

PHŒNIX ASSURANCE COMPANY, LIMITED.

It is a matter of happy augury that at the first annual meeting of shareholders held in the magnificent new head offices which have been recently erected by the Phœnix Assurance Company, Limited, in the City of London, the directors were able to present a report remarkable for its evidences of great financial strength and capacity. Notwithstanding that the Company has had to bear the full brunt of the anxious financial conditions created by the war, and that its staff has been seriously depleted by the call to the Colours (at the date of the annual meeting 283 were wearing the King's uniform and 14 had lost their lives in service), during 1915, the Phœnix transacted a business which in most departments showed an important increase. In the life department, naturally, conditions led to a restriction of the business. But the results shown by the quinquennial valuation constitute a striking testimony to the financial power and skilful management of this institution, and cannot but serve not only to increase the present prestige of the Phœnix but also to place it in an exceedingly favorable position when general conditions again become suitable for the normal growth of life insurance.

Deep-rooted in the past—the Company was established so long ago as 1782—the Phœnix has maintained an invaluable flexibility of organisation, which has enabled it to adapt itself readily to changes in the times. At the present, under the guidance of its distinguished general manager, Sir Gerald Ryan, who is well known on this side the Atlantic, the Phœnix takes a leading position among those great British insurance offices which are known and held in high reputation the world over and transact practically every kind of insurance. The Phœnix of London has behind it a splendid tradition of service, and its policyholders are excellent witnesses of the present-day continuance of that tradition.

THE FIRE DEPARTMENT'S REPORT.

Favorable results were achieved during 1915 by the fire department of the Phœnix, thanks to an expanded income combined with a satisfactory loss experience. The net fire premiums received were \$7,281,765, an increase of \$140,000 upon the total of \$7,141,855 reported for 1914. Net losses paid and outstanding absorbed \$3,695,150, a proportion of 50.7 per cent. of the premiums compared with \$4,002,930, or 56 per cent. in the preceding year. The achievement of 1915's loss ratio has only been twice surpassed during the past nine years. Expenses, including commission and contributions to fire brigades, absorbed \$2,849,600, the same ratio as in 1914. In view of the heavy charges accruing as a result of the war, and of the constantly enlarging taxation upon the insurance companies on this side the Atlantic, this result is particularly satisfactory. The consequence of the year's operations is an underwriting profit of \$737,015, which with an interest income of \$305,540 makes a total of \$1,042,555 carried to profit and loss account. The reserve for unexpired risks is \$3,250,000, and in addition a fire reserve fund of \$6,500,000 has been built up, an addition of \$500,000 having been made last year. Including the profit and loss balance of \$1,269,095,

the total funds available for the protection of fire policyholders are \$11,019,095, giving the very fine proportion of over 151 per cent. of the premium income, without taking into account the large paid up and subscribed capital.

LIFE DEPARTMENT'S BUSINESS.

The 1915 record of the life department naturally reflects the severe handicaps placed upon it by the war. The net new assurances were \$4,316,755 (the average new policy issued being for the substantial amount of \$3,630), producing a net new premium income of \$201,320. The business was materially assisted by a special war service scheme, which has had much success. Claims amounted to \$3,492,850 by death and to \$837,240 by the maturity of endowment policies. The death claims included \$318,885 war claims, but nevertheless the death experience was within the expectation. At the close of the year, the life assurance funds totalled \$54,115,335.

The feature of the life department's year was, of course, the quinquennial valuation, followed by the recent declaration of a bonus at the substantial rate of \$75 per \$1,000 for the five-year period on policies ranking for full profits, while on policies under the Company's special "minimum premium plan" the rate is \$25 per \$1,000. This favorable declaration, which must have been received with great favor by the Company's policyholders, follows a quinquennium which, in spite of the enormous difficulties that have had to be contended with, has been a prosperous one for the life department of the Phœnix. The declaration of bonus was, of course, only made after the application of stringent tests to the valuation of the securities, and the maintenance of the actuarial reserves at the same high standard as heretofore. That in the unprecedented circumstances, the directors were able to announce so substantial a declaration constitutes remarkable testimony to the inherent strength and efficient management of the Phœnix, and the present facts cannot fail to have an important influence upon the future course of its life business.

IMMENSE FUNDS.

The following is a statement of the funds of the Company on December 31 last:—

Fire Funds (including General Reserve).....	\$ 9,750,000
Life and Capital Redemption Funds.....	56,262,665
Marine Funds.....	4,187,560
Employers' Liability, Accident and General Funds.....	542,810
Profit and Loss Account.....	1,269,095
Capital paid up.....	2,114,275
Debenture Stock Funds.....	6,389,750
	\$80,516,155
Provision for outstanding liabilities.....	3,853,610
Total Assets.....	\$84,369,765

THE PHŒNIX IN CANADA.

The Phœnix transacts both fire and life business in Canada. In the fire branch last year exceptionally good results were achieved with regard to losses, the ratio having been 41.75 per cent., compared with 55.55 per cent. in 1914. The net cash received for fire premiums last year amounted to \$935,794, a considerable