

1939 GOOD YEAR IN CO. HISTORY

Dividend of 75 Cents per Share Declared by Jefferson Standard

PRICE IS RE-ELECTED

Greensboro — (Special) — "Highlight of the past year," reports Julian Price, re-elected president of the Jefferson Standard Life Insurance Company, "was the splendid net rate of interest earned on our invested assets. The interest earned was 5.1 per cent., and it is expected that this figure will again represent the highest received by any major insurance company."

Declaring 1939 to have been the best year in the company's 32-year history, President Price in his annual statement to the stockholders here, predicted an even better year for 1940.

A dividend of 75 cents a share was declared on all company stock as of January 22, payable January 26.

Reviewing the progress made by Jefferson Standard before the directors' meeting held at the home office in Greensboro, President Price noted that over \$5,000,000 of dividends and policy proceeds have been left with the company under various settlement options. During the past year 30 per cent. of death claims settlements and matured endowments have been left at interest with the company.

Stockholders re-elected all members of the board of directors. All officers, executive and administrative staff members were reappointed.

Officers, other than President Price, are C. Elmer Leak, Joseph M. Bryan, Howard Holderness, and Ralph C. Price, vice-presidents; Julius C. Smith, vice-president and general counsel; H. P. Leak, secretary; and L. M. Johnson, treasurer.

Personnel of the board of di-

President



Julian Price, above, who was again named president of the Jefferson Standard Life Insurance Co., of Greensboro, at a recent meeting of stockholders.

Directors include Julian Price, Ralph C. Price, Pierce C. Rucker, Julius C. Smith, Charles W. Causey, Julius W. Cone, Emory C. Green, Howard Holderness, C. Elmer Leak, and Joseph M. Bryan, all of Greensboro; Selby Anderson, Wilson; William A. Blair, Winston-Salem; W. L. Brooks, Charlotte; W. G. Clark, Sr., Tarboro; A. G. Myers, Gastonia; and Shepard Bryan, Atlanta, Ga.

R. J. Barker, Elkin agent for the Jefferson Standard Life Insurance Company, is this year celebrating 15 years with the company. Mr. Barker, in expressing his appreciation to the people of the community for their loyal friendship and cooperation, stated that he has been able to place on the books of his company two and one-half million dollars of life insurance.

Mr. Barker also pointed out that the Jefferson Standard has been of material service to the growth and development of Elkin. It was with the assistance of the company that some of the better homes and business buildings here were erected, he said.

Winston-Salem. Mother and baby are doing nicely.

Mr. and Mrs. R. C. Martin, Mrs. J. T. Martin, Mrs. R. W. McBride and daughter, Miss Willie McBride, left Sunday afternoon for Bel Air, Md., to attend the funeral of Mrs. McBride's mother, Mrs. Lydia Alice Crouse, 83, who died Saturday, February 10. She was a former citizen here and friends will regret to learn of her passing.

MULBERRY

Rev. Richard Pardue will fill his regular appointment at Besse's Chapel Baptist church Saturday evening at 7 o'clock, and again Sunday at 11 o'clock. Everyone is cordially invited to attend.

Miss Emily Holder, of this section, is spending a few weeks with her brother, Mr. and Mrs. Roger Holder, of High Point.

Mr. B. T. Southard, of this section, is spending a few weeks with his brother, Mr. Basco Southard, and Mrs. Southard, of Salisbury.

Mr. and Mrs. Gaither Wall and daughter, Hazel, spent Sunday with Mrs. Wall's parents, Mr. and Mrs. Preston Mounce, of Friendship community.

Mrs. H. G. Draughan, of Yadkin county, is spending this week with Mr. and Mrs. M. A. Southard, of this section.

Mr. Watt Tucker, of Sanford, spent Sunday with friends and relatives of this community.

Mrs. Walter Williamson, Mr. and Mrs. Zenius Harris and

daughter, Betty Ellen, were the Sunday guests of Mr. and Mrs. W. H. Wall and Mrs. Rachel Kidd.

Little Joyce Ann Freisure, daughter of Mr. and Mrs. Thurmond Freisure, is in the Davis hospital at Statesville for treatment, we are sorry to note.

Pleasant Ridge

Rev. Frank Peeler, of Taylorsville, is expected to fill his regular appointment here Sunday afternoon. The public is cordially invited to attend.

The Woman's Missionary society will meet tonight (Thursday) with Mrs. B. W. Carter. All members are urged to attend.

