

Steady Expansion Shown in Number of U.S. Stockholders

One far-reaching phenomenon in this age of phenomena is the development of what has aptly been named People's Capitalism. There has been a steady expansion in the numbers of Americans buying stock issued by our corporations. And that expansion has taken place on a scale far greater than anyone seems to have anticipated.

The Exchange, a monthly magazine published by the New York Stock Exchange, puts it this way: "This country's shareowning population enjoyed a much greater growth during the past 36 months than even the most optimistic advocate of People's Capitalism—an eventual nation of stockholders—would have dared to hope for a few years ago." That statement has its factual base in the Exchange's 1959 Census of Share Owners. Similar surveys were made in 1956 and 1952. A wealth of data has thus been accumulated, and here are some of the highlights.

First of all, there are 12,490,000 share owners now, as against 8,630,000 in 1956 and 6,490,000 in 1952. Over this span of years, of course, the total population substantially increased as well. But, the important thing is the proportion of share owners increased to a much

I have been having trouble with "Actinopelte" on a very large

Southern red oak. This is a fungus disease which causes leaf spotting and results in rather severe defoliation. The disease attacks the lower leaves first and gradually works upward. The pathologists tell me that it may be controlled by spraying but special equipment is required to cover a tree so large. They do give a word of encouragement by saying that the disease seems to work in cycles and is more severe during murky weather in late spring and early summer.

Remember that anything which interferes with the normal functioning of the leaves of a plant will reduce food manufacture and may result in death if not corrected.

Two cases of camellia canker, or die-back, have just come to my attention. This is the most common disease of camellias. The first larger extent. The incidence is 1-in-8 now, where it was 1-in-12 in 1956 and only 1-in-16 in 1952. Six states alone—New York, California, Pennsylvania, Illinois, Michigan and New Jersey—now have a combined share owner population well above the whole national total of seven years back.

Where do the share owners live? Naturally enough, a great many of them are found in our big cities

of 500,000 population and over—3,416,000 of them, to be precise. But there are still more share owners—3,570,000—in communities in the 2,500 to 25,000 range. And more than a million live in purely rural areas. The metropolises have no monopoly.

Once, long years ago, stock ownership was pretty well confined to people of large means, and stocks and stock markets were fogged in mystery so far as the great bulk of the population was concerned. That is true no longer. The largest single group of share owners—numbering 3,145,000—is found in the \$5,000-\$7,500 income brackets. And, believe it or not, there are 1,106,000 share owners with a household income of under \$3,000, as against 319,000 in the \$25,000 and over level.

symptom is a wilting of the leaves followed by the formation of cankers on the stems. Terminal twigs may be killed.

To control the disease, cut away and destroy all dying twigs and small branches. For cankers on large branches, cut out the diseased portion and apply an antiseptic paint to prevent re-entrance of the fungus and promote healing of the tissues. This disease is usually more severe on plants that have been heavily fertilized, especially with nitrogen.

Recent investigations suggest that a protective spray of Ferbam may help in control. If you wish to try this, use six level table-spoons to five gallons of water plus a good wetting agent. It seems that the best time to apply this protective spray is just before and during the period of leaf fall.

The share owners, in general, also save and invest in many other ways. The latest survey finds that 81 per cent have life insurance, 80 per cent have savings accounts, 68 per cent own their own homes, 59 per cent own U. S. government bonds, and 37 per cent are participating in pension programs. Obviously, these people don't put all their eggs in one basket.

Over 3,500,000 of the share owners have had four or more years of college. But that doesn't mean that people with less formal education play only a small part in the march of People's Capitalism. In fact, 2,804,000 have had three years of high school or less.

The survey produced various other facts: Female shareowners outnumber males by 6,347,000 to 5,740,000. Median income is \$7,000 a year. The median age is 49—two years less than in 1952.

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By Martha Johnson
Dodge Safety Consultant

You, too, can be a professional driver.

In fact, it's important that you are as professional about driving as the trained truck, bus and taxicab driver.

To acquire this technique the National Safety Council lists these driving "extras."

