

# THE LONDON LIFE INSURANCE COMPANY

Head Office - - - - - London, Canada

## FORTY-SECOND ANNUAL REPORT SHOWS REMARKABLE PROGRESS IN THE YEAR 1916.

New Business, \$13,035,945.00. A Gain of \$1,975,434.00—  
The Largest in the Company's History.

Business in Force, \$41,715,317.00. A gain of \$6,894,989.00—  
A 75% Greater Gain than in any Previous Year.

Lapse Ratio and Expense Ratio reduced in both Departments.

Profit Distributions for 1917, 45% in Excess of Estimates.

### SYNOPSIS OF FINANCIAL STATEMENT

RECEIPTS.		REVENUE ACCOUNT		DISBURSEMENTS.	
Premiums—Industrial and Ordinary.....	\$1,571,636.21			Paid Policyholders or Heirs.....	\$507,583.54
Interest on Investments.....	402,144.17			All other Disbursements.....	592,580.01
				Balance to Investment Account.....	873,616.83
		<u>\$1,973,780.38</u>			<u>\$1,973,780.38</u>

  

ASSETS.		BALANCE SHEET		LIABILITIES.	
Mortgages, Debentures and Stocks.....	\$5,990,071.83			Reserve on Policies in Force.....	\$6,294,974.00
Loans on Policies and other Invested Assets.....	616,133.46			Accumulating and Accruing Profits.....	164,680.00
Outstanding and Deferred Premiums, Net.....	188,409.62			Investment Reserve and Other Liabilities.....	214,705.14
Interest Due and Accrued.....	181,148.81			Surplus on Policyholders' Account.....	301,404.58
		<u>\$6,975,763.72</u>			<u>\$6,975,763.72</u>

### The Annual Report embraces the following particulars:

<b>BUSINESS.</b>	The gain in amount of New Business was 18 per cent.—the gain in Business in Force 20 per cent. of the amount at the end of the previous year—an unprecedented record for an Industrial-Ordinary Company.
<b>INCOME.</b>	The gain in Income—over \$300,000—was 50 per cent. greater than the best previous gain ever made.
<b>EXPENSE RATE.</b>	In both the Industrial and Ordinary Branches of the business the expense rate shows a reduction from that of 1915, which in turn showed a very favorable rate as compared with previous years.
<b>ASSETS AND LIABILITIES.</b>	The Assets have again been valued in a most conservative manner, the Bonds, Debentures and Stocks being carried at a figure considerably below the current market value. The Liabilities are provided for on a basis much more stringent than that called for by the Dominion Insurance Act and include full reserve for all profits earned on participating policies to date of statement.
<b>PROFIT DISTRIBUTIONS.</b>	The increased profit scale which took effect in 1916 has been fully maintained. The profit distributions during 1917, under present premium rates, will be, on the average, 45 per cent. in excess of the original estimates.
<b>MORTALITY RATE.</b>	The Mortality Rate continued very favorable in both Branches. In the Ordinary Branch the claims from usual causes were only 36.2 per cent. of expected. The War Claims were 28 per cent., making a total of 64.2 per cent. of the expected.
<b>SURPLUS.</b>	Notwithstanding total War Claims amounting for the year to over \$100,000, the surplus on the Government Standard has increased to \$834,642.58. After setting aside the amount required to bring the Reserves to the Company's standard and providing for other special funds, the net surplus on Policyholders' Account is \$301,404.58.