

## PHOENIX ASSURANCE COMPANY LIMITED

The business of insurance has well withstood the disturbance and unsettlement of the financial fabric caused by the war. Solidly built up during times of peace, the great British insurance organisations maintain unimpaired after three years of war that magnificent financial strength, which increasing from year to year, has been their pride for generations. In the 1916 report of the Phoenix Assurance Company, Limited—covering the 135th year of the existence of that institution, which was founded in 1782—there is little indication, as the Chairman (Lord George Hamilton) pointed out at the recent annual meeting, of the tension imposed upon financial and commercial resources by the gigantic war. In every department last year, a success was obtained which would have been considered highly favourable even in pre-war times. Practically all the branches of business transacted, except accident, showed an important increase in volume, and uniformly, a satisfactory experience developed from the year's operations. The results achieved in the face of strongly adverse circumstances, must be a matter of great satisfaction to all who are associated with the Phoenix and especially to the distinguished general manager, Sir Gerald Ryan, who is well known on this side the Atlantic, and under whose direction the great traditions and high prestige of the Company have been more than maintained. At the annual meeting the shareholders' gratification was expressed by a prominent London financier Mr. John Coles, one of the oldest shareholders in the Phoenix and a director of the Hudson Bay Company, who is known to many financial leaders in Canada, which he visited last year.

### THE FIRE DEPARTMENT'S REPORT.

The report of the important fire department records a remarkably successful experience. Net fire premiums received were \$7,659,365, compared with \$7,281,765 in the year preceding, a growth of \$375,000. Net losses paid were slightly larger in amount than in 1915, being \$3,742,355 against \$3,695,150, but in proportion to premiums were distinctly lower, their ratio being no more than 48.9 per cent. against 50.7 per cent. in 1916. This is the lowest proportion of losses to premiums which has been reported by the Company since 1907. Expenses, including commission and contributions to fire brigades, absorbed \$2,988,310, the proportion to premiums of 39.0 per cent. showing a slight reduction in comparison with the preceding year, a distinctly gratifying fact in view of enlarged taxation and the inevitable present tendency to increase in management expenses. The reserve for unexpired fire risks is maintained at \$3,250,000, which with the additional reserve fund of \$6,750,000 (\$250,000 having been added from last year's underwriting profits), makes total fire funds of \$10,000,000. Including the profit and loss balance of \$1,309,745—the total funds available for the protection of fire policyholders are \$11,309,745, giving the very fine proportion of practically 148 per cent. of the premium income, without taking into account the large paid up and subscribed capital. The fire policyholders of the Phoenix are thus afforded financial security in a superlative degree.

### THE LIFE DEPARTMENT.

It is a striking fact that notwithstanding the further limitation of the available field of prospects through military exigencies, new business obtained by the life department of the Phoenix last year was considerably in excess of that obtained in 1915. Possibly, the declaration, following the quinquennial valuation at the close of 1915, of the substantial war-time bonus of \$75 per \$1,000 for the five-year period, to some extent accounts for the increased favor with which last year the life policies of the Phoenix were regarded. At all events, net new assurances were \$5,102,415, compared with \$4,316,755 in 1915 (the average new policy issued being for the substantial amount of \$4,700), producing a net new premium income of \$252,845. Death claims amounted to \$3,208,460, a reduction of nearly \$300,000 upon the experience of 1915, in spite of an increase in war claims, which absorbed \$458,590, against \$318,885 in the year preceding. Additionally, the maturity of endowment policies called for \$747,920. At the close of the year, the life assurance funds totalled \$53,904,205.

### IMMENSE FUNDS.

The magnitude of the Company's business is seen in the fact that the total income last year exceeded \$21,500,000, while assets at December 31st last reached an aggregate of \$86,872,445.

The following is a statement of the funds of the Company as at the close of 1916:

Fire Funds (including General Reserve).....	\$ 10,000,000
Life and Capital Redemption Funds.....	55,894,975
Marine Funds.....	5,247,670
Accident Funds.....	521,900
Profit and Loss Account.....	1,309,745
Capital paid up.....	2,114,275
Debenture Stock Funds.....	6,389,750
	\$81,478,315
Provision for outstanding liabilities.....	5,394,130

Total Assets..... \$86,872,445

In connection with these funds, it may be mentioned that the Company's holdings of the latest British War Loan aggregates \$16,500,000. Added to these, securities lent to the British Government, and the Company's holdings in war loans of the Dominions and the Allied Nations, make an aggregate of \$22,500,000, representing not less than 26 per cent. of the Company's funds. No fewer than 366 of the Company's male staff are on active service; 34 have given up their lives, and eleven have gained high distinction on the field of battle, the honors won including a D.S.O., six Military Crosses or Medals and four "mentioned in dispatches."

### THE PHOENIX IN CANADA.

The Phoenix transacts both fire and life business in the Canadian field. In the fire branch last year, very favorable results were again secured. With an enlarged net premium income of \$964,766 against \$935,794 in 1915, net losses incurred were only \$469,178, a proportion of 48.63 per cent. to premiums, following a proportion of 41.75 per cent. in 1915. The life department reports policies new and taken up in Canada during 1916 of \$621,676, and net cash received for premiums of \$267,412, the net amount of business in force in Canada at December 31st last being \$7,357,523.

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