

An Investment that does not fluctuate in value — Life Insurance

OWNERS 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.
- 20,674 per day, Policies Issued and Revived.
- \$11,137,296 per day in Amount of Life Insurance Issued, Revived and Increased.
- \$2,026,714 per day in Payments to Policyholders and Addition to Reserve.
- \$1,905,881 per day in New Investments.
- \$1,039,881 per day in Increase of Assets.

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

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.

The Metropolitan leads in Canada as it does in the World

Business issued in Canada in 1929.....	\$232,324,966
<i>(Includes business revived and renewed)</i>	
Ordinary.....	\$121,831,635
Industrial.....	82,838,381
Group.....	27,654,950
Business in force in Canada at end of 1929.....	947,927,397
Ordinary.....	499,689,064
Industrial.....	381,469,334
Group.....	66,768,999
Investments in Canada.....	109,300,437
Dominion Government Bonds.....	43,454,133
Provincial and Municipal Bonds.....	77,551,547
All other Investments.....	68,294,757
Policies in force in Canada.....	2,739,358
Payments to Canadian Policyholders in 1929.....	15,967,379



CANADIAN HEAD OFFICE: OTTAWA

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
Liabilities:	
Statutory Reserve	\$2,625,110,967.00
Dividends to Policyholders payable 1930	82,264,508.86
All other liabilities	125,743,543.37
Unassigned Funds	177,441,032.15
	\$3,010,560,051.38

Increase in Assets during 1929 ..	\$315,084,085.74
Income in 1929	818,682,519.99
Gain in income, 1929	75,270,134.78
Paid-for Life Insurance Issued, Increased and Revived in 1929 ..	3,374,600,626.00
Total Bonuses and Dividends to Policyholders from 1897 to and including 1930	529,705,988.65

Life Insurance Outstanding	
Ordinary Insurance	\$8,649,002,429.00
Industrial Insurance (premiums payable weekly or monthly) ..	6,729,181,723.00
Group Insurance	2,555,416,300.00
Total Insurance Outstanding ..	17,933,600,452.00
Number of Policies in Force	44,333,332
<i>(Including 1,442,240 Group Certificates)</i>	
Accident and Health Insurance Outstanding	
Principal Sum Benefit	\$1,190,131,574.00
Weekly Indemnity	13,928,139.00

Metropolitan Life Insurance Company

Canadian Head Office: OTTAWA

Home Office
NEW YORK

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.