

50 Cents a Week Will Pay  
for Life Insurance for  
the Whole Family in

# The Prudential

The Agent comes, takes the application,  
and calls every week for the Premiums.  
This plan provides liberal, low-cost Life  
Insurance within the reach of every one.

A Policy and a Premium for Every Insurable Person

Ordinary Policies  
Ages 15 to 70  
Both Sexes  
Amounts up to  
\$100,000

## THE PRUDENTIAL INSURANCE CO. OF AMERICA

Incorporated as a Stock Company by the State of New Jersey

JOHN F. DRYDEN, President

HOME OFFICE, NEWARK, N. J.

BRANCH OFFICES IN TORONTO AND VICINITY:

Geo. Birkett, Supt., Confederation Life Chambers.  
A. R. Gunn, Asst. Supt.; F. W. Mason, Asst. Supt., Thompson Block, West Toronto.

Harry Robinson, Supt., Canadian Savings Chambers.  
W. E. Bradbury, Asst. Supt., Toronto East, Ont.

Prudential Agents are now  
canvassing in this vicinity.  
They have a most  
vital story to tell of how  
Life Insurance has saved  
the home, protected the  
widow, and educated the  
children. Let them tell  
it to you.

### SEMI-CENTENNIAL YEAR OF THE LONDON MUTUAL

Half a Century of Substantial Progress—Surplus Large and Security Unequaled.

The president and executive of the London Mutual Fire Insurance Co. of Canada, one of the most important institutions of this class in this city, have reason to congratulate themselves on the fiftieth anniversary of the company's establishment. The record of the company has been one of conservative but substantial and ever increasing progress during the past half century. The assets have increased, the surplus grown, business has expanded and with it all has come additional security to the policyholders until the element of risk may be said to have been wholly eliminated. There has been a decrease in the company's losses, indicating great care in the selection of risks. It is pleasing to record that on December 31, 1909, there were no adjusted losses unpaid. In fact, one of the elements that have contributed to the growth of the London Mutual has been the good faith of the management in settling quickly fire losses in which there is no just cause for delay. The London Mutual has come to be regarded as a prudent underwriter of fire insurance. A few figures may be quoted in this, the semi-centennial year of the London Mutual Fire Insurance Co. Financial men and the public generally will find the company's statement on another page a story of business progress. This statement shows that the company has a large balance over expenditure, that the assets have grown until it almost reaches a million dollars. A most impressive feature of this statement is the splendid surplus, which now amounts to \$515,834. Policyholders are secured by a reserve for unearned premiums of \$225,962, capital stock paid and unpaid, \$100,000, and a surplus of \$515,834, making the splendid total of \$941,797. Most sincerely The World adds its

congratulations to President D. Welschmiller, Secretary A. T. Platt and other members of the company on the magnificent showing in their semi-centennial statement.

#### BOGUS FREEMASONS

Clandestine Masons Invading Ontario—Try to Visit a Windsor Lodge.

WINDSOR, Jan. 30.—A daring attempt by a small party of impostors to secure admission to a prominent Masonic lodge in this city was frustrated Friday night by the vigilance of the lodge officers, who had been notified in advance of the probable attempt to gain admission. Information was received that a man known as Dr. Goodrich would apply at the Windsor Masonic temple, and after registering in the usual manner, try to make his way into the lodge room without undergoing the usual preliminaries required of all strangers who claim Masonic affiliation. The man made his appearance, and with him were two young men who gave their names as Milkins. All claimed to belong to Acadia lodge in Wyandotte, Mich. The two young men who accompanied Goodrich, were astonished by their reception in Windsor. Both claimed to have paid Goodrich a sum of money, in return for which he agreed to administer the first three regular Masonic degrees. These degrees, the young men asserted, had been given them by Goodrich in a small room in Wyandotte, which Goodrich had rented, and where he had informed them he would shortly organize a regular lodge of Free Masons to operate under the Grand lodge of Scotland. When informed that they had been duped and that their Masonic knowledge was "faked," the young men asked to be permitted to depart for home at once.

