The Toronto World,

An Independent Liberal Newspaper,

published every day at noon and five o'clock, at No. 4 King street east, Toronto.

SUBSCRIPTION—Twenty-five cents a month, or $2 50 a year in advance, post-paid. Single copies, one cent, to be had on the street and at news stands.

ADVERTISING RATES—All ordinary commercial advertisements *Five Cents* per line of solid nonpareil, twelve lines to an inch, for each insertion.

Advertisements, other than commercial, viz., legal, election, financial, amusement and theatrical advertisements, *Ten cents* per line, each insertion.

Contract Display Advertisements:—

One month	75 cents	line.
For three months	$1 50	"
For six months	2 50	"
For one year	4 00	"

Business Cards, 20 words, $5 a month; $7 for three months; $12 for six months; $20 for a year.

Births, Marriages, and Deaths, 20 cents each.

Condensed Advertisements—Help Wanted and Situations Wanted, free. Other condensed advertisements, such as Properties for Sale, To Let, Business Chances, Miscellaneous, etc., twenty words and under, $1 50 per month; single insertions, 10 cents; each additional word, ½ cent.

Address all communications to THE WORLD Toronto.

A POTATO famine is threatened. If both potatoes and coal go up to famine prices people of limited means will have a hard row to hoe.

THE SCOTCH SYNDICATE might be a more appropriate name for the St. Paul's syndicate, for, according to the Globe, its leading men—Messrs. Stephen, McIntyre, Smith and Angus—are North Britons.

THERE IS NO DOUBT whatever that the assertion of the the o. i. is correct when he says that not for many years has the cold been so intense and persistent as it is the present winter. The suffering among the poorer classes is unquestionably great, and when the high price of coals is considered, not only the poor people look gloomy, but those of higher station are given to mutterings of discontent. Business has also suffered much from the severe weather.

IT IS A POPULAR opinion that dogs only go mad during the hot summer weather. But this delusion may be easily disposed of by the fact that several cases of rabies are reported during this exceedingly cold snap. A dog had to be shot on Queen street the other day for this reason, and a lunatic New York canine bit four persons before it could be destroyed lately. People will have to get some other name than the dog days for those sweltering August days, a few of which we think we could stand just now.

THE WORLD ballad entitled "The Beautiful Squaw out West," which appeared some days ago, has been copied by a great number of our exchanges, and in only one instance which has come under our notice was there an editor honest enough to credit it. In one paper where it is published without credit the honest editor in an editorial in the same edition flew into a state of virtuous indignation over the copyright laws, and wrote himself black in the face attacking literary piracy.

THAT FIFTY-ONE persons in the city should be charged with selling liquor contrary to law is rather startling, and yet the authorities believe that there is double the number who are too cunning to be caught. The public can have very little sympathy for these people. The licensed victualers pay a heavy license to sell liquor and are handicapped in the trade by this host of illegal retailers who are put to no inconvenience save an uneasy watch. Even putting the rights of the victulars out of the question the fact that only the, most poisonous of liquors are sold in these dives is of itself a reason why every effort should be made to put them down.

THE AMERICAN CARRYING TRADE.

The state of the American commercial marine formed the subject of an important discussion in the United States senate a few days ago. Senator Beck of Kentucky, one of the ablest representatives of the Democratic party in the national legislature, introduced the subject with a speech that has received praise from opponents as well as friends. He showed that previous to the war, when the tax on ships and ships' material was light, American vessels did the great bulk of the country's ocean carrying trade; while under the heavy tax imposed during and since the war the American flag has almost disappeared from the ocean, and the country is paying annually to foreign maritime nations the large sum of $120,000,000 to convey its products to market. A few years ago the commercial fleets of the United States were manned by 60,000 or 70,000 sailors, but now there is scarcely one. With its immense stores of iron and timber the United States might compete with any country in the world in the building of ships, but under a heavy customs duty the ship yards of the country are paralyzed, and American ships cannot be built at prices to compete with British built ships constructed of untaxed iron.

Senator Beck suggests two remedies; first, to put ships on the free list, and, secondly, to reduce the duties on ships' material. Under either of these there can be no doubt but that the commercial marine would speedily revive, and that the country would regain its prestige on the ocean. But another remedy is advocated by Senator Blaine, who made a speech in reply to Mr. Beck. Mr. Blaine recommends that lines of ocean steamships be subsidized to the extent of $4,000,000 annually. This is likely to be the policy of the Garfield administration, and it has the merit—if merit it be—of putting an additional burden on the shoulders of the people. It is upon the face of it a confession of failure, for it implies that Americans cannot compete with foreigners in carrying their own products to market without an odds of $4,000,000 a year in their favor.

It seems very strange that our 'cute neighbors see the absurdity of continuing a system that destroys their commerce without contributing to the public revenue—for ships are neither bought nor built—only to fall into the other absurdity of continuing monopoly rates by payment of millions for subsidy. But it becomes Canadians to be modest. We have ourselves, with the American example before our eyes, committed the same blunder, and as one result of it the sale of Canadian built ships to foreign countries has, in two years, fallen off by sixty-three per cent.

