

Good Net Rate Of Interest Won Through Invested Assets

President Julian Price, Of Greensboro, Presents Encouraging Report At Jefferson Standard Stockholders' Meeting.

Greensboro, Feb. 10 — "Highlight of the past year," reports Julian Price, re-elected president of the Jefferson Standard Life Insurance company, "was the splendid net rate of interest on our invested assets. The interest earned was 5.1 percent, and it is expected that this figure will again represent the highest received by any major insurance company."

Declaring 1939 to have been the best year in the company's 32-year history, President Price in his annual statement to the stockholders here, predicted an even better year for 1940.

A dividend of 75 cents a share was declared on all company stock as of January 22, payable January 26.

Reviewing the progress made by Jefferson Standard before the directors' meeting held at the home office in Greensboro, President Price noted that over \$5,000,000 of dividends and policy proceeds have been left with the company under various settlement options. During the past year 30 percent of death claims settlements and matured endowments have been left at interest with the company.

"The large amount of money left with the company under settlement options, dividends and premiums paid in advance, and the small increase in policy loans," explained Mr. Price, "indicate a continued improvement in the financial condition of our policyholders, as well as confidence in the company's ability to safeguard these trust funds, for in 1939, as in every year since organization, our company has paid 5 percent interest on funds left in trust."

Annual statement statistics showed \$6,350,000 was paid to policyholders and beneficiaries during 1939, which makes a total payment to policy holders and beneficiaries since the organization of the company in 1907 of the sum of \$111,800,000.

An increase of 5 percent over 1938 in the sale of new insurance brought the 1939 total up to \$48,000,000, stated Jefferson Standard's president, and continued by praising the work of his organization. "The results of the last year could not have been accomplished without the loyal co-operation of every member of the home office staff, our branch office and our agents in the field."

The amount of life insurance now in force with the Jefferson Standard Life Insurance company totals \$402,500,000.

Further progress made in 1939 included the increasing of the contingency fund from \$1,100,000 to \$1,300,000. "This fund," clarified President Price, "is a safety fund to take care of contingencies, depreciation on real estate, and investment fluctuation."

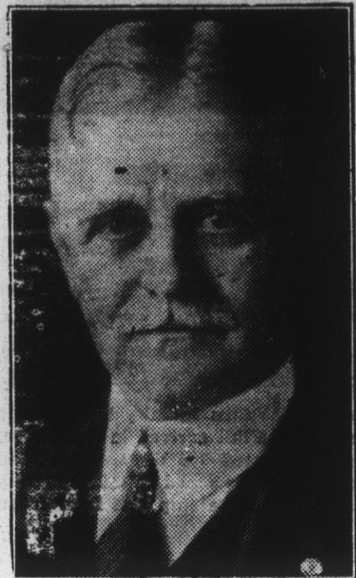
Added company security was achieved by increasing capital and surplus by \$500,000, making a total capital and surplus of \$5,000,000. Assets of approximately \$7,500,000 were added, making total assets \$87,500,000.

"Finally," concluded President Price, "our mortality rate was again less than 50 percent of the expected, which means that our mortality for two consecutive years has been lower than in any of the 11 years preceding 1938. The average mortality rate for 1927 to 1937 was 58 percent."

This analysis of the 1939 progress of Jefferson Standard was made by Mr. Price following the following the annual stockholders' meeting recently.

Stockholders re-elected all members of the board of directors. All officers, executives and administrative staff members were reappointed.

Officers, other than President Price, are C. Elmer Leak, Joseph M. Bryan, Howard Holderness, and Ralph C. Price, vice presidents; Julius C. Smith, vice president and general counsel; H. P. Leak, secretary; and L. M. Johnson, treasurer.



Julian Price, president of the Jefferson Standard Life Insurance company, Greensboro, who reports business of the company has been unusually good during the past year, and predicts an even better year during 1940.

Personnel of the board of directors includes Julian Price, Ralph C. Price, Pierce C. Rucker, Julius C. Smith, Charles W. Causey, Julius W. Cone, Emory C. Green, Howard Holderness, C. Elmer Leak, and Joseph M. Bryan, all of Greensboro; Shelby Anderson, Wilson; William A. Blair, Winston-Salem; W. L. Brooks, Charlotte; W. G. Clark, Sr., Tarboro; A. G. Myers, Gastonia; and Shepard Bryan, Atlanta, Ga.

"Reddy Kilowatt" Works With Power & Light Company

Raleigh, N. C. February 10 — "Reddy Kilowatt," a bright, young character who unblushingly says he is "one-third stronger than a horse," has gone to work for the Carolina Power and Light company, S. P. Vecker, vice-president of the company, announces.

