

Better Times Can Be Expected, Says Price

Must Continue To Build On Safe And Sound Basis For Future, Says Insurance President

"Present prosperity of our country is largely due to the tremendous sums of money being spent by our government on defense measures," reports Julian Price, re-elected president of the Jefferson Standard Life Insurance Company.

In his annual statement to stockholders here yesterday, President Price admonished that "while we can reasonably expect prosperity in this country for the next few years whether the war continues or whether it comes to an early end, we must prepare for the future by continuing to build on a safe, sound and conservative basis."

In addition to the declaration of the regular dividends of 75 cents a share on stock (payable January 3 to stockholders of record on January 27), the dictators, following last year's procedure, declared a five per cent bonus on the earnings of all home office and branch office employees.

"From the standpoint of earnings and progress," Mr. Price stated in his annual report, "the year 1940 has been as satisfactory as the year 1939 when we experienced an outstanding year." One evidence of that is the \$51,000,000 worth of new life insurance sales made during the year, an average of almost \$1,000,000 a week, with a mortality ratio described as "very satisfactory."

"During 1940," Mr. Price further reviewed, "our assets increased \$7,264,000 and now stand at \$94,764,607. The unassigned surplus and contingency funds increased to \$4730,000, making a total of \$6,730,000 in the capital, unassigned surplus and contingency funds."

During the year just ended the company paid policyholders and beneficiaries a total of \$6,700,000, bringing to more than \$18,000,000 the total amount paid out by the company in policy benefits since its organization in 1907.

The opening of a new branch office in Phoenix, Ariz., completed the company's system of branches from the Atlantic to the Pacific. Branches have been maintained in California, during the past 10 years. The only offices opened during the year were in Casper, Wyo., and Phoenix, Arizona, which gives the Jefferson Standard 47 branches and 7,000 agents in 26 states, the District of Columbia and Puerto Rico.

-TIMELY- Farm Questions and Answers

Question: What is the proper temperature for a brooder house?

Answer: For the first week after the chicks are placed in the brooder, the temperature should be regulated to 98 degrees at the outer edge of the canopy and on a level with the chicks' heads. This temperature is lowered five degrees each week until the sixth week, but care should be exercised to avoid running the brooder at a sub-normal temperature. Where brick or rock brooders are used, a room temperature of 70 to 75 degrees is sufficient.

Question: How can the small worms that up-root tobacco plants in beds be controlled?

Answer: An application of naphthalene flakes applied at the rate of one and one-half pounds to each 100 square yards of bed will control these worms easily. Sometimes one application is sufficient, but in some cases three applications may be needed. When more than one treatment is necessary, the applications should be spaced about a week apart. If a strong wind comes up immediately after the flakes are applied, the treatment should be repeated as soon as possible, since the wind will blow the naphthalene gas out of the bed as soon as it is formed.

Question: What is the best ra-

Optimistic



JULIAN PRICE, again re-elected president of the Jefferson Standard Life Insurance Company, reported payment of a dividend and of a five per cent bonus on earnings of all home office and branch employees.

Methodists Of State Expected To Give \$41,000

More than nineteen hundred Methodist churches in North Carolina will participate in Methodism's nation-wide observance of Day of Compassion on March 2. Special sermons and services will emphasize the extraordinary world situation. It is expected that North Carolina churches will contribute \$41,000 on this day as their share in the million dollar campaign to relieve human suffering in war-stricken areas and for special work at home.

One-half of the amount will be used for overseas relief in Europe and China. Assistance to the Mother Church in Britain will take one quarter of a million dollars. The remaining fourth million will be used in meeting the religious needs of youth in training under the Selective Service Act.

The million dollar emergency fund is being raised under the leadership of the Council of Bishops and its use will be carefully guarded by the Emergency Commission.

Favorable reports are being received indicating plans are already under way for this observance in many North Carolina churches, according to a statement by Bishop Clare Purcell, Charlotte, in charge of Methodism in this state.

tion for feeding pigs?

Answer: Complete details for feeding pigs are contained in Extension Circular No. 238, "Raising Hogs in North Carolina." Copies may be obtained without charge by writing to the Agricultural Editor, State College, Raleigh. Although there is no one best ration, a more or less standard ration that produces good results consists of corn, tankage or fish meal, and a mineral mixture. However, substitutes that are more economical can be used for some of the ingredients.

Question: What is the correct feed for baby chicks just out of the incubator?

Answer: Buttermilk or sour skim milk are the best feeds for chicks when they are first placed under the canopy, advise poultry specialists of the State College Extension Service. They should also have access to dry mash and water. Another good feed is cooked infertile eggs left over from the first candling. Grain feed may be given after the first seven to ten days. The mash should be fed in hoppers and placed near the source of heat. It is very essential that plenty of mash hopper space be supplied so that the chicks may eat all at the same time.

You can't demand respect; you've got to command it.

