THE LONDON LIFE

INSURANCE COMPANY

Head Office, - - LONDON, CANADA.

Synopsis of Annual Report for 1910.

The annual meeting of the Company was held on Monday, February 13th, 1911, when the Annual Report was presented, showing the greatest progress in the history of the Company.

A splendid increase over the best previous year, 1909, was shown in the amount of new business transacted and in the gain in business in force. Another advance in the valuation standard of the Company was made, in that all new Ordinary business was placed on a 3 per cent. basis.

The profits on policies under present rates have been maintained at the scale estimated, and this scale is being exceeded in 1911.

The report embraces the following particulars:—

NEW BUSINESS — **35,095** applications for insurance amounting to **$6,180,141.50** were accepted and policies issued therefor, an increase over 1909 of **5,183** policies for **$1,168,914.50.**

INSURANCE IN FORCE — The insurance in force on the Company's books at the close of the year, under **91,398** policies, aggregated, after deducting all re-insurances, **$16,795,393.05**, an increase of **$2,605,779.90** for the year.

INCOME — The net Premium and Interest Receipts for the year were respectively **$669,379.01** and **$172,714.31**, a total of **$842,093.32**, an increase over the previous year of **$87,785.60.**

DISBURSEMENTS — The payments to Policyholders or Heirs for Cash Profits, Surrender Values, Matured Endowments and Death Claims, aggregated **$316,672.30**, an increase over the previous year of **$71,021.42.** The total disbursements amounted to **$611,970.61.**

ASSETS — The Company's assets, consisting mainly of first mortgages on Real Estate, amount to **$3,255,950.15**, an increase of **$328,894.45.** All bonds, stocks and debentures are held at a valuation considerably below the prevailing market price. The rate of interest earned without allowance for Head Office rental, was **6.46** per cent.

LIABILITIES — "Ordinary" Reserves computed on Hm. **3½** per cent. basis; 1910 business on Om. (5) **3** per cent. "Industrial" business; Combined Experience **4** per cent., and Farr's English Table No. 3, **3** per cent. since 1st January, 1900. The total reserve on all policies in force amounts to **$2,904,843.00.** The total liabilities, including Special Reserve Fund and all profits accruing but not due, amount to **$3,094,287.23.**

SURPLUS — The surplus on Policyholders' account amounts to **$161,662.92** on the Company's exceptionally high standard. No reduction of the liabilities, as permitted under the new Act, has been taken advantage of, which in itself would have largely increased the surplus shown.

Synopsis of Financial Statement

REVENUE ACCOUNT.

Receipts.

"Industrial" premiums	$359,932.05
"Ordinary" premiums	309,446.96
Interest on Investments	172,714.31
	$842,093.32

Disbursements.

Paid policyholders or heirs	$316,672.30
All other disbursements	295,298.31
Balance to Investment Account	230,122.71
	$842,093.32

BALANCE SHEET.

Assets.

Mortgages, Debentures and Stocks	$2,897,610.61
Loans on policies and other invested assets	205,629.28
Outstanding and deferred premiums	66,366.04
Interest due and accrued	86,344.22
	$3,255,950.15

Liabilities.

Reserve on Policies in force	$2,904,843.00
Accumulating and accruing profits	43,222.00
Investment Reserve and Contingent Funds and other liabilities	146,222.23
Surplus on Policyholders' Account	161,662.92
	$3,255,950.15

JOHN G. RICHTER, F.A.S.,
Manager and Secretary.

JOHN McCLARY,
President.

Full report and any other information desired may be obtained from any Agent of the Company or by writing direct to the Head Office.