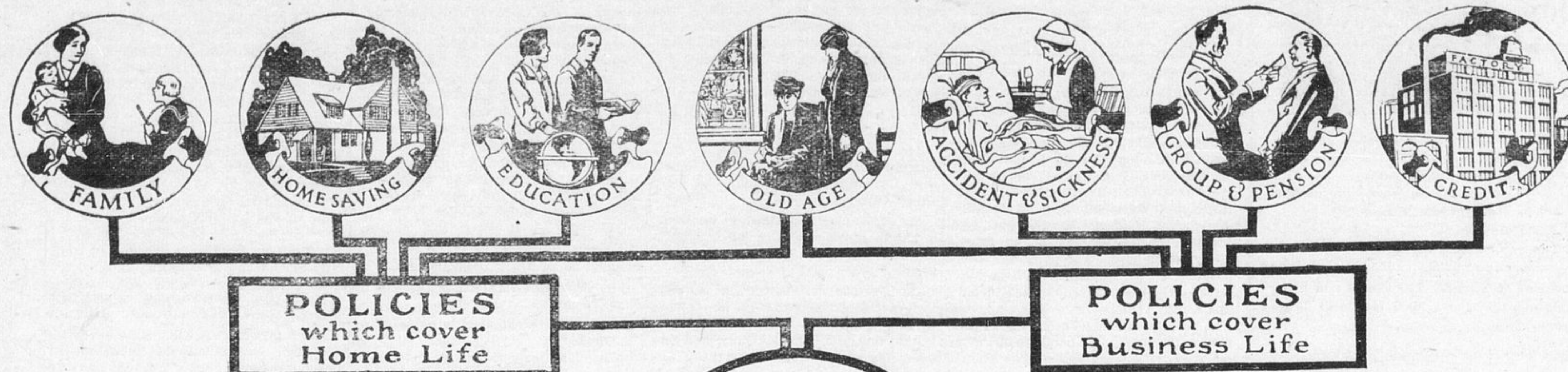


# A MILLION DOLLARS A DAY



EVERY business day in 1928, the 26 million policyholders of the Metropolitan Life Insurance Company, who are its sole owners, added a million dollars to the great reserve fund needed for their protection against the hazards of life and business — present and future.

**Metropolitan  
Life  
Insurance  
Company**

ONE form of life insurance provides education for children at the very time when their education costs most... Another kind of policy tides over enforced idleness because of accident or sickness. Another form of policy, paid for in regular installments, is a sound financial investment, as well as a protection.

## Fiscal Report to Policyholders

For Year Ending December 31, 1928

Assets . . . . .	\$2,695,475,965.64
<b>Liabilities:</b>	
Statutory Reserve . . . . .	\$2,346,775,847.00
Dividends to Policyholders payable 1929 . . . . .	77,138,725.33
All other liabilities . . . . .	111,485,393.38
Unassigned Funds . . . . .	160,075,999.93
	<u>\$2,695,475,965.64</u>

Increase in Assets during 1928 . . . . .	\$306,828,329.32
Income in 1928 . . . . .	743,412,385.21
Gain in income, 1928 . . . . .	92,343,796.78
Paid-for Life Insurance Issued Increased and Revived in 1928 . . . . .	3,259,181,384.00
Total Bonuses and Dividends to Policyholders from 1897 to and including 1929 . . . . .	448,523,599.20

### Life Insurance Outstanding

Ordinary Insurance . . . . .	\$7,825,652,878.00
Industrial Insurance (premiums payable weekly or monthly) . . . . .	6,297,013,786.00
Group Insurance . . . . .	2,249,289,338.00
Total Insurance Outstanding . . . . .	16,371,956,002.00
Number of Policies in Force . . . . .	42,329,281
(Including 1,304,569 Group Certificates)	

### In Canada:

Business issued in 1928 . . . . .	\$212,055,277
Ordinary . . . . .	\$106,603,787
Industrial . . . . .	\$ 79,523,942
Group . . . . .	\$ 25,927,548
Business in force at end of 1928 . . . . .	\$858,536,134
Ordinary . . . . .	\$447,016,323
Industrial . . . . .	\$352,634,050
Group . . . . .	\$ 58,885,761
Investments in Canada . . . . .	\$171,318,170
Dominion Government Bonds . . . . .	\$ 49,923,862
Provincial & Municipal Bonds . . . . .	\$ 64,133,130
All other Investments . . . . .	\$ 57,261,178
Policies in force in Canada . . . . .	2,613,867
Payments to Canadian Policyholders in 1928 . . . . .	\$ 12,940,046

The Metropolitan leads in Canada as it does in the world.



Happily, more and more persons have a new understanding of what life insurance promises, what it can do and what it does do. They are learning that it does many different things equally well.

While the original purpose — to take care of the breadwinner's dependents in event of untimely death — has never been lost sight of, to-day life insurance is largely and directly concerned with the business of living.

The Metropolitan Life Insurance Company is a mutual organization. It has no stock and no stockholders. Its wealth is owned solely by its Policyholders.

Employers and employees join together in buying another kind of insurance which provides leisure and freedom from financial worry in later years.

Business men build needed credit for business with life insurance policies. . . Final payments on homes are made certain by insurance.

About one person in every five in the United States and Canada shared in the Metropolitan's greatest year of service.

Total expenditures for Health and Welfare Work among Policyholders in 1928 was — \$5,953,211.12. In Canada, 331,075 free nursing visits were made to sick Policyholders and 2,827,056 Health Pamphlets were distributed.

**HALEY FISKE**  
President

**HENRY E. NORTH**  
Third Vice-President and Chief Agent for Canada

**FREDERICK H. ECKER**  
Vice-President

## METROPOLITAN LIFE INSURANCE COMPANY

Home Office: NEW YORK - - Canadian Head Office: OTTAWA

Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance each year

"Not best because the biggest, but biggest because the best"