

The Monitor.

THE LONDON LIFE INS. CO.
Branch Office, Room
CENTRAL CHAMBERS, OTTAWA
D. F. UYS A. S. S. S.

PUBLISHED BY THE LONDON LIFE INSURANCE CO.

VOL. I.

LONDON, CANADA, MAY, 1892.

No. 1.



THE FIRST STEP.

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THE pardonable pride evinced by the mother, the evident delight of the children, and the importance of the occasion, go to make up a picture that serves to remind us that every undertaking, however great or small, must needs have a beginning.

Among the many institutions of modern civilization, devised from time to time for the purpose of benefiting mankind, Life Insurance stands in the foremost rank; and, among the many thoroughly reliable Companies engaged in transacting the business,

the London Life Insurance Company, of London, Ont., a Company regularly incorporated by special Act of the Legislature of the Province of Ontario, 1874, and by Act of the Parliament of Canada, 1885, will be found equally reliable, and in every respect as worthy of patronage, as any of its honorable competitors.

Recognising that, while every facility was being afforded persons of means to insure, the average policy was not suited to the circumstances and requirements of a large percentage of the industrial classes, and being desirous of bringing the benefits

of reliable Life Insurance within the reach of all classes, this Company introduced, five years ago, its plans of Industrial Insurance, comprising policies ranging from \$20.00 and upwards to \$500.00, as may be desired, the premiums in respect of which policies may be paid weekly, as small a sum as five cents per week being accepted at all ages from two years of age at next birthday and upwards to sixty-five.

Two kinds of policies are issued, viz:—Whole Life policies, payable only on the death of the person insured, and Twenty Year Endowment policies, payable in the