#### FINDS "A FISH WITH LEGS."

PITTSBURG, Jan. 30.—A tin box marked "Handle with care" arrived at the Carnegie Institute today containing a specimen of scaleless aquatic life, called popularly "a fish with legs," found by Dr. John Haseman at Manaus, Brazil. The discovery is most important to zoologists.

#### \$11.00 WASHINGTON, D. C., AND RETURN

From Suspension Bridge, via Lehigh Valley R. R., Friday, February 4th. Stop-over allowed Baltimore and Philadelphia. Particulars 84 King-street, East Toronto, Ont.

#### Teachers to Visit Boston.

Chief Inspector Hughes is planning a trip to Boston for the teachers of the Toronto schools. It is proposed to have a cooking range in each car so that the teachers may provide their own meals en route. On the return trip there will be a stop-over in Montreal.

#### Yonge Street Mission.

A good crowd of men attending the free breakfast Sunday morning, although it is a good sign perhaps to find the attendance slightly on the decrease. Some 3,000 sandwiches and 80 gallons of coffee were consumed, and every man expressed himself satisfied.

### HOTEL REFUSED NEGROES AND CUBA GOT EXCITED

Only the Strenuous Peace-making of President Gomez Prevented a Race Conflict.

HAVANA, Cuba, Jan. 30.—Fears of a race conflict, growing out of the recent disorders resulting from the refusal of the management of the principal American hotel in Havana to entertain negroes, have, in a very great measure, abated, and the possibility of further trouble from this particular source have practically disappeared. For a few days the situation was threatening, and there was a strong undercurrent of indignation among the negroes, which, if it was feared, might not be kept in check. That it was not only restrained but that the difficulty, for the present at any rate, was successfully smoothed over, is mainly due to the personal efforts of President Gomez. The president sent his secretary to confer with the management of the hotel and summoned to the palace Gen. Cebreco and other negro leaders, with whom he conferred personally. He pointed out that the intrusion of colored men where their presence was not desired was undignified and merely served to rouse the animosity of Americans, with whom it was highly desirable that all Cubans should remain on the most friendly terms. He also reminded them how much the prosperity of the City of Havana was dependent on the number of American tourists, whom any danger of social disorders would certainly deter from coming. It was explained that the hotel people had no animosity towards men of color, but that they were compelled to recognize the prejudices of the patrons of the hotel. The press also appealed to all patriotic colored Cubans not to persist in enforcing their rights at the cost of the rest of the community. In spite of this, however, the affair has served to revive agitation, which always comes to the fore at the least suggestion of racial troubles, in favor of organizing a great negro political party with the purpose of controlling the government.

#### Murdered by Fire.

CINCINNATI, O., Jan. 30.—Her clothes saturated with oil, pieces of a lace curtain tied tightly about her neck, another piece binding her feet, the dead and scorched body of Mrs. Alice Vanzandt was found lying across a gas stove in the kitchen at her home. Every indication points to murder, the police say.

#### DR. A. W. CHASE'S CATARRH POWDER 25c.

Is sent direct to the diseased parts by the urethra, clears the air passages, stops droppings in the throat and permanently cures Catarrh and Hay Fever. 25c. Blower free. Accept no substitutes. All dealers or Remanson, Bates & Co., Toronto.

#### IT'S A WISE FATHER

Many Babies Secretly Adopted by Wives, Says Chicago Authority.

CHICAGO, Jan. 30.—"There are in Chicago to-day fully three thousand men fondling infants that are not their own, but babies adopted by their wives," and the "fathers" are none the wiser. This was the statement made today by Lyman W. Rogers, treasurer of the National Maternity Hospital, from which institution he says some two hundred and fifty infants are adopted into good homes every year. Of these two hundred and fifty infants, more than one-half are believed by the "fathers" to be their own, he declared. A majority of the babies, he said, enter homes in stations high above those which they would otherwise occupy. "It is rare," said Mr. Rogers, "that a husband wants a child that is not his own blood. If some husbands who are bringing up children knew the truth about them, I tremble to think what the consequences would be."

