

CHANGING NAMES OF AUTO BODIES

Modern Terms Should Be Used Instead of Archaic Ones, Says Expert

"Car bodies are changing with the times, and nomenclature ought to change with them," says Charles M. Hayes, president of the Chicago Motor club.

RATES LOWERED IN NATIONAL PARKS

Motorists traveling to the national parks this year will find a reduction in entrance fees in most cases, according to the touring bureau of the Chicago Motor club.

- Crater, \$2.50; \$1.00. Mesa Verde, \$1.50; \$1.00. Mount Rainier, \$2.50; \$1.00. Sequoia, \$2.50; \$1.00. Grand Canyon, \$1.00.

In giving the reason for the reductions, the National Park Service stated they were made possibly largely through more liberal appropriations by congress which were made because the parks are being so widely used and first-class approach roads are being built.

EATING HABIT OF ALL CIVIC ORGANIZATIONS

All of our organizations must eat or they die. What shall I call this disease? Civic malnutrition? Those who feel responsible for our Bible classes, our Chamber of Commerce, our Izaak Walton League, our Fisherman's Association, our Dancing Club, our many social organizations—all of them provide the well-loaded table.

OSHKOSH, WIS. LEADS THE FROG INDUSTRY

Certain Months In Which These Toothsome Delicacies May Not Be Shipped

No one has yet risen to dispute the claim of Oshkosh, Wisconsin, to be the frog center of the nation, but we have learned about frogs since we spoke up for Oshkosh.

We have learned that the frog industry does not escape regulation. No frog may be shipped from Wisconsin or Michigan in the months of March and April.

Why this concern for the frog, asks the Nation's Business? Is he in danger of disappearing? Is there no Society for the Protection of the Frog, with secretaries and offices?

We turned to our never-failing source of information, the list of government-published documents, to see what literature is supplied on frogs; and we found that the government, always ready to educate an ignorant public, has issued a pamphlet, "Frogs, Their Natural History and Utilization."

LIFE INSURANCE INCREASE IS SIGN

Another Indication of Great Prosperity of American People

Another indication of the great prosperity of the American people can be found in the gain in life insurance which set a new record in the year just closed.

The association estimates that the total of new business for all life insurance companies in 1925 was \$15,600,000,000, an increase of \$2,400,000,000 or about 16 per cent over 1924.

Under deductions for deaths and other terminations, this makes the total of life policies in force \$72,000,000,000. The total new insurance of forty-five companies having in force 81 per cent of life insurance coverage of all legal reserve companies in 1925, exclusive of revivals, increases and dividend additions, was \$10,927,000,000 against \$9,109,000,000 in 1924, an increase of 20 per cent, according to the report which was forwarded to the Department of Commerce.

In analyzing 1925 life insurance

business George T. Wight, manager of the association, said:

"New ordinary life insurance of the forty-five contributing companies in 1925 amounted to \$7,568,000,000 against \$6,548,000,000 in 1924, an increase of \$1,020,000,000 or 15.6 per cent. New industrial business amounted to \$2,359,000,000 in 1925, against \$1,964,000,000 in 1924, an increase of \$395,000,000 or 20.1 per cent. New group insurance aggregated \$999,000,000 against \$598,000,000 an increase of \$401,000,000 or 67.1 per cent."

"December witnessed the production of the largest amount of life insurance ever paid in any month. The totals of the forty-five companies aggregated \$1,274,000,000 against \$1,086,000,000 in December, 1924, and \$1,012,000,000 in December, 1923, the only other billion dollar months."

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