

Company's assets gained \$6,814,000, which is an average increase of \$567,000 every 30 days in the year.

He reported the contingency reserve fund, capital and surplus, increased to \$5,600,000. This is a fund maintained in addition to the regular reserves required by law as additional protection to policyholders. "Payments to policyholders and beneficiaries during the year amounted to \$6,000,000," he reported, "bringing the total amount paid to policyholders and beneficiaries since organization 32 years ago to \$105,000,000.

"With the sale of new insurance in the amount of \$46,000,000 last year, the Company's total amount of insurance now in force totals \$385,000,000, which is the highest mark in the history of the Company. This amount is held by 160,000 policyholders.

Report By Mr. Price
In addition to the lowest lapse ratio in the history of the Company, Mr. Price reported an excellent condition in interest earned and interest paid.

"The record net interest earned on invested assets in 1938," he said, "amounted to 5.1 per cent. For the three years prior to 1938 the Jefferson Standard led all major insurance companies in the United States with its record of net interest earnings.

"On funds held in trust by the Company for policyholders and beneficiaries, the Company has paid 5 per cent interest, a rate that has been paid continuously since organization in 1907. The Jefferson Standard is the only company in the country that has such a record of interest payment.

A mortality rate lower than for any year since 1926 was reported, the actual mortality being 49 per cent of expected mortality.

Members of the Board of Directors re-elected include Selby An-

Manager Claim Department; D. J. Tibble, Underwriter; D. G. Mebane, Registrar; W. P. Burgess, Manager Premium Notice Department; J. S. Causey, Purchasing Agent; C. S. Furches, Manager Conservation Department; H. I. Bell, Manager Change Department; M. H. Crocker, Manager of Financial Department; Mary R. Taylor, Agency Secretary; and C. R. Wharton, General Solicitor; and R. B. Taylor, Agency Assistant.

13th Birthday

Mrs. W. E. Hawkins entertained with a surprise party in honor of her daughter, Betsy's thirteenth birthday Monday evening. Games were played with prizes for all the winners; then dancing was enjoyed. The hostess served refreshments to the following guests: Violet Jeffries, Martha Ann Starke, Mary Lou Starke, Martha Lee Johnson, Joyce Hudson, Joy Bowman, Ernestine Smith, Mary Harbour, Charlotte Anne Shell, Lois Churchill, Ann Moseley, Charles Boykin, Brooks Jeffries, Pete Wells, Carl Churchill, Harvey Taylor, Lanny Storey, Bill Hawkins, Philip Pullen.

Mrs. Wood Hostess

The Tuesday Night Bridge Club was entertained this week by Mrs. Allie Wood. Attractive Valentine tallies were used and a salad course, carrying out a color scheme of red and white, with coffee, was served. Prizes were awarded to Mrs. A. L. Gilliam for high score, Miss Edna Wafford, second high, and Mrs. Francis Starke, traveling honor prize. Those playing were: Mesdames Sam Bunn, T. J. Cheek, A. O. George, A. L. Gilliam, Ivey Mohorne, E. B. Smoot, Geo. Pappendick, Zollie Powell, H. C. Wirtz, Francis Starke, Pete Graham and Miss Edna Wafford.



NEW YORK—A statue representing "American Womanhood," created by Gaetano Cecere for the facade of the Home Furnishings Building at the New York World's Fair 1939.

REPAIRS

Here is only PART of the work done in our shop . . . with all latest type of equipment . . .

- Front Wheels Aligned
- Front Axles Straightened
- Frames Straightened
- Bent Wheels Straightened
- Head-lights focused with the "Weaver" Electric Eye
- Radiators Cleaned (to prevent Over-heating)
- Radiators Repaired
- Special Machine Work
- Broken Parts of all kinds welded by Electric or Acetylene method
- Bent Fenders straightened and painted like new
- Brakes Re-Lined
- Generator and Starter Repaired
- EXIDE Batteries & Service

Try Our Service—
You will like it!
Estimates Gladly Given

BRICKELL
MOTOR CO.
WRECKER SERVICE
Dial R-414-1

question: Was this situation brought about because the South for many years has not been sowing its seed in its own fields?

Southerners send millions of dollars to other sections of the country for products and merchandise that could be produced at home. Every year Southerners send away from home \$310,000,000 in life insurance premiums...and additional millions in interest on money borrowed. If a greater portion of the money spent by the people of the South for farm products, merchandise and LIFE INSURANCE were kept at home, think how much it would help citizens of the South by creating more and greater home pay rolls—more local jobs—greater wealth and prosperity.

We do not advocate buying exclusively from Southern companies. Other companies serve the South well and deserve their share. But, no matter what we buy, shouldn't we who live in the South always ask ourselves: "Wouldn't it be better to sow our seed in our own fields?"

If you are interested in the South's future read the inspiring booklet "A Pattern for Southern Progress," recently written by President Julian Price. Now in its fourth printing, a copy of this booklet may be secured from any Jefferson Standard Agent, or by writing to the Home Office in Greensboro.

