BIG INCREASE SHOWN IN 1941 BY JEFFERSON STANDARD LIFE INS. CO.

1942-Re-election of all officers, declaration of a dividend of 40 cents per share, the attendance of every member of the board of directors, all of whom were re-elected, and the report of President Julian Price featured the annual meeting here recently of the Jefferson Standard Life Insurance company.

meeting, showing as it did that the industrial activity had caused the

company had enjoyed one of the Greensboro, N. C., February 26, most remarkable years in its his-W. A. Blair, of Winston-Salem, presided over the meeting of the stockholders, and they reseated the directors, who, in turr returned the same slate of officers, with the sole exception being the elevation of Dr. Dawson.

President Price, in submitting his report, touched briefly on the national situation, declaring that Other officers and department the country's defense program had heads made reports, but that of been responsible for less unem-President Price high spotted the ployment and that unprecedented



Julian Price, President Jefferson Standard Life Ins. Co.

ASSETS ARE GREATER

during 1941 by \$10,000,000 and now total about \$105,000,000. During the year, the company placed about Honored At Duke \$15,000,000 in first mortgages, the largest amount in any previous year of the company's history, and made a net increase of \$7,000,000 in first mortgages. In addition there was an increase of over \$5,000,000 in bonds. The foreclosed real estate holdings of the company deoreased from a peak of about \$5,-000,000 in the depression years of 1932 and 1933 to less than \$1,000.000 and ample reserve, President Price reported, has been set aside to take care of any losses in these proper-

The Jefferson Standard Life Insurance Company is represented locally by D. L. Traynham, special agent for the company, who is also during her college career.

national income to go above 95 manager of the Citizens Realty & Insurance Agency.

The company's asset increased Local Girl Is

Miss Sara Crawford Towe, daughter of Mr. and Mrs. R. L. Towe of 511 Roanoke Avenue, was one of seventy-seven North Carolina students who made the Dean's List for the spring semester at Duke University. In order to attain this honor a student must make at least "B" on all her sub-

Miss Towe, who is majoring in Education, will be initiated into Phi Beta Kappa on April 6th. To attain this honor a student must make an "A" average consistently

ANOTHER RECORD JEFFERSON STANDARD Progress and Service

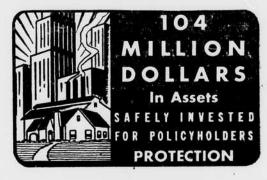


FINANCIAL STATEMENT • DECEMBER 31, 1941

| ASSETS | | LIABILITIES | |
|--|-------------|--|-------------|
| Cash\$ | 1,918,856 | Policy Reserves | 86,038,312 |
| United States Government and Municipal Bonds | 6,059,318 | serve required by law to as- sure prompt payment of poli- cy obligations. | |
| All Other Bonds | 8,705,684 | Reserve for Policy Claims | 363,983 |
| Stocks | 5,652,598 | on which proofs have not been received. | |
| Listed securities carried at mar- ket, cost or call value, which- ever is lower. | | Reserve for Taxes | 578,633 |
| | 57,182,431 | in Advance | 944,184 |
| On farm property \$7,420,888 on city property \$49,761,543. | 57,102,451 | Policy Proceeds Left with Company | 7,011,864 |
| Real Estate | 3.857.018 | Dividends for Policyholders | 949,681 |
| This includes our seventeen- story Home Office Building. | 3,007,010 | Reserve for All Other Liabilities | 478,228 |
| Loans to Our Policyholders | 13,852,529 | Liabilities\$ | 96,364,885 |
| Fully secured by the cash values of policies. | | Contingency Re- | |
| Premium Loans and Liens Fully secured by the cash values of policies. | 3,458,209 | A fund to take care of contingencies, depreciation on real estate and investment fluctuations. | |
| Investment Income in Course | | Capital 4,000;000 | |
| of Collection | 1,022,890 | Surplus Un- | |
| Premiums in Course of | | assigned 3,000,000 | |
| Collection | 2,778,016 | Total Surplus Funds for ad- | |
| All Other Assets | 277,336 | ditional Protection of Pol- icyholders\$ | 8,400,000 |
| Total Admitted Assets\$ | 104 784 885 | Total\$ | 104,764,885 |

Strong Facts From a Fine Record

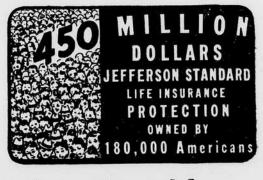












Coast to Coast Territory Served by Trained Agents

The Jefferson Standard Life Insurance Company operates in 26 States, the District of Columbia, and Puerto Rico, through a chain of agency offices extending from the Atlantic to the Pacific. It has representation in more than 450 cities.

All Jefferson Standard agents are trained life underwriters-each well-equipped to give you wise counsel and up-to-date information that will be helpful in planning your life insurance program.

Local Service

The Jefferson Standard is represented locally. We extend to you the service of our Company with the full knowledge, based on 35 years of sound and progressive experience, that you will be completely satisfied as one of our policyholders.

Citizens Realty & Insurance Agency

D. L. TRAYNHAM, Manager

1102 Roanoke Ave.

Dial R-424-1

Roanoke Rapids, N. C.

JEFFERSON STANDARD FE INSURANCE COMPANY

* * JULIAN PRICE, President . Founded 1907 . GREENSBORO, N. C. * *

