

Third Annual Report of The Prudential Life Insurance Co.

For the year ending 31st December,
1910.

Nearly \$1,000,000.00 Increase in Business. \$34,974.00 Increase in Premium Income. Increase in Assets Over \$112,000.00

The Third Annual Meeting of the Prudential Life Insurance Company was held at the Head Office of the Company, Winnipeg, Thursday, the nineteenth day of January, 1911, at 2 o'clock in the afternoon, and was well attended.

DIRECTORS' REPORT.

Authorized Capital	\$1,000,000.00
Capital Subscribed	601,000.00
Total Insurance in force, Dec. 31, 1910.....	4,277,028.00
Premium Income on Same	119,734.65

Receipts.

Cash on Hand and in Banks, 31st Dec. 1909	\$ 33,344.99
Cash Receipts from all sources for year 1910	126,125.94
	\$159,470.93

Disbursements.

Death Claims	\$ 3,083.85
Salaries, Rent, Advertising, Stationery, and Printing, Express and Exchange Postage and Telegrams	24,248.20
Mortgages, Debentures, Medical Fees, Taxes, Licenses, Travelling Expenses, Commissions on Loans, Commissions on Premiums and Renewals, Directors' Fees, Organization and other Expenses.....	121,969.81
Cash in Banks and on Hand, Dec. 31, 1910	10,169.07
	\$159,470.93

Assets.

Cash in Banks and on Hand.....	\$10,169.07
Mortgages and Municipal Debentures, Stock Notes, Outstanding and Deferred Premiums (less 10 per cent. for collection) and all other assets	246,002.89
Total	\$256,171.96

Liabilities.

Premiums Paid in Advance.....	\$ 308.20
Value of Installments-matured Policy, Death Claims awaiting Proof and all other liabilities...	23,131.82
Reserve as per Actuary's Certificate Hm. 3½ per cent. basis with C.L.O. modifications and deduction for Policies reinsured.	114,956.00
	\$138,396.02
Surplus	117,775.94
Uncalled Guarantee Fund	540,900.00
Total Guarantee to Policy-holders, excluding Reserve of \$114,956.00	658,675.94

AUDITOR'S CERTIFICATE.

We beg to report that we have audited the accounts of the Company for the year ended December 31st, 1910, and in our opinion the foregoing statement of Assets and Liabilities is properly drawn up to exhibit a correct view of the total guarantee to Policyholders at that date.

We have verified the cash in Banks and on hand and have examined the Securities and Investments and found same in order.

VERNON, PICKUP & CO.,
Chartered Accountants (Eng.), Auditors.

Winnipeg, January 17th, 1911.

The usual resolutions were passed, and the following officers were elected for the ensuing year:—T. D. Robinson, Winnipeg; C. F. P. Conybeare, K.C., Lethbridge; C. W. Trick, M.D., Winnipeg; C. J. Loewen, Vancouver; J. T. Huggard, Winnipeg; N. T. MacMillan, Winnipeg; F. W. Law, Vancouver; G. H. Miner, Winnipeg; W. E. Seaborn, Moose Jaw; W. J. Boyd, Winnipeg.

At a subsequent Meeting of the Directors the following officers were elected for the ensuing year:—T. D. Robinson, President; C. F. P. Conybeare, K.C., and C. W. Trick, M.D., Vice-Presidents; J. T. Huggard, Counsel; G. H. Miner, Managing Director and Secretary; F. D. Macorquodale, Actuary.

The President—Mr. T. D. Robinson's remarks:

Gentlemen:—The Third Annual Report of the Company is before you and shows \$4,250,000.00 of business in force (with a premium income of practically \$120,000.00) being an increase for the year of 29 per cent., or nearly \$1,000,000.00, and a surplus of \$117,000.00, which is a showing very few Companies of the same age and with the same amount of capital have been able to accomplish.

We have had very few death claims since the inception of the Company, which reflects great credit on the Medical Department.

The Directors and Executive have given their best thoughts and judgment in conducting the business of the Company, which have made my duties light and is very much appreciated. The principal objects of a Company such as ours, is to firstly, protect the Policyholders and secondly, to pay its shareholders or guarantors a reasonable dividend when the proper time arrives. We hope to be able to pay a dividend to our shareholders for the year 1911.

Our investments have been well selected, including mortgages and school debentures, and in no case have we loaned more than 50 per cent. of the value of the property.

The Company has been well advised by our Counsel, who has kept us clear of litigation, and the statement before us reflects the greatest credit on our Managing Director, Mr. Miner, and his very efficient staff.

Thanking you for the honor you have done me in selecting me as your President.

The Vice-President, C. F. P. Conybeare, K.C., Lethbridge, Alta.

Gentlemen:—If the progress this Company has made from its inception is a matter of congratulation, it will be noted that during the past year our premium income has increased by nearly \$35,000.00, or 41 per cent., and we now have a surplus of \$117,000.00, although our capital subscribed is only \$601,000.00, a showing which we think has never been excelled by any Company.

An examination of the Report of the Superintendent of Insurance will show that of all the Companies incorporated during the past twenty-five years only two have paid dividends before their seventh year, yet with this large surplus in our hands it would seem to have been quite possible for this Company to have paid a dividend at the closing of its Third Year's business, had the Directors thought it prudent to do so. They believe, however, that in the interests of the Company and for the purpose of inspiring confidence amongst those with whom it is doing business, that a large surplus should be maintained.

We still have in the Treasury \$400,000.00 worth of stock which could be readily sold at a considerable premium. This would more than double our present surplus. This unsold stock is undoubtedly a great source of strength to the Company, and although, according to our Balance Sheet, the total guarantee to Policyholders, exclusive of Reserve, is only shown as \$658,675.94, at least \$160,000.00 could be added to this amount by the sale of this stock, thus justifying the wisdom of the Directors in holding it in the Treasury, instead of throwing it on the market at an earlier period when its value would have been smaller.

Remarks of Mr. A. D. Rankin, of Brandon, Man., on behalf of the Shareholders:

Gentlemen:—The Medical Board, to some extent, are responsible for the excellent showing we have before us at this Annual Meeting, and I would like, as a shareholder, to say that it is a matter of great satisfaction and appreciation of the Shareholders to realize and to know that such care is being exercised both in the Financial and Medical Departments of the Company, which is clearly set forth in the statement submitted.

It is indeed a Year's work to be proud of by all who have any connection with the Company, and I wish to thank the General Management on their excellent work and have much pleasure in saying these few words to show that the shareholders appreciate the excellent work and management in the conduct of the various affairs of the Company.