THE PERGUIMANS WEEKLY, HERTFORD, NORTH CAROLINA, FRIDAY, MARCH 4, 1960.

cople's 'Nest Egg' In Savings Now Nears \$300 Billion Mark the years a driving force has

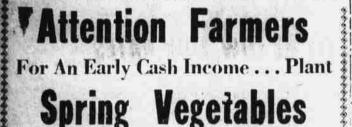
American people will go is approximately \$14 billions, ment and into the nation's credit the decade of the 1960's based on the showing in the stream by the life insurance w months from now with a first half. The indications thus companies and other thrift inat egg" of \$300 billions in are that the \$300 billion level stitutions. These savings have ulate long-term savings of will be reached in the early part of funds to expand and improve dividuals in life insurance and of 1960.

er mediums of thrift This marks another major course, adds to the protection to meet the demands for social chievement in the nation's per- of the individual and family, capital to provide the new onal their annals and provides and increases their sense of fi- schools, roads and other comdemonstration of what the nancial security. Right now the munity facilities needed to keep accomplish by volun- accumulated long-term savings pace with an expanding popun in the handling of of individuals average out to ation. Looking ahead, such their everyday finances. The over \$5,500 per household as record is all the more noteworthy compared with somewhat over in view of the inflationary al- \$4,000 in 1950 and only \$1,700 nation is to attain the growth nosphere which has prevailed in 1940. wer so much of the last two Bat beyond the protection as-

decades-a period in which the pect, savings perform two other of its buying power.

More Protection and Security | gress of the economy and ad-Accumulated long-term savings vancing the welfare of the peoof individuals added up to an ple through creating jobs and est mated \$2881/2 billions at the opportunity.

Basic in Capital Formation end of last June, according to data compiled by the Federal The first is in the indispen-Home Loan Bank Board. The sable area of capital formation, annual rate of growth this year the foundation stone of eca-



on some of those acres not allotted to Peanuts, Cotton or Tobacco. For the types and varieties of vegetables to plant to get the most income . . .

--- CONTACT ---

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Farm Fresh Foods, Inc.

GATESVILLE, N. C. Office Hours 8:30-2:30 Telephone 3011 investment economy; and over hanneled into capital invest-

nomic growth. Ours is a high-

A growing "nest egg," of the nation's private production savings will be needed in greater amounts than before if the

promise of the future. bearing on promoting the pro-

> period like the present when public is invited to attend. the inflationary forces in the economy have been showing ome signs of restraint.

How Total Breaks Down

holdings of currency. An analysis of the Home Loan Bank Board figures as of the and of June breaks down the four decades for which figures company mortgage holdings on accumulated long-term savings of are available, life insurance is one-to-four family nonfarm individuals as follows:

Nearly \$89 billions in savings mulated long-term savings to the 1948-58 decade, showing a accumulated behind life insur- show an uninterrupted growth net increase of more than \$17 ance, or 31 per cent of total pattern. The others have had billions in the period. long-term accumulated savings, their ups and downs at times, This figure is distinct from the with U. S. Savings Bonds and ment of recent years has beer face amount of life insurance in Postal Savings losing ground in a marked trend toward the pur-

ngs continued to grow more than \$500 billions. Over \$61 billions in time de

posits in commercial banks, of Home Owners Up 21 per cent of the total. More than \$51 billions in savings and loan associations, or 18 per cent of the total. \$47 billions in United States Savings Bonds, or 16 per cent of the total. Nearly \$35 billions in deposits

in mutual savings banks, or 12 per cent of the total. About \$51/4 billions in credit

unions and Postal Savings com- housing market in recent years year paid \$12,500 or more, as bined or approximately 2 per and the increasing extent to compared with a comparable cent of the total. Other Personal Resources nation of homeowners is pro- a fifth in 1948.

The people at large, of course, vided by the Federal Reserve have very large amounts of oth- Board in its recent Survey of opment have been the uptrend in er financial resources, including Consum r Finances. almost \$24 billions accumulated

second and a second and a second and the second behind noninsur. number of homeowners has risen due to the pronounced increase

Prove it to yourself! Dramatic test proves Plymouth gives you more miles per gallon!

20 million early in 1940 t early 29 million at the begin ning of this year, a rise of 44 per cent in the decade. As a result, a decided majority of American families now own their own homes-58 per cent of all nonfarm families this year as compared with 51 per cent 10 rears before. The home ownership ratio had never been as high as 50 per cent before World War II.

Role of Thriff Institutions Behind the attainment of this fecord are rising population and family needs, a marked expanion in personal incomes, and the persistent uptrend in the standard of living. But just as basic was the availability of

The Rev. U. N. Freeman of mortgage funds from the peo-Greensboro will be guest preach- ple's thrift institutions, the pre-Personal savings are likewise er at a series of revival services dominant source of this lenda potent weapon in our anti- being conducted at Bagley ing, indicating the dynamic role dollar has lost more than half basic functions with a direct inflation arsenal when expressed Swamp Pilgrim Holiness Church that personal savings play in adin the spending and savings de- March 3 through March 13, it vaning the welfare of the peocisions of millions of people, was announced by the pastor, ple and the progress of the They can well become the de- the Rev. M. M. Holmes, who economy.

cisive element in stabilizing the stated services will be held each! The survey's figures show that buying power of the dollar in a evening at 7:30 o'clock. The total mortgage debt on nonfarm owner-occupied homes rose \$73 billions in the last decade to a ed pension and retirement plans, total of \$106 billions at the beand increasing equities in homes, ginning of this year. An importownership of securities, and ant role here has been played by

the people's savings behind their Over the years, covering the life insurance policies. Life the one major element in accu- homes more than guadrupled in

