

PRESIDENT JULIAN PRICE TELLS STOCKHOLDERS OF EXCELLENT PROGRESS IN YEAR

BIG GAIN IN ASSETS

Large Increase in Insurance in Force, Present Total Being \$329,837,614, A Gain of 6 Per Cent Over 1934—Other Increases

"New Insurance sold in 1935", President Price reported, "amounted to \$49,524,700, an increase of 6 per cent over 1934, while the increase for all United States companies was only 1 per cent. Our insurance in force increased by over \$15,000,000. We now have in force \$329,837,614. The persistency rate was much better."

Big Increase in Assets

The Company's assets increased by \$4,317,937 during the past year the assets now totaling \$62,206,099, the highest in the history of the Jefferson Standard, Mr. Price showed. The mortality rate has continued to improve. Gross income increased \$1,149,724 over 1934, while the disbursements were less by \$327,391. The company said in dividends to policyholders \$547,097, yet increased its unassigned surplus \$175,000. "Our contingency reserve for real estate depreciation and fluctuation in value of assets," said President Price, "has been increased by \$325,000, now standing at \$1,325,000. Adding this to our capital and surplus of \$3,900,000 gives us \$4,325,000 in capital, surplus and contingency reserves over liabilities. This puts us in the strongest financial position in our history."

Col. William A. Blair, of Winston-Salem, presided over the meeting of the stockholders. President Price presided over the meeting of the directors. Both sessions were held in the company's big home office building here. In addition to the annual report by Mr. Price excellent reports were submitted by various other officers.

Stockholders, quite largely represented at the first meeting, declared themselves much pleased with the excellent showing made by the company during the past year, and there were a number of similar expressions at the directors' meeting, attended by every member of the board of directors.

Mr. Weldon D. Egerton, one of the States most thoroughly informed and successful insurance men is the local representative for this popular home company and his many friends delight with him in the splendid showing he has made since being with the company, standing with the top-notchers in production of business, throughout his entire connection with the company.

Attention was called to the fact that the Jefferson Standard has 1,000 agents and is operating in 24 states, also the District of Columbia and Puerto Rico.

President's Report

Payments to policyholders and beneficiaries in 1935 aggregated \$5,981,892, President Price's report showed. The assets of \$62,206,099 were shown to be "approximately double the amount owned 10 years ago." The company is continuing to make satisfactory investments, having invested more than \$6,800,000 in high class city and residential property during the year. Bonds bought in the last two or three years are yielding a good interest rate and at the same time have steadily increased in market value. With more than \$1,250,000 cash in banks, and more than \$1,200,000 in quickly marketable United States government bonds, we have ample liquid resources. We continue our payment of 5 per cent interest on funds held in trust for policyholders and beneficiaries. As long as we continue to make investments producing satisfactory interest yield we believe we are justified in paying this rate of interest. The Jefferson Standard has paid 5 per cent interest on funds held in trust since organization in 1907.

Payments made to policyholders and beneficiaries since organization of the company were shown to total \$87,350,650. Capital, surplus and contingency fund aggregated \$1,950,000 in 1935—10 years ago—by comparison with \$4,325,000 as of December 31, 1935 it was reported. During the same period assets increased from \$31,239,289 to \$62,206,099, and insurance in force increased from \$265,816,777 to \$329,837,624.

"This annual report is presented with the feeling that you will be highly pleased with the re-

cord of accomplishment," said President Price, who alluded to "all indications" as presaging "another year of successful accomplishment in 1936."

GIVES FINAL FIGURES ON BENEFIT PAYMENTS

A final tabulation of AAA benefit payments shows that North Carolina farmers received a total of \$17,589,004.46 in 1935 for co-operating in the crop adjustment programs.

The money was disbursed as rentals on land retired from the cultivation of basic crops and as adjustment payments to the farmers who limited the production of these crops.

The payments in this State for 1935, according to figures announced by Dean I. O. Schaub, of State College, were divided among the growers of various crops as follows:

Tobacco growers \$9,359,220.81, cotton growers \$6,717,981.05, peanut growers \$813,904.11, corn-hog producers \$634,489.68, and wheat growers \$63,804.81.

Although this includes all the checks distributed during the

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If poorly functioning Kidneys and Bladder make you suffer from Getting Up Nights, Nervousness, Rheumatic Pains, Stiffness, Burning, Smarting, Itching, or Acidity try the guaranteed Doctor's Prescription Cystex (Blue-ten) - Must be run up or money back. Only 75¢ at drugists.

year, Dean Schaub stated, it does not include all the money due the growers for their part in the 1935 AAA programs, as some of the payments are still due.

Henry A. Wallace, Secretary of Agriculture, and other high government officials announced shortly after the Supreme Court voided the AAA, that some way would be found to complete all payments due farmers under crop adjustment contracts.

The total payments for all crops last year, divided by counties, shows that farmers in Franklin County received \$334,806.39.

The Durham pattern exchange operated by home demonstration club members owns 304 stylish patterns at this time.

In starting the new broiler project in Craven County, 5,200 baby chicks have been ordered to date.

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BLACK-DRAUGHT

INDIAN QUEEN STRAIGHT CORN 65c PT. 1.25 QT. AGED IN THE WOOD NO COLOR ADDED OLD DIXIE DISTILLING CO., INC. RICHMOND, VIRGINIA

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Natural CHILEAN NITRATE Natural Chilean contains almost two score of major and minor elements such as boron, magnesium, manganese, iodine, calcium, potassium, etc.—each a vital element in growth and development of plants. With Vital Impurities in Nature's Own Balance and Blend

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One rack Dresses up to \$9.85, all small sizes, to go at \$1.00 each

One lot Shirley Temple Dresses in crepes, Special price of \$2.49 each

NEW SPRING HATS 98c to \$1.95

Swagger Suits, all wool plaids \$6.95 up Also Navy Blues

All Wool and Part Wool Blankets \$1.98 up

Mirlee Sheets, 81x99 sheets 95c each

Pillow Cases, 42x36 25c each

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