

THE LONDON LIFE INSURANCE COMPANY

Head Office - - - - - London, Canada

Annual Report Shows Splendid Progress for 1915.

Business in Force, \$34,820,327.00. A Gain of \$3,971,000.00,—
the Largest in the Company's History.

Cash Income, \$1,166,122.00. An Increase of \$201,303.00.

Rate of Interest Earned, 7.08%. Mortality, including War Claims
only 45.18% of expected.

An Increased Scale of Profits to Policyholders authorized.

SYNOPSIS OF FINANCIAL STATEMENT

RECEIPTS.		REVENUE ACCOUNT		DISBURSEMENTS.	
Premiums—Ordinary and Industrial	\$1,322,329.12			Paid Policyholders or Heirs	\$435,295.36
Interest on Investments	343,793.23			All other Disbursements	498,790.09
				Balance to Investment Account	732,036.90
		\$1,666,122.35			\$1,666,122.35
ASSETS.		BALANCE SHEET		LIABILITIES	
Mortgages, Debentures and Stocks	\$5,149,230.28			Reserve on Policies in Force	\$5,459,242.73
Loans on Policies and other Invested Assets	582,305.91			Accumulating and Accruing Profits	132,720.00
Outstanding and Deferred Premiums, Net	173,159.51			Investment Reserve and Other Liabilities	192,697.52
Interest Due and Accrued	170,628.13			Surplus on Policyholders' Account	290,663.58
		\$6,075,323.83			\$6,075,323.83

The Annual Report embraces the following particulars :

NEW BUSINESS.

The Amount of New Business issued was \$11,060,511, being the largest issue in the Company's history.

INSURANCE IN FORCE.

The net amount of insurance in force, \$34,820,327.53, shows a larger gain than in any former year.

INCOME.

In the matter of Premium and Interest Receipts the gain for the year again shows the largest yet made—a remarkable record in view of the general conditions existing throughout the year.

EXPENSES.

Notwithstanding the splendid increases above noted, the actual expenses of management for the year were \$3,000 less than in 1914, thus making a notable reduction in the ratio of expenses to income.

ASSETS AND LIABILITIES.

The Company's Assets continue to be valued in the most conservative manner, the Bonds, Debentures and Stocks being carried at a value considerably below the present market value. On the other hand the Liabilities are provided for in a much more complete manner than is called for by the Dominion Insurance Act and include full provision for profits earned on all Participating Policies to date of statement.

PROFITS.

For the past three years, profits on policies at present rates have been one-third in excess of estimates. An increased scale goes into effect in 1916, still further improving upon this unique record.

SURPLUS.

The Surplus shows the largest gain in the Company's history and amounts to \$753,625.58 on the Government Standard without taking account of the under-valuation of Assets. After setting aside funds to increase the Reserves to the Company's standard, to provide for profits accruing but not due and for Investment Reserve and other Special Funds, the Net Surplus on Policyholders' Account is, as shown in the above statement, \$290,663.58.