Toronto Postal Benefit Association. The annual meeting of the Postal Benefit Association of Toronto was held in the postoffice building on Friday evening last, with J. S. Boddy in the chair. The treasurer's report showed that four deaths had occurred during the year and that the limit of the beneficiary fund had been maintained. The officers and executive committee elected were: President, George B. Sweetnam; vice-president, J. Anderson; treasurer, A. T. Middleton; secretary, G. M. Bolland; executive committee, the officers and Messrs. Murray, MacDonald, George Thompson, J. Jeffrey, Walter Sparks, J. Aikens, G. M. Ross and F. S. Rutland.

#### Strike of a Day.

Ninety-six men of the "scratch room" of the Massey-Harris company went out on Friday for an increase in wages. They had been getting \$5.50 a ton for cleaning castings, but they claimed that some work was added for which they received nothing. The management gave them an increase of 25 cents a ton, and the men returned to work on Saturday.

#### LIEDERKRANZ PRESENTATIONS.

One of the most enjoyable functions of the new year was the annual banquet of the Windsor Club, held last Friday night at the Liederkranz Hall. The occasion was marked by two presentations—one to Wilbur Buchanan and one to Christopher Kieberger. To the former the club presented a beautiful cutglass punch bowl and to the latter a handsome initialed traveling bag. The entertainers were the Toronto Rowing Club Quartet, Joseph Hawley, Denis Clary and Harvey Lloyd. At the piano sat John J. Patton, Charles Granger and Cecil Headman. John McCarthy acted as toastmaster. The toasts were responded to by A. Cross to the King; J. A. McDonald, K.C., and Fred Richards, to Canada; Harvey Lloyd, to the ladies; Messrs. Buchanan and Kieberger to the guests and Mr. Patton to the club.

Toronto Symphony Orchestra. Concert, Monday, Feb. 14, 8.15 p.m. Fritz Kreisler, soloist. Subscription closes Feb. 5th at 61 King-street W. Public sale Friday, Feb. 11.

### FRENCH GOVT. IS ACTIVE PREVENTING HOLD-UPS

Attempted "Corner" of Potato Crop Frustrated by Notice That It Would Mean Prosecution.