This community was saddened by the death of "Uncle" Charlie Carter last Friday. He was greatly loved by all who knew him and he will be greatly missed.

Mrs. Walker Luffman is listed among our sick this week. Mr. and Mrs. Ledford Tucker, of Winston-Salem, were the guests of Mr. and Mrs. C. L. Luffman Sunday.

Mr. and Mrs. T. L. Davis, of North Elkin, were the dinner guests of Mr. and Mrs. Curtis Luffman Sunday.

The friends of Mr. Vonson Layell will regret to learn that he is a patient at Davis hospital in Statesville.

Mrs. Clyde Luffman was called to the bedside of her mother, Mrs. John Wathers, Tuesday. She is very sick at her home near Benham.

CYCLE

Mrs. B. B. Castevens is improving slowly, friends will be glad to learn.

Mrs. Wom Harp, of Charlotte, is visiting her parents this week. Mr. and Mrs. Roy Sale.

Mr. and Mrs. Hugh Howard and Miss May Laster were the Sunday evening guests of Mr. and Mrs. Rodger Break, of Elkin.

We welcome to our community our new neighbors, Mr. and Mrs. Sherman Whitlock.

Mr. and Mrs. Harold Sale were business visitors in Elkin Monday.

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YOU CAN BUY IT HERE IN ELKIN SAVE THIS COUPON — IT SAVES YOU \$2.00

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Are you nervous and run down? Easily exhausted? Pains in your back and legs? Do you have to get up several times at night? Have you tried everything without relief? Then bring this coupon at once to this drug store, get your treatment, and see why thousands of grateful users are delighted with it. Build up your system by eliminating the poisons and gas that will eventually ruin your pleasure of living. ACT NOW, AS THE SUPPLY IS LIMITED AT THIS PRICE! REMEMBER—\$3.00 TREATMENT FOR ONLY 97c WITH THIS COUPON.

FRIDAY AND SATURDAY, FEBRUARY 17th AND 18th

ELK PHARMACY, Inc.

CUT RATE PHONE 310 ELKIN, N. C.

JEFFERSON STANDARD has ANOTHER YEAR of STEADY PROGRESS



Important Facts From the 1939 Report of President Price

ASSETS HIGHEST IN HISTORY

Every Thirty Days assets increased at the average rate of \$625,000. Total assets \$87,500,000—largest in Company history.

CONTINGENCY AND SURPLUS INCREASE

Contingency funds, surplus, and capital now total \$6,300,000—a new high mark in funds set aside for additional protection of policyholders and beneficiaries.

POLICY BENEFITS TOTAL \$6,350,000

Jefferson Standard paid policyholders and beneficiaries \$6,350,000 in policy benefits during 1939. One hundred eleven million, eight hundred thousand dollars paid policyholders and beneficiaries since founding of the Company in 1907.

5% PAID ON TRUST FUNDS

In 1939, as in every year since organization, we paid 5% interest on funds held in trust for policyholders and beneficiaries — No Change In This Rate In 1940.

SPLENDID INTEREST RATE

The rate of interest earned on invested assets for 1939 was 5.1%. Jefferson Standard leads all major life insurance companies in the United States in the rate of interest earned on invested assets.

NEW INSURANCE SALES UP

\$48,000,000 new life insurance was purchased last year—5% increase over 1938.

\$400,000,000 IN FORCE

Jefferson Standard policyholders own life insurance amounting to \$402,500,000—new high mark in life insurance in force.

AGENTS CAREFULLY SELECTED AND TRAINED

The public needs the services of the well informed life insurance agent. The Jefferson Standard selects men and women best suited to the work, and the Company has a training program which gives the agent a full knowledge of life insurance and the methods of fitting it to the needs of the buyer. Consult a Jefferson Standard agent when you buy more life insurance.