OUTSTANDING FACTS FROM THE 1938 REPORT OF PRESIDENT PRICE

• Every THIRTY DAYS in last year we returned an average of a HALF million dollars in policy benefits to our policyholders and beneficiaries.

• \$105,000,000 paid in policy benefits since organization in 1907.

• Assets increased \$6,714,378 last year, the total amount now standing at \$80,008,972.

• The surplus fund for ADDITIONAL PROTECTION of policyholders was increased to \$5,600,000.

• In 1935, 1936, and 1937, the Jefferson Standard led all major life insurance companies in the United States with its record of net interest earned

on invested assets. The record for 1938 was 5.1%.

• In 1938, AS IN EVERY YEAR SINCE ORGANIZATION IN 1907, we paid 5% interest on funds held in trust for policyholders and beneficiaries—a record unequalled by any other life insurance company in the United States.

• Life insurance sales in 1938 amounted to over \$46,000,000.

• One hundred and sixty thousand policyholders own Jefferson Standard life insurance amounting to more than \$385,000,000, a new high mark for the Company.

31, 1938.	
FIRST MORTGAGE LOANS.....	40,030,658
On farm property \$5,351,193, on city property \$34,679,465.	
REAL ESTATE	4,445,836
This includes our seventeen-story Home Office Building.	
LOANS TO OUR POLICYHOLDERS.....	13,565,495
Fully secured by the cash values of policies.	
PREMIUM LOANS AND LIENS.....	4,265,065
Fully secured by the cash values of policies.	
INVESTMENT INCOME IN COURSE OF COLLECTION	839,746
PREMIUMS IN COURSE OF COLLECTION	2,381,640
ALL OTHER ASSETS.....	174,558
TOTAL ADMITTED ASSETS.....	\$80,008,972

LIABILITIES

POLICY RESERVES.....	\$67,517,733
This amount represents the reserve required by law to assure prompt payment of policy obligations.	
RESERVE FOR POLICY CLAIMS.....	416,223
Claims in course of settlement on which proofs have not been received.	
RESERVE FOR TAXES.....	317,265
PREMIUMS AND INTEREST PAID IN ADVANCE	736,528
POLICY PROCEEDS LEFT WITH COMPANY	4,345,578
DIVIDENDS FOR POLICYHOLDERS.....	763,095
RESERVE FOR ALL OTHER LIABILITIES.	312,550
Medical and inspection fees, and bills not yet presented.	
LIABILITIES	\$74,408,972
CONTINGENCY RESERVE..	\$1,100,000
A fund to take care of contingencies, depreciation on real estate and investment fluctuations.	
CAPITAL	2,000,000
SURPLUS UNASSIGNED...	2,500,000
TOTAL SURPLUS FUNDS FOR ADDITIONAL PROTECTION OF POLICYHOLDERS	\$ 5,600,000
TOTAL	\$80,008,972

George Washington

President - and "Man of Affairs"

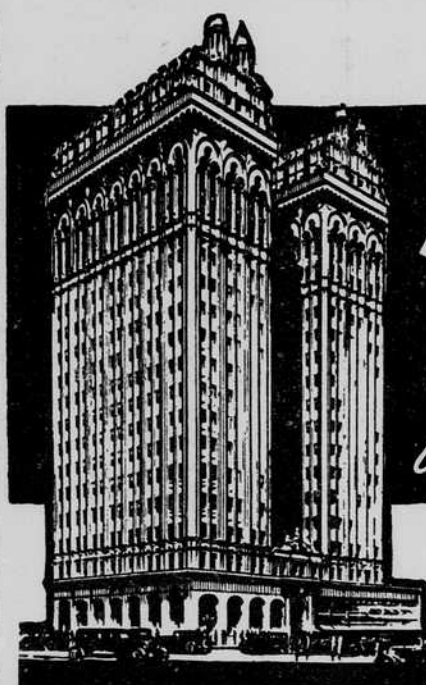


GEORGE WASHINGTON is best known as the first President of the United States; but he was also a man of wealth and estate which he managed wisely and well. His personal life might well inspire the life of every man who strives to leave for posterity an estate worthy of pride.

Roanoke Rapids Building & Loan Association

10 W. 2nd Street

Phone R-527-1



JEFFERSON STANDARD LIFE INSURANCE COMPANY

Julian Price

PRESIDENT • GREENSBORO, NORTH CAROLINA

EASTERN NORTH CAROLINA DIRECTORS
W. G. CLARK, Sr.
Tarboro, N. C.

SELBY ANDERSON,
Wilson, N. C.

D. L. TRAYNHAM, JR.

Special Agent

Phone R-424-1

ROANOKE RAPIDS, N. C.

The next time you buy life insurance—see a Jefferson Standard agent. He represents one of the strongest and safest life insurance companies in the United States.