

LIFE SALES GAIN IN RURAL SECTIONS

SURVEY SHOWS INCREASED BUYING BY FARMERS AND COUNTRY HOUSEWIVES.

Increased purchases of life insurance among farmers, country housewives and factory workers...

The most recent survey was made by a corps of trained investigators during December and results compared with similar studies made last July and in December, 1932.

Of the 10,164 purchasers of new life insurance in December, 1,135 were farmers. In December, 1932, there were but 920 farmers in a similar group...

Farmers and ranchers applications averaged \$1,831 in December. Of the 1,135 only 365 stated they had other life insurance.

In manufacturing industries there has been a marked increase in the number of buyers of life insurance since December, 1932, when there were but 187 factory workers among each 10,164 purchasers of new life insurance.

Among factory foremen, clerks and inspectors there was a very sharp gain compared with last July with 152 as against 128. In December, 1932, the number of buyers in these classes was 141.

Only 44 had no previous insurance. However, the average amount almost carried was only \$1,282.

Among factory executives and cember, 1932, and 116 in July. Their average new application was for \$8,692 and the 66 with other insurance already carried of \$20,515.

Government Employees.

Government employes, including federal, state, county and city workers, numbered 364 as against 316 in December, 1932, and 350 in July. Those with no insurance numbered 227. The average application was for \$2,200 and those

with other insurance carried \$3,310 each. In this major group were 69 employes on U. S. relief projects compared with 44 in July.

The undertaker and funeral directors of the country are almost insured 100 per cent. No other class have a better opportunity of learning first hand the need for life insurance in its relationship to the American family.

Teachers are improving as a field for life insurance agents to cultivate, although the curtailment of their salaries and the financial difficulties of many school districts and educational institutions have greatly interfered with their plans for prospecting the future through life insurance.

Brokers Stand High.

Investment brokers and salesmen submitted the largest application with an average of \$9,243. Of the 35 such buyers in December, 11 had other life insurance, the average being \$52,430 each.

Of each 10,164 who purchased life insurance in December the survey indicates that 62 per cent. were entirely new buyers or \$6,306 of the total. Of the grand total 8 per cent. carried some previous insurance in the company to which the new application was being submitted.

Stage Star Invents New Pep Drink



Peggy Conklin Mixes a Tomato-Beer Cocktail

MISS PEGGY CONKLIN, star of "Pursuit of Happiness," popular Broadway success, has found that a new drink rids her of that tired feeling after her arduous work in the theatre.



Buy handkerchiefs with what it saves

It isn't necessary to pay 50¢ for more to get quality in a dentifrice. Listerine Tooth Paste, made by the makers of Listerine, comes to you in a large tube at 25¢.

LISTERINE TOOTH PASTE 25¢

Germanton High School Stage Equipment Superb

Germanton, March 20.—The Germanton school auditorium stage is, in the hearts of teachers, patrons, and students, "a thing of beauty and a joy forever."

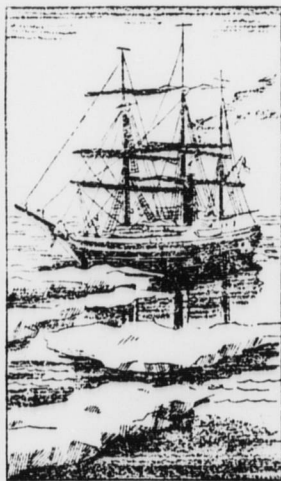
The new stage equipment consists of a dark rich, wide colour front curtain, a second or alternate curtain, having the same effect as the first, and a third curtain, which is a light color, and a fourth curtain, which is a light color, and a fifth curtain, which is a light color.

According to the Southern Scene Studio of Winston-Salem some three hundred and fifty dollars has been spent thus far on the Germanton stage, with a probable expenditure of four hundred dollars when completed in detail.

First Things First With Them

He—Do the ladies of your club enjoy playing bridge? She—Oh dear, yes! But they never let it interfere with their talking.

"Did she make the best of that headache she married?" "No, she got the best of him -- and all he had."



Canned Foods in The Antarctic

WONDER what Admiral Byrd and his men are doing down below there in the Antarctic. They say that time hangs pretty heavily on their hands occasionally, but there is one man in the expedition about whose activities one can make a pretty fair guess.

Antarctic Ice Cream

But when the men called for ice cream, that was Tennant's opportunity to distinguish himself. He had brought along five hundred and forty cans of condensed, evaporated and powdered milk, and he solved this problem simply by thawing out some evaporated milk, mixing it with equal parts of snow, adding sugar and flavoring, and setting it outside. Then he reached out frequently to give it a stir. And in about five minutes of 70-d-egree-below-zero weather he had ice cream.

Advertisement for Royster fertilizer. Text: "If you want good color and good texture... Royster's Fertilizer... Field Tested Fertilizers... S. S. ROYSTER GUANO COMPANY, NORFOLK, VIRGINIA"

Advertisement for Golden Grain tobacco. Text: "GOLDEN GRAIN The BURLEY BLEND 5¢ GOOD ENOUGH FOR ANYBODY CHEAP ENOUGH FOR EVERYBODY IT'S UNION MADE"

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