To look at him one would think he is nothing more than a mere character from some cartoon, but Mr. Vecker quickly dispelled that idea when he said: "Reddy Kilowatt typifies electric service and what it does for our customers in the Carolinas. He is more than a cartoon figure and from time to time in our advertising aimed at bringing about better and cheaper living conditions through the wider use of electricity we hope to show that he has a character and a personality symbolic of electric service. We also aim to show that Reddy is an electrical servant, that he really is 'one-third stronger than a horse,' and that he works by the hour for very low wages."

Pointing out that the Reddy Kilowatt figure is made up from commonly known symbols for electric service, Mr. Vecker added:

"Reddy's body is made up of bolts of lightning, emblematic of electricity since the days of Benjamin Franklin, who is generally given credit for being the discoverer of electricity. Reddy's enlightened and his receptive ear are present day symbols that are well known in many parts of the nation as he typifies what electricity does. His rubber gloves and rubber shoes indicate the safety with which he works. He typifies modern electrical service as it is available in our territory for every home, store, office, farm, and factory."

Reddy, a creation of Ashton Collins, widely known Birmingham, Ala., advertising executive, occupies a prominent place in the advertising of many electric utility companies in the nation and Mr. Vecker is confident that Reddy Kilowatt will soon become a well known figure in the territory served by the Carolina Power and Light company.

FARM QUESTIONS ANSWERED

Question: When should treatment be started in the tobacco plant bed to control blue mold?

Answer: If the disease is in the vicinity it is best to start treatment immediately. However, if careful daily inspections are made to insure finding the first sign of the disease, treatment may be delayed until the disease is present. Care should be exercised to avoid even one night's delay after the disease is present as plants cannot be revived by treatment. Extension Circular No. 229 gives full details as to time and kind of treatment and copies may be had free upon application to the Agricultural Editor at State College.

Question: How much lespedeza seed does it take to seed an acre?

Answer: When broadcast, at least one bushel or 25 pounds of seed should be sown to the acre. The seed should be covered lightly as with a weeder. If the seed are drilled in, less seed are required. All old seed should be tested for germination before sowing to insure a good stand.

Census Chieftain



Commander-in-chief of 150,000 census takers is William Lane Austin, whose army will compile essential facts about 132,000,000 Americans, 3,000,000 business firms, 33,000,000 homes and 7,000,000 farms during 1940. Austin, a native of Mississippi, began with the census bureau 40 years ago in a minor capacity and worked to the top.

The crop is sown on small grain in February or March. All varieties with the exception of the Korean germinate in from four to five weeks and this should be considered when seeding. The Korean germinates in about two weeks.

Question: What should be given to baby chicks when first taken from the incubator?

Answer: As soon as the chicks are placed under the canopy they should be fed buttermilk or sour skim milk and have access to dry mash and water. Cooked infertile eggs, left over from the first candling, will also give excellent results. The mash should be fed in hoppers and placed near the source of heat. Grain feed may be given after the first seven to ten days. This should be fed two or three times a day and placed in the mash hopper on top of the mash. It is very essential that plenty of mash hopper space be supplied so that the

chicks may all eat at the same time.

LAND POSTED SIGNS AT THE TIMES OFFICE

"When troubles come they come not in single file, but in batallions."

—Shakespeare

FRIENDLY SERVICE Standard Oil Co. Products, Telephone Service No. 4711 ROCK - INN SERVICE STATION



R. A. WHITFIELD Distributor

I'LL TUNE OUT THE ALKA-SELTZER ANNOUNCEMENT

Don't—THAT'S THE MOST IMPORTANT THING YOU'LL HEAR TONIGHT

"When statements about Alka-Seltzer are made over the air, please, please believe them."

Mrs. Oma Catherine Jones

MILLIONS suffer less from Headache, Acid Indigestion, Distress of Colds "Morning After" and Muscular Fatigue because they have heard—and believed—Alka-Seltzer radio announcements. To these millions, the relief obtained by the use of Alka-Seltzer is worth far more than the genuine enjoyment they get from the broadcasts.

The most important parts of our radio program, both to you and to us, are the commercial announcements. Once you have tried Alka-Seltzer we believe you will agree with us. But try Alka-Seltzer because it is an unusually effective medicine not because you enjoy the radio programs.

WHY ALKA-SELTZER IS SO EFFECTIVE

The pain-relieving analgesic in Alka-Seltzer is in complete solution, ready to ease the distress as soon as you swallow it. The painrelieving action is made more effective by alkaline buffers. The alkalinizing elements in Alka-Seltzer reduce excess stomach acidity.

