

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

Greensboro, N. C., February 26, 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.

Other officers and department heads made reports, but that of President Price high spotted the meeting, showing as it did that the

company had enjoyed one of the most remarkable years in its history. W. A. Blair, of Winston-Salem, presided over the meeting of the stockholders, and they re-seated the directors, who, in turn 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 the country's defense program had been responsible for less unemployment and that unprecedented industrial activity had caused the



Julian Price, President  
Jefferson Standard Life Ins. Co.

national income to go above 95 billions.

### ASSETS ARE GREATER

The company's asset increased during 1941 by \$10,000,000 and now total about \$105,000,000. During the year, the company placed about \$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 decreased 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 properties.

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

manager of the Citizens Realty & Insurance Agency.

## Local Girl Is Honored At Duke

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 subjects.

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 during her college career.

# ANOTHER RECORD YEAR of JEFFERSON STANDARD

## Progress and Service

35<sup>th</sup>

ANNUAL REPORT



### 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	This amount represents the reserve required by law to assure prompt payment of policy obligations.	
All Other Bonds.....	8,705,684	Reserve for Policy Claims.....	363,983
Stocks.....	5,852,598	Claims in course of settlement on which proofs have not been received.	
Listed securities carried at market, cost or call value, whichever is lower.		Reserve for Taxes.....	578,633
First Mortgage Loans.....	57,182,431	Premiums and Interest Paid in Advance.....	944,184
On farm property \$7,420,888 on city property \$49,761,543.		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.		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 Reserve.....	\$ 1,400,000
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 of Collection.....	1,022,890	Capital.....	4,000,000
Premiums in Course of Collection.....	2,778,016	Surplus Unassigned.....	3,000,000
All Other Assets.....	277,336	Total Surplus Funds for additional Protection of Policyholders.....	\$ 8,400,000
<b>Total Admitted Assets.....</b>	<b>\$ 104,764,885</b>	<b>Total.....</b>	<b>\$ 104,764,885</b>

### Strong Facts From a Fine Record

**SALES OVER A MILLION DOLLARS WEEKLY**  
A Policy For Every Need  
**COMPLETE LIFE INSURANCE SERVICE**

**104 MILLION DOLLARS**  
In Assets  
SAFELY INVESTED FOR POLICYHOLDERS PROTECTION

**AGAIN! HIGHEST INCOME ON INVESTED ASSETS**  
of any Major Company  
**7<sup>th</sup> Consecutive Year!**

**TOPS the NATION**  
1935 TO 1942

**AS A RESULT, HIGHEST INTEREST PAID ON FUNDS LEFT IN TRUST BY POLICYHOLDERS AND BENEFICIARIES**

**\$125,000,000 IN POLICY PROCEEDS PAID PROMPTLY DURING 35 YEARS**

**450 MILLION DOLLARS**  
JEFFERSON STANDARD LIFE INSURANCE PROTECTION OWNED BY 180,000 Americans

## 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 LIFE INSURANCE COMPANY

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