Obey traffic signals and never get caught moving in an intersection when the traffic light is yellow.

Look both ways before starting on the green light to make certain no cross traffic is coming through against the light.

Allow one vehicle length of following distance for every 10 miles per hour of speed.

So you won't crowd the center line, line up a point on the dash or hood of your car with the road edge to keep the wheels safely within one foot of the road edge.

Look to the rear before pulling into the left lane to pass a car to make certain no vehicle is trying to pass you.

Slow down for all pedestrians at all times, particularly between intersections.

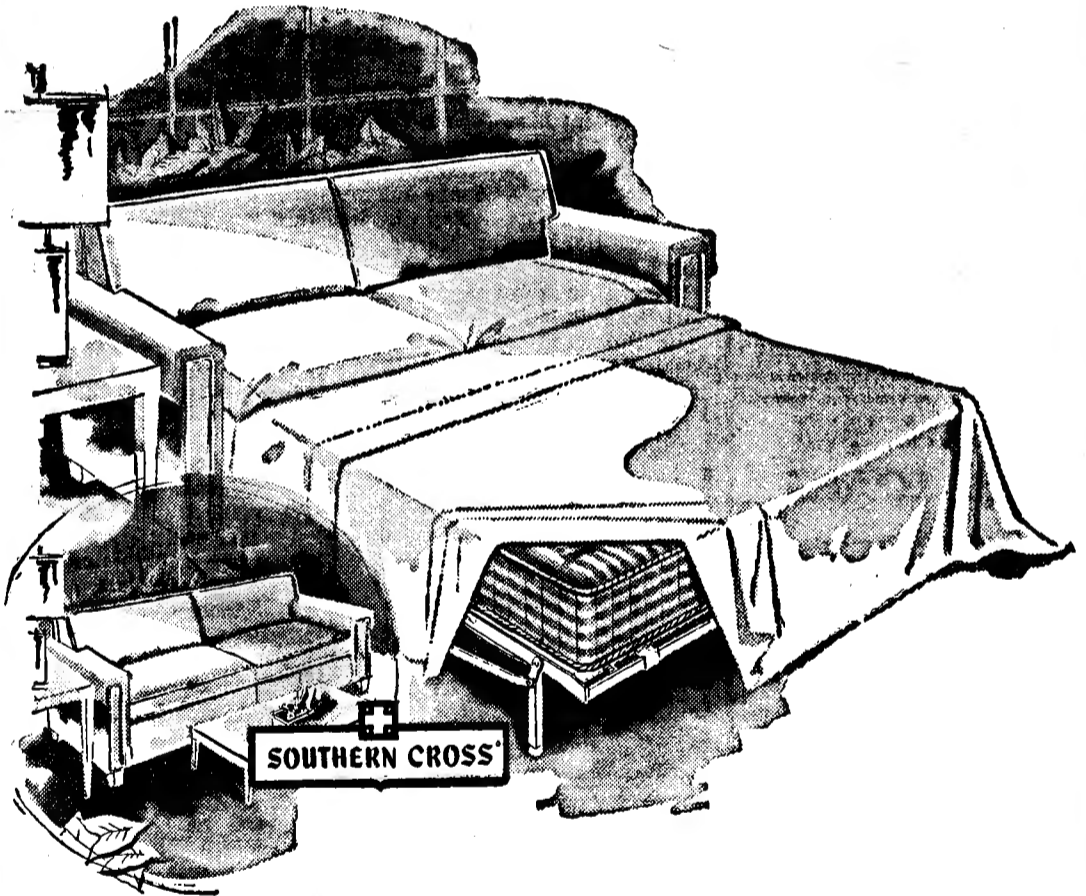
Don't drive when drowsy and don't relax too much while driving, particularly on superhighways.

On long trips, don't try for speed and endurance records.

And finally, professional drivers are made—not born. Ability behind the wheel depends on knowing the facts about traffic regulations, accident prevention techniques and the human nature of traffic behavior. To keep "the professional touch," a driver never should stop learning.

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