

THE EXCELSIOR LIFE INSURANCE COMPANY

ESTABLISHED 1889

HEAD OFFICE . TORONTO

THE AMOUNT OF BUSINESS WRITTEN, AND FINANCIAL RESULTS OF OPERATIONS FOR 1910. THE MOST SATISFACTORY IN A CAREER OF UNINTERRUPTED SUCCESS.

Issued and Revived during year.....	\$ 2,509,150.50
Increase	\$301,418.50
Insurance in Force.....	\$13,785,705.95
Increase	\$707,701.85
Assets available for Security of Policyholders.....	\$ 2,552,863.49
Increase	\$219,947.12
Net Assets.....	\$ 2,183,711.79
Increase	\$278,148.60
Total Reserves.....	\$ 1,886,852.00
Increase	\$200,514.00
Company's Special Reserve Fund.....	\$ 25,380.00
Transferred to Government Reserve	\$ 37,268.00
Cash Income, Premiums and Interest.....	\$ 543,210.61
Increase	\$ 37,030.02
Total Expenses.....	\$ 147,261.60
Decrease	4.58 p.c. in ratio
Paid Policyholders, or set aside for their benefit.....	\$ 370,792.13
Net Surplus on Policyholders' Account (New Gov't. Standard).....	\$ 266,391.49
Increase	\$ 25,417.50
*Unallotted Surplus above all Liabilities.....	\$ 166,911.49
Increase	\$ 49,433.12

*THE EXCELSIOR'S FOURTH QUINQUENNIAL ALLOTMENT.

The Company in its Financial Statements has not taken advantage of a credit of \$48,892.00, which the Insurance Act of 1910 would permit being deducted from the Reserve Liabilities on new business, although this sum together with \$37,278 included in Government Reserve for old policies issued on 4½ p.c. basis, Special Reserve \$25,380.00 and Unallotted Surplus \$166,911.46, in all \$277,561.49 represents the real surplus of the Company.

SUMMATION OF ACHIEVEMENTS.

Reserve, Government Standard, Increase.....	14 per cent.
Assets Increase.....	14 "
Death Rate Experienced to Expected.....	50 "
Net Unallotted Surplus, Increase.....	43 "

Total Assets for Security of Policyholders One Hundred and Thirty-Four Dollars for Every Hundred Dollars of Liability.

Interest earned on mean invested assets.....7.14 p.c. Increase, 19 p.c. in rate.
Expense ratio.....Decrease, 4.58 per cent.

N.B.—Interest received in cash pays all death claims, rent, head office salaries, medical fees, postage, printing, advertising, government license fees, and all other expenses (except agents' compensation and expenses), and leaves a credit balance of \$12,846.80.

SUBSTANTIAL PROGRESS DURING FOUR QUINQUENNIALS.

	Income. Premiums and Int.	Reserves.	Assets.	Insurance In Force.	Death Losses.	Death Rate Per 100.
1890.....	\$ 3,626.38	\$ 5,372.00	\$ 43,828.23	\$ 267,500.00	Nil	—
1895.....	71,675.85	115,524.26	181,579.10	2,525,983.13	\$ 5,412.80	2.11
1900.....	129,240.35	325,069.49	490,343.85	4,007,922.15	13,067.66	3.33
1905.....	324,504.43	984,025.30	1,009,700.65	9,098,774.00	32,510.71	3.90
1910.....	543,210.61	1,861,472.00	2,183,711.79	13,785,705.95	66,880.00	4.98

THE NEW EXCELSIOR POLICIES ARE THE BEST

Being up-to-date in every particular.

Desirable appointments on Field Staff open for First-Class Men.

CHIEF OFFICE, PROVINCE OF QUEBEC - - 107 ST. JAMES ST., MONTREAL

J. A. HEBERT, Provincial Manager.

E. MARSHALL,
General Manager.

W. F. SMITH,
Supt. of Agencies.

D. FASKEN,
President.