Fixed-Dollar Savings And Assets Remain The People's Choice As The Foundation Of Their Security

of individual and family finan-riod was less than \$2 billions

distribution of ownership of the sion. traditional forms of personal. As to the aggregates of indi thrift and protection-life insur-vidual financial resources and This is significant in view of in the fixed-dollar asset classifiimpressions that may have been cations of life insurance reserves ownership in recent years and ous types of savings accounts the recurrent waves of specula- Government securities, and cor

What the Facts Show

the years. Last year saw a new birth of more than \$74 billions in ject to the ebb and flow of new life insurance purchases, speculative tides.

vate pension and retirement population. funds, savings accounts including, savings and loan associations and credit unions, and Government insurance policyholders in legal securities comprising U. S. Savings Bonds and Federal, State 113 million, or practically two and local issues. The annual out of every three persons in the total here set a record of more population. There are more than than \$30 billions in 1959, swelled 80 million savings accounts, and Strange noises and only about \$7 billions.

Types of Assets Compared

With all the talk about the show that the net annual flow new look in ownership of equi- of funds of individuals into ties which has developed in re- stocks of corporations and incent years, the American peo- vestment fund shares averaged ple are continuing to rely on little more than a billion dolfixed-dollar types of savings and lars a year over the past decinvestments as the foundation ade. The peak figure in the pe-

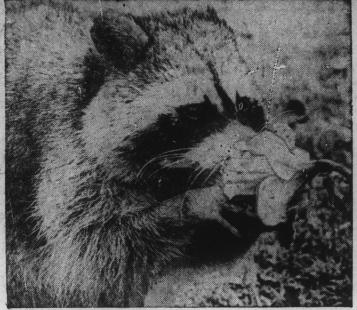
eial planning for the future. in 1951, and last year there was This stands out clearly from actually a small net decline, acthe facts and figures on the con- cording to estimates of the Setinued growth and widespread curities and Exchange Commis-

ance, pension and retirement their composition, the figures funds, savings accounts, and the show that the public at the end various other forms of fixed-|of last year had accumulated a dollar savings and investments. total of more than \$440 billions given by the growth in stock private pension fund assets, variporate bonds and notes. The comparable figure for combined The extent of the public's re- individual holdings of corporate liance on fixed-dollar assets is common and preferred stocks evident both in data on the an- and investment company shares nual flow of personal income in- was \$367 billions on that date, to thrift and investment mediums and in the statistics on the difference of some \$70 billions of a large part of the credit and hard and Elmer H. Davidson of composition of the people's ac- in favor of the fixed-dollar ascumulated financial resources. It set classification, there is the is likewise manifest in the fig- added basic distinction between challenge of the times. Inform- and Mrs. J. T. Weston of Norures on life insurance protection the two in the fact that the figand its persistent growth over ure for stock holdings is a market valuation and therefore sub-

in force in U. S. legal reserve the New York Stock Exchange ment of our human as well as children. companies now exceeds \$600 bil. show that the number of stock- our material resources. holders in publicly-traded cor-Figures from Government and porations and in investment private sources show that fixed- funds added up to an estimated surance companies, assets of pri- sented a minor fraction of the attendance.

Ownership in Depth

By contrast the number of ilfe reserve companies is currently



AH, WONDERFUL SPRING—Smoky, a pet raccoon, samples a jonquil's fragrance in sunny Atlanta, Ga.

vesiments to help meet the economic impact of death, disability

savings, channeled into the cap- mill operator. ital markets by the life insur-

jority of Americans is relying Geo. Davidson Dies on fixed-dollar savings and ing At Cannon's Ferry

George Walter Davidson, 65, Beyond their fundamental role died Wednesday night at 6:30 in the everyday lives of the o'clock at his home at Cannon's people is the essential economic Ferry after an illness of a year. function of fixed-dollar savings A native of Chowan County, he in our society. For it is such was a retired fisherman and

ance companies and other thrift Elizabeth H. Davidson; two sons. investment funds that America State College, Pa.; three daughneeds to grow and to meet the ters, Mrs. R. A. Winston, Jr., ed and intelligent risk-taking has folk and Miss Marjorie Davidson always played an important role at home; a brother, J. E. Davidin our economy, but it is no sub- son of Tyner; two sisters, Mrs. stitute for savings needed for B. B. Basnight of Norfolk and both public and private invest- Miss Pascoe Davidson of Tyner and the people's total protection Data made public recently by ments to promote the advance- and Holly Ridge and two grand-

He was a veteran of World War I and member of Ballard's Bridge Baptist Church, where a Chowan Tribe No. 12, Im- funeral service will be held Fridollar saving by individuals has 12½ million in 1959. This num- proved Order of Red Men, will day afternoon at 2:30 o'clock. added up to \$20 billions or more ber was half again as great as meet Monday night, November The pastor, the Rev. Carl Hart, a year since the mid-Fifties. in the previous survey in the 6, at 7:30 o'clock. W. M. will officiate and burial will be This was in reserves of life in- mid-Fifties, but it still repre- Rhoades, sachem, urges a large in the family cemetery at Ty-