FINANCIAL STATEMENT • DECEMBER 31, 1939 JEFFERSON STANDARD LIFE INSURANCE COMPANY

ASSETS		LIABILITIES	
Cash.....	\$ 738,280	POLICY RESERVES.....	\$ 73,418,070
Bonds:		This amount represents the reserve required by law to assure prompt payment of policy obligations.	
United States Government.....	277,284	Reserve for Policy Claims.....	420,910
State, County and Municipal.....	4,014,742	Claims in course of settlement on which proofs have not been received.....	463,800
Other Bonds and Stocks.....	12,182,352	Reserve for Taxes.....	841,795
Bonds carried on amortized basis. Listed securities at market values as of December 31, 1939.		Premiums and Interest Paid in Advance.....	5,016,395
First Mortgage Loans.....	44,713,727	Policy Proceeds Left with Company.....	796,798
On farm property \$6,386,639, on city property \$38,327,088.		Reserve for All Other Liabilities.....	242,773
Real Estate.....	4,196,320		
This includes our seventeen-story Home Office Building.		Liabilities.....	\$ 81,200,541
Loans to Our Policyholders.....	13,858,502	Contingency Reserve.....	\$1,300,000
Fully secured by the cash values of policies.		A fund to take care of contingencies, depreciation on real estate and investment fluctuations.	
Premium Loans and Liens.....	4,014,953	Capital.....	2,000,000
Fully secured by the cash values of policies.		Surplus Unassigned.....	3,000,000
Investment Income in Course of Collection.....	905,522	Total Surplus Funds for Additional Protection of Policyholders.....	6,300,000
Premiums in Course of Collection.....	2,484,500		
All Other Assets.....	104,359		
Total Admitted Assets.....	\$ 87,500,541	Total.....	\$ 87,500,541



R. J. BARKER
Special Representative

JEFFERSON STANDARD LIFE INSURANCE Co.

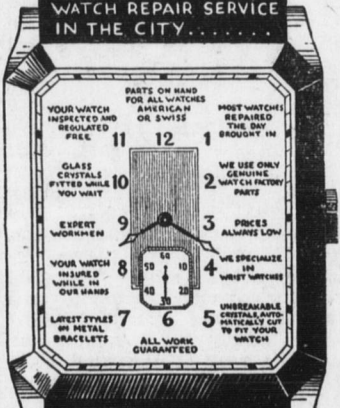
Julian Price, President,

Greensboro, N. C.

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Grass Seed
Lespedeza
Seed Oats
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BETHEL

Owing to the bad roads and sickness, the evening service here at Bethel church was postponed last Sunday evening until next Sunday the 18th, at the same time.

Mrs. Robert Adams is seriously ill with pneumonia. Also her son, Lonnie Adams, is confined to his bed with pneumonia, we are sorry to note.

Miss Gaynell Haynes, of Clingman, a student at Ronda high school, spent last Wednesday night here with her grandparents, Mr. and Mrs. T. N. Green.

Mr. N. H. Caudill was a business visitor to Statesville last Wednesday.

Mr. D. J. Melton, Mr. and Mrs. John Melton, Misses Eleanor and Dorothy, and Joe Melton, all visited their wife and mother, Mrs. Melton, at the Baptist hospital in Winston-Salem last Sunday afternoon.

Rev. R. J. Pardue visited his sister, Mrs. Jones Wagoner, near here last Sunday. Mrs. Wagoner has been receiving treatment at the Chatham Memorial hospital for an infected hand.

Mrs. Bynum Lewis and daughter, Miss Ruth Lewis, visited her sister and family here last Monday, Mrs. J. C. Hemric.

The twin babies of Mr. Monroe Smithy, who have been cared for by an aunt since the death of their mother about a month ago, have been brought home. These little girls are six months old.

Jim Martin (Col.) died at his home here last Saturday morning. Jim had been suffering with a cancer for a year.

RONDA

Mr. and Mrs. A. C. Hendrix and niece, Carol Ann Shore, spent the week-end in Winston-Salem visiting relatives.

Mr. and Mrs. Arlie Key spent the week-end with Mr. and Mrs. C. C. Tharpe.

Mr. and Mrs. R. M. Yale, of North Wilkesboro, were visitors here Sunday.

Mr. and Mrs. Paul Jones and Miss Joyce Jones, of Greensboro, visited their grandparents, Mr. and Mrs. M. C. Jones, Sunday.

Miss Luna Ree Cheeks, of Lomax, is spending some time with her sister, Mrs. James Martin, this week.

Mr. and Mrs. Robert Edwards visited relatives here Sunday.

Mr. and Mrs. Robert Parlier, of Winston-Salem, visited her mother, Mrs. Key, Sunday.

Miss Rebecca Parlier, of Durham, visited her aunt, Mrs. N. A. Henderson, and Mr. Henderson, Sunday.

Mrs. J. T. Martin and daughter, Rheo, spent Saturday night in Winston-Salem with Mr. and Mrs. Charles Mathis.

Mr. and Mrs. Willie Binkley announce the birth of a son, February 7, in City hospital.