

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% and 3%)..	\$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% and 3%)...	3,318,447 34
Other Assets	192,364 00		\$40,820,856 93
Cash on Hand and in Banks	343,529 06		
	\$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
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The Three Elements of Surplus

A Gain in Each in 1910.

Mortality Rate was Lower.

Interest Rate was Higher.

Expense Ratio was Reduced.

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 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.