OUTDOOR TIPS

from the Ancient Age Sportsman's Idea Exchange

by the public's rush to buy the an estimated 20 million work- sounds will send them hightail- time you're afield try rubbing high-yielding U. S. Treasury ers are covered under insured ing into the woods while the oil of caraway or anise or a notes offered in that year. The and noninsured pension and re- hapless hunter stands by won- similar oil on your boots and comparable figure in 1950 was tirement programs. These and dering how anything that was on a cloth pinned to your cap. other savings ownership figures standing still a second ago could The oil will dispel your human provide further evidence of the disappear so fast. But strange scent and just may arouse As against this, the figures extent that the predominant ma- smells other than human scent enough curiosity in Mr. White-

Deer are sensitive critters, send the deer in your direction strange instead of away from you. Next tail to send him your way for the perfect shot.

> If crows aren't protected in your neck of the fields you've probably found out by now what wise old black birds they are. It takes a heap of trickery to fool 'em and a mighty fast shot to down 'em. The best way to keep crows within shotgun range is to decoy 'em in. You can make dandy crow decoys from an old wire coat hanger bent in the shape of a crow and covered with black cloth. A few toots on your crow call and a few of these decoys in the field will give you a chance to find out if a hunter really can outsmart these wily black birds.

Fishing

Some fellas sing in the shower, but fishermen think about new ways of enjoying their favorite sport-and for some it's the only sport. Well, one way of keeping lures straightened out in the tackle box so you can get at them fast when you need them is to string your lures on shower curtain rings. Different rings can be used to keep different size lures and that way everything will be in apple pie order in your tackle box-for a while-anyway.

Minnows are slippery devils and sometimes are hard to find as well as hard to hold and hook. If you paint the inside of your minnow bucket a glistening white, you'll have less trouble locating your minnows and more time to spend on getting 'em on your hook fast so they can work for you.

Every fisherman knows that his car needs antifreeze when cold weather sets in or he's headed for trouble. But how many fishermen have thought of giving their fishing lines the same treatment? If you go ice fishing and have had your fishing line freeze, you might try soaking it in antifreeze before your next trip. You'll be surprised to learn that the line won't freeze and one soaking lasts for quite a while. Now all you need is a warm pair of earmuffs.

(Try for a \$50 prize. Send your A.A. tip to A.A. Contest, Sports 959 8th Avenue, New

VOTE FOR A BETTER NORTH CAROLINA STATE BOND ELECTION TUESDAY, NOVEMBER 7, 1961

× Vote For

Construction of needed buildings for State purposes in the capitol area.

× Vote For

Needed improvements at the State's correctional schools.

× Vote For

Improvements at the State's educational institutions.

× Vote For

Community college improvements (i. e. College of the Albemarle, etc.)

× Vote For

Construction of a building to house the Department of Archives and History and the State Library (i. e. valuable Colonial papers recently sent from Chowan to Raleigh would be preserved here).

× Vote For

Construction, acquisition and improvement of State Ports facilities (twice as much revenue and considerably more profit for North Carolina).

× Vote For

Construction of much needed improvements at the State's mental institutions (will extend and improve the facilities for training the children who are trainable, educating those who are educable, and giving adequate custodial care to those who are neither trainable nor educable).

× Vote For

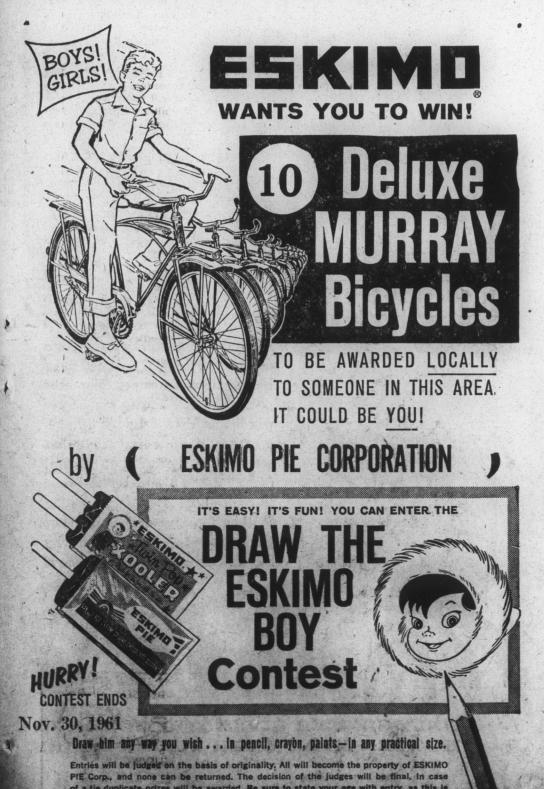
Funds for participation by the State through the Medical Care Commission in local hospital construction (this will help small counties unable to match Federal funds).

× Vote For

Improvements in the conservation and development of natural resources of the State.

× Vote For

Improvements at the State's agricultural research stations.



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