



## THE PRUDENTIAL MUTUAL ASSURANCE, INVESTMENT, AND LOAN ASSOCIATION,

14, CHATHAM PLACE, NEW BRIDGE STREET, BLACKCHAPEL, LONDON.

At the First ANNUAL GENERAL MEETING of the above Association, held on Tuesday,  
January 1st, 1850, the following Report was read and adopted.

### REPORT.

THE period has now arrived when it becomes the duty of the Directors to lay before the Shareholders the present position of the PRUDENTIAL MUTUAL ASSURANCE, INVESTMENT, AND LOAN ASSOCIATION. They are enabled to state that their exertions have been crowned with a success beyond their warmest anticipations. The business executed would, however, have been still more amply augmented but for the action of a severe epidemic, which rendered them reluctant to accept Proposals over a portion of the year since May last.

The Institution naturally divides itself into two forms: 1st, the Loan; 2nd, the Life Department. In the first of these the advances made have been to parties of the highest respectability; and the Society has reason to congratulate itself on the fact, that a check is given by such Associations to those usurious practices which entail so much ruin on the public. While an Assurance on Life is invariably demanded at the time of the Loan for the security of the Office, this proves equally a benefit to the borrower and the Office, and must, whether continued beyond the term of Loan, or dropped after payment of it, prove, in either event, eminently advantageous in the aggregate of cases to the Society. The parties to whom such Loans are made become also strongly attached to the Office. The Clergyman who requires advances for the erection of a Parsonage, &c., (and who cannot comply with the terms offered by the Queen Ann's Bounty), the Barrister who seeks to pay his entrance fees, the Officer the price of his commission, or the Tradesman means to increase his working capital, all recognise the aid of such an Institution as almost inestimable from its well-timed succour.

As to the second point, the Assurance of Life. The Directors, independent of the benefit to the Office, feel much satisfaction that they have been enabled to infix habits of prudence among many individuals. They are fully convinced that no man will regret, when dying, the amount of his Life Assurance, and that it will deprive the parting hour of its most painful emotions by administering to the feelings the consoling reflection, that the nearest and dearest are provided for as to their temporal wants. It is unnecessary for the Directors to point out that due provision for their temporal wants saves all the members of a family from those severe trials of integrity and honour to which poverty and privation necessarily lead. The world had exhibited a widely different state of political economy had Insurance, originally introduced by the Lombards in the 13th century, been brought into fuller play. The question of Life Assurance is yet in its infancy; its practical influence is unfelt by three-fourths of the community. In fact, the requirements of civilization must perpetually introduce new Institutions, such as the Savings Bank and others, operative over millions. Under Table I. (see Prospectus) this Institution exhibits an improvement even on that highly valuable Society, which has been deemed almost the criterion of national prosperity. This Table exhibits the best of Savings Banks, exceeding that of the Government in the rate of interest, forming at the same time an Insurance for Life, and also advances on Loan may be obtained for amount deposited. The action of this Table, introduced among working Mechanics and small Tradesmen, must prove an immense benefit when fully known. The Loan Tables are carefully calculated, and the General Life at reasonable terms to the Public and remunerative to the Office.

In the brief space of little more than six months of operation, (for preliminary measures occupied much time,) the road is opened to secure before long a clear income of some thousands per annum, unaccompanied by any perilous risk. Nearly every Board Meeting adds extensively to the list of Proprietary, and to the income of the Society; and if the simple average of the last Board Meeting be continued, which is far from an extravagant expectation, the Directors are fully convinced that the above-named advantages must be the result. The most rigid economy has been exercised in the financial department, and possibly the PRUDENTIAL saw the Life, as she ought from her name to have done, under less cost in her production than any existing Institution up to this time. The Directors consider that they have not yet had a full opportunity to develop the vast resources at their command. They have further to state, that interest at the rate of 5 per cent. per annum is guaranteed on all their Shares, and that they trust, ere long, to point out the extensive character of their future Bonus.

In laying before this Meeting the present Balance-Sheet the Directors have simply to remark, that if this be the result, from little more than six months of operations, impeded by many causes now removed, that by this time next year the Institution will stand among the very first of the rising Assurance Companies, and secure to itself additional confidence by the obvious element of increasing power, untiring energy, and enlightened views of the age and its requirements.