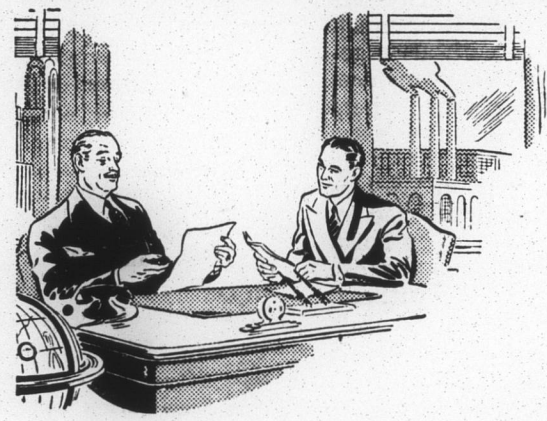
Get Alka-Seltzer the next time you pass a drug store.

Large package 65¢
Small package 35¢

Try a glass of Alka-Seltzer at your Drug Store Soda Fountain.

Alka-Seltzer

JEFFERSON STANDARD has ANOTHER YEAR of STEADY PROGRESS



Important Facts From the 1939 Report of President Price

SPLENDID INTEREST RATE

The rate of interest earned on invested assets for 1939 was 5.1%. Jefferson Standard leads all major life insurance companies in the United States in the rate of interest earned on invested assets.

NEW INSURANCE SALES UP

\$48,000,000 new life insurance was purchased last year—5% increase over 1938.

\$400,000,000 IN FORCE

Jefferson Standard policyholders own life insurance amounting to \$402,500,000—new high mark in life insurance in force.

AGENTS CAREFULLY SELECTED AND TRAINED

The public needs the services of the well informed life insurance agent. The Jefferson Standard selects men and women best suited to the work, and the Company has a training program which gives the agent a full knowledge of life insurance and the methods of fitting it to the needs of the buyer.



Consult a Jefferson Standard agent when you buy more life insurance.

ASSETS HIGHEST IN HISTORY

Every Thirty Days assets increased at the average rate of \$625,000. Total assets \$87,500,000—largest in Company history.

CONTINGENCY AND SURPLUS INCREASE

Contingency funds, surplus, and capital now total \$6,300,000—a new high mark in funds set aside for additional protection of policyholders and beneficiaries.

POLICY BENEFITS TOTAL \$6,350,000

Jefferson Standard paid policyholders and beneficiaries \$6,350,000 in policy benefits during 1939. One hundred eleven million, eight hundred thousand dollars paid policyholders and beneficiaries since founding of the Company in 1907.

5% PAID ON TRUST FUNDS

In 1939, as in every year since organization, we paid 5% interest on funds held in trust for policyholders and beneficiaries — No Change In This Rate In 1940.

FINANCIAL STATEMENT • DECEMBER 31, 1939

JEFFERSON STANDARD LIFE INSURANCE COMPANY

ASSETS		LIABILITIES	
Cash.....	\$ 738,280	POLICY RESERVES.....	\$ 73,418,070
Bonds:		This amount represents the reserve required by law to assure prompt payment of policy obligations.	
United States Government.....	277,284	Reserve for Policy Claims.....	420,910
State, County and Municipal....	4,014,742	Claims in course of settlement on which proofs have not been received.....	463,800
Other Bonds and Stocks.....	12,182,352	Reserve for Taxes.....	941,795
Bonds carried on amortized basis. Listed securities at market values as of December 31, 1939.		Premiums and Interest Paid in Advance.....	5,018,295
First Mortgage Loans.....	44,713,727	Policy Proceeds Left with Company... Dividends for Policyholders.....	796,798
On farm property \$6,386,639, on city property \$38,327,088.		Reserve for All Other Liabilities.....	242,773
Real Estate.....	4,196,320		
This includes our seventeen-story Home Office Building.		Liabilities.....	\$ 81,200,943
Loans to Our Policyholders.....	13,858,502	Contingency Reserve.....	\$1,300,000
Fully secured by the cash values of policies.		A fund to take care of contingencies, depreciation on real estate and investment fluctuations.	
Premium Loans and Liens.....	4,014,953	Capital.....	2,000,000
Fully secured by the cash values of policies.		Surplus Unassigned.....	3,000,000
Investment Income in Course of Collection.....	905,522	Total Surplus Funds for Additional Protection of Policyholders.....	6,300,000
Premiums in Course of Collection....	2,494,500		
All Other Assets.....	104,359		
Total Admitted Assets.....	\$ 87,500,541	Total.....	\$ 87,500,541



Thompson Insurance Agency

E. G. Thompson — Walter James — Pany Allen

JEFFERSON STANDARD LIFE INSURANCE CO.

Julian Price, President,

Greensboro, N. C.