# An Investment that does not fluctuate in value-Life Insurance

WNERS of life insurance have had occasion recently to compare the stability of this form of investment with that of even the highest grade securities.

A chart of the market price averages of leading stocks for twenty years shows an irregular line that rises and dips, sometimes vertically, with "peaks and valleys".

There are no "depressions" in the investment values of life insurance policies. They do not fluctuate with business cycles.

#### Daily Averages in 1929

2,233 per day, Claims Paid.

\$11,137,296 per day in Amount of Life Insurance Issued, Revived and Increased.

\$1,905,881 per day in New Investments.

\$1,039,881 per day in Increase of Assets.

20,674 per day, Policies Issued and Revived.

\$2,026,714 per day in Payments to Policyholders and Addition to Reserve.

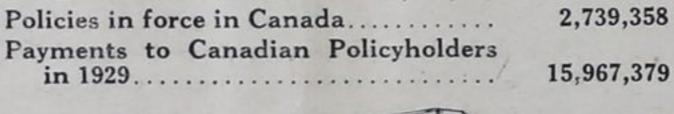
ROM year to year, the 44 million Metropolitan Life Insurance policies show a steady increase in values to policyholders.

### The Metropolitan leads in Canada

#### as it does in the World

as it was the fire	AAALIG
Business issued in Canada in 1929 (Includes business revived and increased)	
Ordinary \$121,831,0	
Industrial 82,838,3	
Group 27,654,5	950
Business in force in Canada at end	of .
1929	047 007 207
Ordinary 493,689,6	064
Industrial 331,469,3	334
Group 66,768,	999
Investments in Canada	189,300,437
Dominion Government	
Bonds 43,454,	133
Provincial and Muni-	

cipal Bonds..... All other Investments



77,551,547

68,294,757



CANADIAN HEAD OFFICE: CTTAWA

The man who regularly invests part of his earnings in life insurance can go to sleep each night with the knowledge that he is building an estate of the greatest security and with a sure investment return for every dollar paid in.

Life insurance is an investment whose value constantly increases the longer it is kept in force.

#### Growth in Ten-Year Periods (Position at End of Year)

Year	Policies in Force	Insurance Outstanding	Assets
1879	12,823	\$11,666,967	\$2,022,482.45
1889	1,852,432	204,816,521	8,597,468.77
1899	4,980,704	800,531,009	51,070,840.74
1909	10,621,679	2,041,951,700	277,107,868.46
1919	21,914,120	5,343,652,434	864,750,023.88
1929	44,333,332	17,933,600,452	3,010,560,051.38

#### Financial Report to Policyholders for Year Ending December 31, 1929

Assets	. \$3,010,560,051.38	Increase in Assets during		Ordinary Insurance \$8,649,002,429.00
Liabilities:		1727	F1.000,F00,C1C	Industrial Insurance (pre-
Statutory Reserve \$	2 625 110 967 00	Income in 1929	818,682,519.99	miums payable weekly or
Dividends to Policy-	2,029,110,707.00	Gain in income, 1929	75,270,134.78	monthly) 6,729,181,723.00 Group Insurance 2,555,416,300.00
holders payable	82,264,508.86	Paid-for Life Insurance Is- sued, Increased and Re-		Total Insurance Outstanding 17,933,600,452.00 Number of Policies in Force 44,333,332
All other liabilities	125,743,543.37	vived in 1929		(Including 1,442,240 Group Certificates) Accident and Health Insurance
Unassigned Funds.	177,441,032.15	Total Bonuses and Dividends		Outstanding
	\$3,010,560,051.38	to Policyholders from 1897 to and including 1930	529,705,988.65	Principal Sum Benefit \$1,190,131,574.00 Weekly Indemnity 13,928,139.00

## Metropolitan Life Insurance Company

Home Office NEW YORK

Canadian Head Office: OTTAWA

FREDERICK H. ECKER

President

HENRY E. NORTH

Third Vice-President and Manager for Canada

LEROY A. LINCOLN Vice-President and General Counsel

This Company is a mutual organization. It has no stock and no stockholders. All of its assets are held for its Policyholders.