

THE LONDON LIFE INSURANCE COMPANY

Head Office London, Canada

Annual Report for 1914 shows uninterrupted Progress.

New Business Written, \$10,630,069—an Increase of \$1,801,879
Largest in Company's History

Rate of Interest Earned, 7.01%—an increase of 20 Points.

Mortality only 41.5% of Expected.

Profits to Policyholders, One-Third Greater than Estimates.

SYNOPSIS OF FINANCIAL STATEMENT

REVENUE ACCOUNT

RECEIPTS.	
Premiums, "Industrial and Ordinary".....	\$1,174,923.25
Interest on Investments.....	289,895.88
	\$1,464,819.13

DISBURSEMENTS.	
Paid Policyholders or Heirs.....	\$ 370,398.23
All other Disbursements.....	501,790.45
Balance to Investment Account.....	592,630.45
	\$1,464,819.13

BALANCE SHEET

ASSETS.	
Mortgages, Debentures and Stocks.....	\$4,547,232.05
Loans on Policies and other Invested Assets.....	452,267.24
Outstanding and Deferred Premiums.....	147,594.19
Interest Due and Accrued.....	147,169.22
	\$5,294,262.70

LIABILITIES.	
Reserve on Policies in Force.....	\$4,807,888.00
Accumulating and Accruing Profits.....	103,747.00
Special Reserve and other Liabilities.....	127,041.16
Surplus on Policyholders' Accounts.....	255,586.54
	\$5,294,262.70

This is to certify that I have audited the Books and Accounts of the London Life Insurance Company for 1914. I have carefully checked the Journals and Ledgers, and find the business properly and correctly recorded. I have verified the disbursements with vouchers and have checked the securities and compared with amounts standing in Ledgers. I have had free access to all books and papers.

The Policy Reserve Liability has been duly certified to by the Actuary.

The above Statement agrees with the Books, and in my opinion gives a correct showing of the Company's business for 1914.

London, January 23, 1915.

JAMES McMILLAN, C.A., Auditor.

The Annual Report embraces the following particulars:

The splendid gain in New Business for the first seven months of the year was held unimpaired to the close and resulted in the largest increase in the Company's history, as noted above. January, 1915, business also shows a splendid increase over that of 1914.

The business in force, less reinsurances, amounted to **\$30,849,326.74**, an increase of **\$3,730,951.72**. The lapse rate has naturally been heavier than heretofore, owing to the special conditions existing. Nevertheless the gain in business in force is practically the same as in the best previous year.

The total Receipts amounted to **\$1,464,819.13**, a gain of **\$168,978.48** over the previous year.

The present scale of profits—exceeding estimates by one-third—is being continued. The conditions warrant an increase, which for the time being is deferred until the effect of the expected unusual strain this year has been determined.

The Assets now amount to **\$5,294,262.70**, an increase of **\$648,567.51**. Bonds and Stocks have been taken at a figure much below the prevailing market value. The Rate of Interest earned, without allowance for Head Office rental, was **7.01%**.

77% of all the Company's business is now valued on a 3% basis. The total Policy Reserve on the Company's standard now amounts to **\$4,807,888**.

On Government standard Policyholders' Surplus amounts to **\$676,148.54**, showing the most satisfactory gain yet made. In setting aside funds to increase Reserves to Company's standard, provide for profits accruing, but not due, and for Investment Reserve and other special funds, the net Surplus on Policyholders' Account is **\$255,586.54**.

NEW
BUSINESS

INSURANCE
IN FORCE

INCOME
PROFITS

ASSETS
AND
INTEREST
LIABILITIES

SURPLUS