

# JEFFERSON STANDARD

## STRENGTH AND PROGRESS

1907

1940



### 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	<b>POLICY RESERVES</b>	<b>\$ 79,296,100</b>
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	339,892
Stocks	8,656,238	Claims in course of settlement on which proofs have not been received.	
First Mortgage Loans	49,793,609	Reserve for Taxes	483,848
On farm property \$6,412,832.		Premiums and Interest Paid in Advance	896,856
On city property \$43,380,777.		Policy Proceeds Left with Company	5,985,496
Real Estate	4,023,629	Dividends for Policyholders	882,475
This includes our seventeen-story Home Office Building.		Reserve for All Other Liabilities	279,173
Loans to Our Policyholders	13,972,608		<b>\$ 88,034,607</b>
Fully secured by the cash values of policies.		Contingency Reserve	\$1,400,000
Premium Loans and Liens	3,723,601	A fund to take care of contingencies, depreciation on real estate and investment fluctuations.	
Fully secured by the cash values of policies.		Capital	2,000,000
Investment Income in Course of Collection	940,847	Surplus Unassigned	3,330,000
Premiums in Course of Collection	2,576,858	Total Surplus Funds for Protection of Policyholders	\$ 6,730,000
All Other Assets	90,945		
<b>Total</b>	<b>\$ 94,764,607</b>	<b>Total</b>	<b>\$ 94,764,607</b>

## K. C. WRIGHT

Special Representative

MURPHY, N. C.

TEL. 34



# JEFFERSON STANDARD LIFE INSURANCE CO.

JULIAN PRICE, PRESIDENT, GREENSBORO, NORTH CAROLINA