil. Besides being dangerous and unsanitary, the use of the common drinking cup is a violation of the state hotel laws, which reads aos follows:

COMMON DRINKING CUP

"No person, company, or corporation having charge or control of any hotel, restaurant, theater, hall, store, schoolhouse, church station, railroad train, steam or electric car, or other institution or conveyance frequented by the public or which may be used for the purpose of a public assembly or as a place of employment, may be permitted to furnish any cup, vessel, or other receptable to be used by more than one person for the common, indiscriminate, or promiscuous use or purpose of drinking therefrom."

The use of the common and unsanitary public drinking cup in hotels must be discontinued.

SUPT. OF HOTEL INSPECTION.

"Life insurance is genuine, old-fashioned, sixteen ounces to the pound, caution and protection. The most attractive thing about life insurance is that it reaches its greatest value when everything else is made uncertain by death. It is the organized love of men for their families, the capitalization of affection, the prudence of years, the riches of the poor and the security of the rich."

Spurlock-Neal Notes

C. S. Martin has returned from New Orleans, where he attended the meeting of the Southern Drug Club.

Carson Daniel, J. Hungerford Smith's representative, is traveling with S. N. Co.'s salesman, R. E. Lee, out of Florence, Ala.

Mr. Bolwell, Ansco cameras, was in Nashville with S. N. Co.'s city salesmen selling a special Duco finished camera in colors.

S. N. Co.'s sales department is certainly pleased with the inquiries on Duco polish No. 7, acquired from Firing Line ads.

Sundry department reports this is their best holiday season on record.

Business is good.

P. S.—The announcer at Station F. L. is pleased to have a "listener in" say we did him good. We would be glad to hear from any others that profit by our "broadcasting."—Ed.

An old negro woman was taking the last look at the remains of her departed husband: "Po, Rastus," said she, "I suah hopes you ain't gwine to where ah speci dat you has."

Doings and Sayings Of U. C. T. Boys

By LEE HARMAN

Boys, get this and get it straight: Saturday night, November 28, is home-coming night for all the members of Nashville council. It is expected that all the old members who haven't attended for years will be there. Chairman Ernest Smith of the entertainment committee, together with this scribe, have promised to provide you with a genuine old-fashioned Dutch lunch—pretzels and everything. It will be there, and you are expected to be there to take it away. Cards have been mailed to every one, and if you don't get your card you have changed your address, and by the way: The writer would like to have the new address of every member who has changed during the past year. Just put on a postal card and mail to the writer at 3725 Central avenue. Many letters have been returned because the parties to whom they were addressed forgot to give his new address. Don't forget this. It is very important.

Have you paid Assessment No. 182 yet? It was due October 1, now past due, and you can't expect to collect your insurance if you are injured. Get busy and mail your check at once as you are now delinquent.

Earl Wylie stopped off at a little station one night where he had never been before. The night was dark anad rainy, and Earl was tired. He inquired the way of a native who pointed to a dim light in the distance. Earl thinking a straight line was the shortest way, made a bee line for the light. After going about 20 yards he stepped off in a big ditch about 10 feet deep, landed at the bottom in about two feet of mud and water, and busted his suit case open, dislocated several perfectly good teeth and had to walk to the end of the ditch before he could get out. He finally landed at the hotel (?) looking more like a mud turtle than a human being. Such is the life of a traveling man. They all have had experiences something like that. Isn't it a sweet, easy life?

J. F. Samuels was compelled to stay all night at a farm house one night. About 4 in the morning the farmer awoke Jim, who immediately got up, donned his clothes and made for the gate, the farmer seeing him going out said to Jim, "Where are you going?" Jim replied, "Going to find a place to stay all night."

The writer was traveling once from a little place called Hill Top to Lexie this being my first trip to this village. I had to inquire the way. This country is what is known as the barrens, where nothing grows but blackjack trees and stills. Noticing a little cabin on the road side I stopped and inquired of an old man, who sat in the doorway, the way to Lexie. Taking his corn cob pipe from his mouth, he replied after a few minutes, "Well, son, you take the first road on your left, keep that till you come to where five roads fork, and it don't matter a darn which one you take, you're lost."

Dick Kellow is now sojourning in the land of Florida, where the sun shines on the moonshine and the moonshines everywhere. Dick still holds his membership in Nashville council and we have a sneaking feeling that he is coming back some day.

When it comes to getting new members Senior Counselor E. S. Stephens takes the cake. He waits till they go home, and then goes there after them, he generally gets them too.

Albert King got so interested in that new baby out at his house that he forgot all about meeting night. It has been suggested that Albert bring the baby next meeting so he won't forget.

Sam Bolton and J. Whitley Hyden are evidently intending to spring a surprise on each other as nothing has been heard from either regarding the campaign for new members. They say that "still water runs deep" and these two have been so quiet that something must be in the air.

Again Saturday night, November 28, 417½ Church street. Home-coming night. Don't forget.

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THE RELIABLE AND PROGRESSIVE HOUSE
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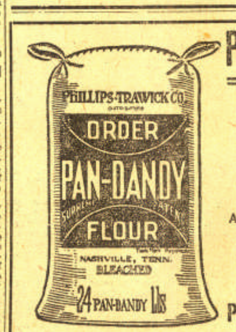

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Chocolate, Cream Dates, Cocoanut Balls, Cocoanut Bon Bons, Hand-Made Creams. Something to Please Everyone.
Five Pound Box Candy $2 Everywhere!
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Don't Say Family Package—Say:
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Nashville's Vanderbilt Stadium—the Largest in the South—Seats 22,000