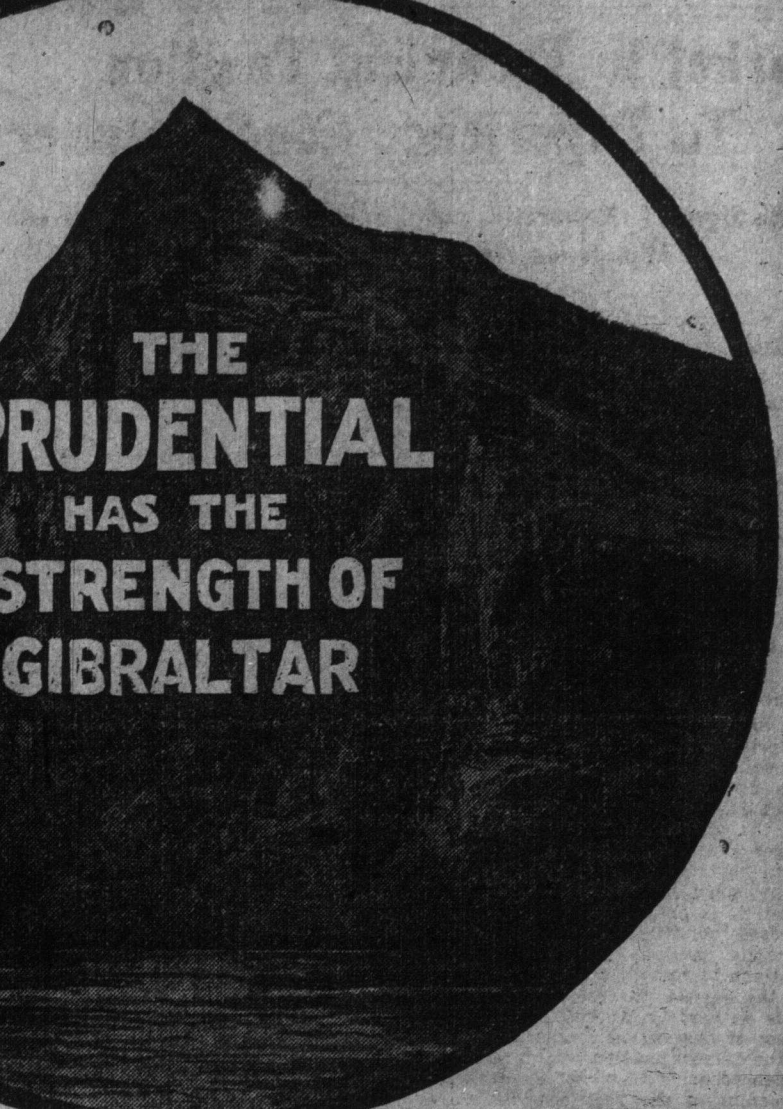
PARIS, Jan. 30.—Premier Briand has arranged for the flour mills and oil reservoirs in the west and north to send flour and oil to Paris by special trains so that the danger of a famine is now practically over. Learning that speculators were planning to corner the potato market and send prices up, the government has issued an edict that if this is carried out the speculators will be prosecuted. The foot bridge erected at Esplanade des Invalides collapsed Saturday, precipitating scores of people into the water, but all were rescued by soldiers. Water pouring into the basement of the Opera Comique suddenly drowned the dynamo, and the opera was sung in almost complete darkness. The French Red Cross, the Societe des Dames Francaises and the Societe des Femmes de France, are rendering immense assistance to the authorities in the relief of the sufferers. The last two named societies were organized after the war of 1870, and have large reserves of money and supplies, which were collected to meet the contingency of possible war or a national calamity, and their entire resources are being employed. Sixty relief stations have been established in Paris, as well as camps for the free distribution of soup, food and clothing in the outskirts of the inundated towns and villages along the river.

The local government authorities are displaying great devotion and zeal in the work of salvage and rescue. Nevertheless, the conditions, especially in the country districts, are pitiful. The houses of farmers are submerged to the roofs and in many cases the inhabitants have lost everything, including their live stock. It is estimated that the Seine, which under normal conditions moves through Paris at the sluggish rate of less than a mile an hour, is now carrying thirty times the ordinary at a speed of twenty miles an hour. During the last few days, thousands of visitors and residents have left here for London or the Riviera. A number of deplorable incidents have been reported. Several shopkeepers, who attempted to charge quadruple prices, have been mobbed, while a grocery man who was driven to the upper storey of his house by an angry crowd fired a revolver, wounding a woman. Rowdies have attempted to pilfer many of the houses, and at several of the towns they have been driven off by the military.

#### Next Local Option Campaign.

Again the Dominion Alliance is preparing for another strenuous local option campaign, which it is stated will be even on a larger scale than last year. Meetings are being called already to get the different places that it (Gloucestershire). Pifleshire; West Dumbartonshire; Invernesshire; Ross and Cromarty. Unionist gains—Ramsey (Dorsetshire); Droilwich (Worcestershire); Antin South; Dublin South. Nationalist—Donegal East; Fermanagh South; Tyrone East. Liberal gain—Jarrow (from Laborite). The New York Herald's London correspondent cables: "Concerning the rearrangement of the cabinet, I hear from a source close in touch with the government that the man who has established the largest claim to fire home office and who is most likely to press it is Mr. Winston Churchill. For in no case will he accept the office of Irish secretary if vacated by Mr. Birrell."

Allege Breach of Alien Labor Law. GUELPH, Jan. 30.—As the result of a mass meeting held in the Trades and Labor Hall, the attention of the Ottawa government is to be called to the alleged violation of Canada's immigration laws in the importation of ten British weavers to take the places of striking weavers, who were employed by the Guelph Carpet Mills.



THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR

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