

## Group Plan Insurance Is Growing Fast

An increase of \$10,393,000,000, or almost 50 per cent, in the amount of family protection enjoyed by workers under group life insurance has been achieved in the two years since the end of the war under voluntary plans set up between employers and employees.

This addition to the provision made by families for their future needs is revealed by a report just released by the Institute of Life Insurance showing that, at the end of 1947, 17,300,000 workers were insured for \$33,168,000,000 under 48,000 master contracts.

"The average protection of the insured workers under these plans is more than \$1,900, which is an important addition to other life insurance and saving owned by their families," the Institute said.

"It is significant of the value

attached by workers to this form of family provision that the number of workers participating in group life insurance plans has expanded approximately in the same proportion as the amount of group life insurance in force. The number of workers owning group life insurance today is more than 5,000,000 greater than the 12,000,000 who owned such insurance at the end of 1945.

"The number of master contracts in force has grown meanwhile from 37,000 to 48,000, reflecting recognition by the employer as well as the employee of the value of group life insurance in helping meet the universal interest in building family security."

Purchases of group life insurance in 1947 were the largest for any year on record. Including only new master contracts and excluding the enrollment of additional workers under existing plans, these purchases amounted, to \$2,798,000,000, an increase of 23 per cent as compared with the preceding year. The growth in purchases has continued during the first quarter, with purchases for the three

## FIRE FACTS



months' period reported at \$598,360,000. This is an increase of nine per cent over the first

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## Urges Actual Practice Of Conservation

It's not the planning but the actual carrying out of practices that gets the conservation job done, Robert Fulton, chairman of the Macon County Agricultural Conservation committee, reminded farmers this week.

He said that now that most farmers have made their plans for the season, it's time to start putting the plans into practice. Mr. Fulton pointed out that every year there are some excellent conservation plans made that would save millions of tons of soil and thousands of acres of cropland, but, for one reason or another, the plans are not carried out and the land loses top soil and fertility. "With an increasing population and a limited cropland we can't maintain our present standard of living and continue this loss", he declared.

"Everything that farmers can do—with or without assistance of the Agricultural Conservation program or other conservation programs—will not be too much. Although people in the United States are eating better now than they have in the past, it is not impossible that we may be at the turning point where production cannot keep up with population increases. Certainly we are speeding up the day when we will come to that turning point if we allow our land to get away from us," the county chairman continued.

"Every farmer has a responsibility to the country to do his part in saving our soil. Because this problem is so serious, the Agriculture Conservation program has been provided to help farmers get this job done. Farmers using this assistance are co-operating in a national fight to save the land and to keep our soil producing the abundance needed to keep the nation well fed.

"That's why it's so important that farmers who have made farm plans for carrying out conservation practices follow through on those plans and actually carry out the conservation practices."

### IN APPRECIATION

We wish to thank our friends and neighbors of both Jackson and Macon Counties for their kindnesses to us during our recent bereavement.

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