

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	\$18,814,012.38	Reserve Fund (Hm. 3½ per cent. and 3 per cent.)	\$36,811,285.00
Mortgages on Real Estate	11,791,852.88	Death Claims in Course of Settlement	234,936.54
Loans on Policies	5,924,670.10	Instalment Claims Fund	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.)	2,214,932.93	Dividends to Policyholders in Course of Payment	46,920.33
Loans on Bonds, Stocks, etc.	189,263.71	Reserve for Policies which may be Revived	91,700.00
Premiums in Transit and Deferred (net)	669,312.22	Other Liabilities	124,081.22
Interest and Rents Accrued	680,919.65	Total Surplus on Policyholders' Account (Hm. 3½ per cent. and 3 per cent.)	3,318,447.34
Other Assets	192,364.00		
Cash on Hand and in Banks	343,529.06		
	\$40,820,856.93		\$40,820,856.93
RECEIPTS.		PAYMENTS.	
Premium Income (net)	\$ 3,997,397.02	Death Claims (including \$96,806.57 for Bonus Additions)	\$ 1,319,992.98
Interest, etc.	1,904,673.57	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 Div'd, etc.	329,126.90
		Excess of Receipts over Payments	149,259.15
	\$ 5,902,070.59		\$ 5,902,070.59

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 \$4,780,000.00, 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 favorable.

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