Dramatic Club Of High School Presents Comedy

The Merrie Jesters, dramatic club, of the high school, presented a one-act comedy, "The Ghostly Passenger," last week in the school auditorium, under the direction of Miss Hestern Anne Withers, dramatic coach of the school.

The cast included: Shirley Colkitt, Jane Dudley Francis, Merrill Green, Dorothy Richeson, R. F. Brown, Bob Ferguson, Richard Bradley, and J. D. Hyatt.

Assisting as stage crew were:

Lois Massie, who was in charge of lights, Billy Davis and Bobbie Colkitt of sound, and Meta Dicus as bookholder.

The scene of the play, which was highly entertaining, was in the living room of the Owens' rented cottage in Vermont, with time in early summer. Mrs. Owens had planned to have a quiet summer, but the fates had decided otherwise.

Next door to the Owens' place is an empty house, which had been deserted for a long time as the owner was dead. Shortly before the action of the play begins, a mysterious automobile had been seen parked outside the place. Nobody saw it arrive or depart, how-

ever, several people had seen a ghostly passenger emerge from the back seat.

The Owens' young son starts out to solve the mystery and the audience was held in suspense until the disclosure at the end of the play. All those taking part were highly praised for their interpretation of the characters they portrayed.

Acute wheat shortages are reported in China, Manchuria, and Japan, although, the total crop in these countries was larger than a year previously, says the U. S. Department of Agriculture.

Cecil 4-H Club Group See Actual Demonstrations

By Edna Rogers.

The boys of the Cecil 4-H club got a practical experience at their February meeting, when J. C. Lynn, county agent, gave a demonstration of branding calves at the Jack Hipps farm.

While the boys were out on a field trip, the girls of the club heard Miss Mary Margaret Smith on the fundamentals of sewing and

ATTENDS CONFERENCE
Miss Doris Whitesides, of nesville, and a student at W. College, U. N. C., at Greensboro, is among the 16 delegates to college attending the Presbyterian Student Association Conference at Charlotte.

cooking. The boys and girls met in a meeting for the usual opening program before going out for respective demonstrations.

It is estimated that the car obtains fourteen miles per gallon of gasoline.

JEFFERSON STANDARD



HEADLINE FACTS 1940 REPORT

ASSETS CLIMB TO NEW HIGH

Assets total \$94,764,607 — largest in company history.

SALES \$1,000,000 WEEKLY

New life insurance sales in 1940 totaled \$51,000,000, averaging nearly one million dollars each week.

INTEREST EARNING EXCELLENT

5.11% interest earned on invested assets. The Jefferson Standard has consistently maintained leadership in this field.

5% PAID

Jefferson Standard paid 5% interest in 1940 on funds held in trust for policyholders and beneficiaries (this rate paid continuously since organization in 1907)—No change in 1941.

SURPLUS FUNDS INCREASED

Surplus, capital, and contingency funds now total \$6,730,000—new high mark in funds set aside for policyholder protection.

\$422,300,000 LIFE INSURANCE

IN FORCE

165,000 policyholders own life insurance totaling more than 422 million dollars.

PAID OUT \$6,820,000

Policy benefits paid in 1940 total \$6,820,000. The Jefferson Standard has paid \$118,600,000 to policyholders and beneficiaries since organization in 1907.

FINANCIAL STATEMENT

DECEMBER 31, 1940

ASSETS		LIABILITIES	
Cash	\$ 3,107,287	POLICY RESERVES	\$ 79,288,190
United States Government and Municipal Bonds	3,896,692	This amount represents the reserve required by law to assure prompt payment of policy obligations.	
All Other Bonds	5,982,293	Reserve for Policy Claims	339,662
Stocks	6,656,238	Reserve for Taxes	483,848
Listed securities carried at market, cost, or call value, whichever is lower.		Premiums and Interest Paid in Advance	895,850
First Mortgage Loans	49,793,609	Policy Proceeds Left with Company	5,865,409
On farm property \$6,412,832.		Dividends for Policyholders	882,475
On city property \$43,380,777.		Reserve for All Other Liabilities	279,173
Real Estate	4,023,629		
This includes our seventeen-story Home Office Building.			
Loans to Our Policyholders	13,972,608		
Fully secured by the cash values of policies.			
Premium Loans and Liens	3,723,601	Contingency Reserve	\$1,400,000
Fully secured by the cash values of policies.		A fund to take care of contingencies, depreciation on real estate and investment fluctuations.	
Investment Income in Course of Collection	940,847	Capital	2,000,000
Premiums in Course of Collection	2,576,858	Surplus Unassigned	3,330,000
All Other Assets	90,945	Total Surplus Funds for Protection of Policyholders	\$ 6,730,000
Total	\$ 94,764,607	Total	\$ 94,764,607

S. E. CONNATSER
Special Representative

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WAYNESVILLE, N. C.



JEFFERSON STANDARD LIFE INSURANCE CO.

JULIAN PRICE, PRESIDENT, GREENSBORO, NORTH CAROLINA

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