

Canada Life Assurance

COMPANY

The SIXTY-FOURTH ANNUAL REPORT

Shows that in 1910 the Company enjoyed

A MOST SUCCESSFUL YEAR

in every essential feature

FINANCIAL STATEMENT

ASSETS.	LIABILITIES.
Government, Municipal and other Bonds, Stocks and Debentures	Reserve Fund (Hm. 3½ p.c. and 3 p.c.)
\$18,814,012.38	\$36,811,285.00
Mortgages on Real Estate	Death Claims in Course of Settlement
11,791,852.88	234,936.54
Loans on Policies	Instalment Claims Fund
5,924,670.10	193,486.50
Real Estate Owned —(including the Company's Buildings in Toronto, Hamilton, Montreal, Winnipeg, St. John, N.B., Ottawa, Vancouver, and London, Eng.)	Dividends to Policyholders in Course of Payment
2,214,932.93	46,920.33
Loans on Bonds, Stocks, etc.	Reserve for Policies which may be Revived
189,263.71	91,700.00
Premiums in Transit and Deferred (net)	Other Liabilities
669,312.22	124,081.22
Interest and Rents Accrued	Total Surplus on Policyholders' Account (Hm. 3½ p.c. and 3 p.c.)
680,919.65	3,318,447.54
Other Assets	
192,364.00	
Cash on Hand and in Banks	
343,529.06	
\$40,820,856.93	\$40,820,856.93
	PAYMENTS.
	Death Claims (including \$96,806.57 for Bonus Additions)
	\$1,319,992.98
	Matured Endowments (including \$48,477.07 Bonus Additions)
	864,967.32
	Dividends paid Policyholders (not including Premium Reduction, Profits declared in 1910, but not yet due, the total dividends allotted to Policyholders in 1910 being \$2,016,708.18)
	1,827,960.29
	Surrender Values of Policies
	164,415.40
	Cash Surrender Values (Matured and other Deferred Dividend Policies)
	566,086.17
	Paid Annuitants
	45,625.78
	Total paid to Policyholders
	\$4,789,047.94
	Commission Salaries, etc.
	634,636.60
	Taxes, Gov't Fees, Stock Dividend, etc.
	329,126.90
	Excess of Receipts over Payments
	149,259.15
	\$5,902,070.59
	\$5,902,070.59

RECEIPTS.

Premium Income (net)	\$3,997,397.02
Interest, etc.	1,904,673.57

The THREE ELEMENTS of SURPLUS:

A Gain in Each in 1910.

Mortality Rate was Lower
Interest Rate was Higher,
Expense Ratio was Reduced.

\$5,902,070.59

A FEW OUTSTANDING FACTS from the Report submitted by the Directors at the Annual General Meeting:—

- EXPENSE RATIO again reduced, as in several years past.
- SURPLUS earned, \$1,233,163.11 — greatest in the Company's history.
- ASSETS now stand at \$40,820,856.93; more than doubled within the past 12 years.
- NEW PAID FOR BUSINESS amounted to \$10,838,384.32. TOTAL BUSINESS IN FORCE, \$128,274,973.54.
- PAYMENTS TO POLICYHOLDERS in 1910 amounted to over \$4,789,000.00, exceeding by more than one and a half millions of dollars the payments made during any previous year in the Company's history.
- \$2,000,000.00 IN PROFITS were allotted to Policyholders last year—a larger amount than at any previous quinquennium.
- PREMIUM INCOME AND INTEREST EARNINGS show a satisfactory increase. LAPSE RATIO reduced. MORTALITY RATE exceptionally favourable.

The complete report of the Annual Meeting will shortly be published in the Company's paper, Life Echoes, which will be mailed on request.

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