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## 1945-Our Most Outstanding Year

THE FACTS AND FIGURES
reproduced below from the Jefferson Standard's 39th Annual Report represent more than just another year of progress in this company's bright record. This record, the foresight, the hopes, and the aspirations of more than 250,000 policyholders. बI While putting "Planned Protection" to work for additional thousands of Americans during 1945, Jefferson Standard agents made it tunities for scrvice in the years ahead. We invite yout to write for a copy of our
39 th Annual Report booklet.

INTEREST EARNINGS AND
INTEREST PAYMENT MAINTAINED

* lefferson Standard maintrined its national leadership
 ASSETS INCREASED SUBSTANTIALLY A Assets increased $\$ 18.000,000$ for 1945 . Total assets
are now $\$ 151,000,000$. For every $\$ 100$ of liabilities there are $\$ 112.96$ of assets.
LARGEST CAPITAL AND SURPLUS \# With a 10 million dollar Capital Stock structure, Year of record achievement
$\qquad$ 12) Largest gain in insurance in force- $\$+46,500,000$. "PLANN "PLANNED PROTECTION" AT WORK \# $\$ 7.500,000$ in benefits was paid to policholders
and beneficiaraies in 1945 . Total benefits since organization in $1907-\$ 151,600,000$.

JEFFERSON STANDARD'


## S. E. CONNATSER

spectal representative