Another significant develop

force, which now amounts to recent years while other sav- chase of more expersive homes

according to the Reserve Board This was found particularly no ticeable in homes priced at \$29, 000 or more, which accounted for a sixth of all nome trans **Almost 9 Million** actions in the 1956-58 period double the comparable proportion five years earlier. **Over Past Decade**

Uptrend in Prices Similar trends are found in homes priced between \$12.500

and \$20,000. In fact, the Reserve An insight into some of the Board figures snow that half salient characteristics of the the purchasers of homes last which America is becoming a ratio of a tourd in 1953 and only

> Obvious factors in this develincome levels in recent years

The figures show that the and the need for larger homes in multi-children families in the lact decade. But another major factor in the cost of the average home today has been the inflationary trend of the last two decades. In the 1948-58 period

alone the dollar lost a sixth of its buying power, and this has had a fundamental impact on building costs and property valuations. The Reserve Board notes, however, that the burden of monthly payments to maintain a home has changed little

SAVINGS



It's New!!

30 DAY CHARGE ACCOUNT..

A regular charge account with which you can make any and all purchases. Statements will be itemized and mailed to you around the first of every month. You pay this account IN FULL on or before the 10th of every month.

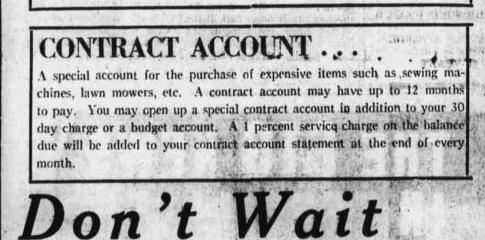
Plans.....

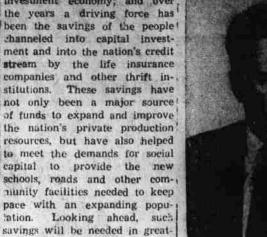
BUDGET ACCOUNTS...

\$30.00 BUDGET ACCOUNT: You charge up to \$30 under this plan. You pay \$5.00 a month for six months. \$5.00 payments to be made on or before 10th of every month. Additional purchases can be made as long as \$30.00 limit is not exceeded. A 1 percent service charge on the balance due will be added to your statement at the end of every month.

\$60.00 BUDGET ACCOUNT: You can charge up to \$60.00 under this plan. Payments are \$10 monthly for six months. Payments to be made on or before 10th of every month. You can continue to make additional purchases as long as your account does not exceed \$60.00 limit. There is a I percent service charge on the balance due added to your statement at the end of every month.

\$120.00 BUDGET ACCOUNT: You can charge up to \$120.00 under this plan. Payments are \$20 monthly for six months. Payments to be made on or before 10th of every month. You can continue to make additional purchases as long as your account does not exceed \$120.00 limit. There is a I percent service charge on the balance due added to your statement at the end of every month.





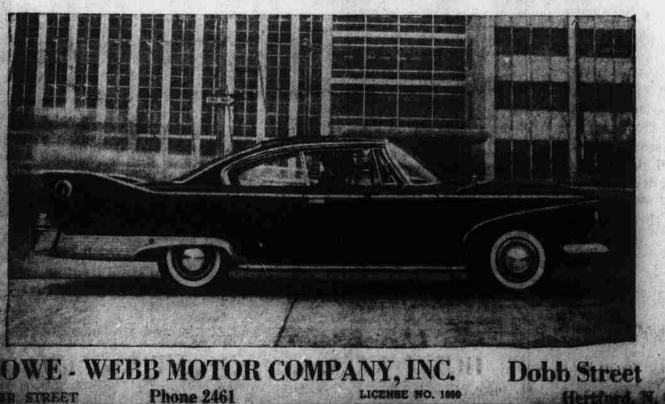
Others talk gas savings ... but Plymouth lets you see it. At your dealer's now-the PLYMOUTH PROVE-IT-YOURSELF ECONOMY DRIVE lets you take the wheel and see exactly the mileage you get! Thousands have taken this convincing drive. Don't miss it!

No special test track ... no special test conditions . . . no special test driver! Just you at the wheel of a regular full-size Plymouth. Here's how it works:

Mounted on one side of a Plymouth is a jar which feeds a measured amount of gas directly to the car. You turn a control and the car is powered by the gas from this ECONOMY METER.

A Chrysler-engineered product, built a new solid way to give you solid satisfaction.

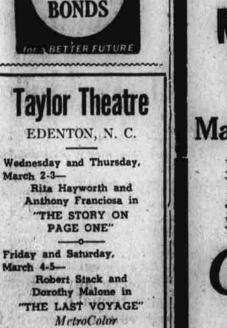
PLYMOUTH 1960 SOLID



Then you drive in your usual fashion. through normal traffic. When the gas in the jar has been used, check the mileage reading on the speedometer. See for yourself the mileage you got on just a small amount of fuel. Simple, fair-and dramatic proof, we think, of the solid gas economy engineered into the Solid Plymouth for 1960. See your Plymouth dealer.



in the past decade, since growth in income has kept pace with repayment schedules. U. S.



Sunday, Monday and Tuesday, March 6-7-8-David Niven and Mitzi Gaynor in "HAPPY ANNIVERSARY" ADULT ENTERTAINMENT Wednesday, March 9-DOUBLE FEATURE

Return Enga "ADAM AND EVE"

"LIANE, JUNGLE Both In Color

. March 10-11-



EDINTON, NORTH CAROLINA