THE NEWS OF THE WORLD.

A Summary of the Latest Interesting Events Happening in the Dominion and Elsewhere.

CANADIAN.

Thieves are at work in Belleville.

Hunt's hotel, Elmvale, consumed yesterday; loss $5000.

The temperance crusade is being warmly carried on in Montreal.

The total output of Nova Scotian coal for the year 1880 was 1,033,710 tons.

There were 19 births, 2 marriages, and 13 deaths in Belleville during January.

Patrick Tansey's house, Belleville, was destroyed by fire yesterday morning.

Calvin Phelps' house, Merritton, was destroyed by fire yesterday morning.

Goldring, the phosphate mine speculator, who was rumored to be dead, is now proved to be alive.

The dwelling of John Schults fifth concession of Bruce was destroyed by fire on Monday night.

There is a good deal of "shystering" about the awarding of the Montreal civic printing contract.

Andrew W. Hood, a Montreal merchant, died very suddenly yesterday. Business troubles hastened his death.

Mrs. Francis Hardy, in the township of Ekford, while of unsound mind, committed suicide by jumping into a well.

Yesterday morning His Honour Judge Bell gave his decision in the McCrae case, committing the prisoner, A. W. Brown, for extradition.

Ticket scalpers of Montreal and Toronto are petitioning parliament not to pass the bill which will have the effect of suppressing ticket scalping.

Arrangements are being made for the hanging on the 21st of the Narbonnes, father, mother and son, for the murder of the son and brother at Arundel.

Two liquor dealers of St. John, N.B., convicted and fined in the Fredericton police court for violation of the Canada temperance act intend to appeal to the privy council.

R. S. Weir, schoolmaster, Montreal, sues David Currie, a writer of the Witness staff, for libel, in that he asserted that the master had "Boycotted" a colored pupil in the school.

Stratford is to make an effort to get the government to grant running powers over the rails of the Port Dover and Lake Huron railway to another company besides the Grand Trunk.

Julia Paquette of Montreal yesterday asked for separation from her husband Alfred Couture, a shoemaker, who treats her badly. She is not out of her teens, though she has been three years a wife.

James O'Connor, a Montreal carter, was charged by Delamar Dunais, a country girl, with driving her to a stable and attempting to take liberties with her. The recorder discharged the man for want of evidence.

G. J. Maloney, an employee of the Buffalo Evening News, has been bound ever to keep the peace towards Mrs. Fredericks of St. Catharines, who advised a young lady to whom Maloney was paying his addresses to have nothing to do with him.

A lad named Lauzon in some manner applied his tongue to a lamp post yesterday morning in Montreal. The frozen iron held him in that position until Constable Desjardin thawed out the connection with hot water and liberated him.

UNITED STATES.

The town of Plymouth, N.C., was nearly destroyed by fire.

$500,000 worth of property was destroyed by the fire in Philadelphia yesterday.

Storms at Chicago and Toledo and intermediate towns have stopped railway traffic.

The lake side villa of Mme. Kudersdorff at Berlin, Mass., was burned by an incendiary last night. The loss will be heavy.

The steeple of St. Mary's cathedral in Cleveland was burned down yesterday. The chime of bells fell on the organ, smashing it.

John Meyers of Cleveland bade his friends good-bye last night and killed himself with poison, because his daughter married against his wishes.

It is now stated that the attempted suicide of John W. Sickles, formerly commercial editor of the Chicago Times, was owing to his connection with the celebrated Cunningham-Burdell murder case in New York city in 1857, to escape which he fled to Brazil. When in his cups he has talked freely about the murder.

The cable under the Hudson river to Jersey City was broken on Monday, thus shortening the circuit so that the concentrated electric power at the little building in Jersey City where the cable wires converge caused the wires to melt and drop on the floor and fire the building. The flames were extinguished without serious loss.

FOREIGN.

There is some prospect of a ministerial crisis in Spain.

There were 117 interments in the different cemeteries last month.

King Milan'ou, of Samoa, is dead. Anarchy prevails in the island.

Parnell read a letter in the house yesterday from Mitchell Henry's agent, denying that he had been shot at.

Messrs. Culham, Ponton, Brown, Manley, and Vandersmissen, have applied for the position of university registrar in the place of Mr. Falconbridge, resigned.

Amsterdam sympathizers with the Boers will request the king of the Netherlands to make diplomatic representations to Great Britain in favor of the independence of the Boers.

In consequence of pressure by Moscow cotton masters, the new Russian minister of finance has consented to inquire into the causes of the depression in Russian industries.

All the government departments in Turkey have been ordered not to make any payments, even for salaries, until March, the whole revenue being absorbed in military preparations.

The Bill relative to biennial budgets and quadrennial parliaments of the Prussian parliament was opposed in the Federal council by the representatives of Hesse and Bremen.

Vice-chancellor Mulock, Mr. Taylor, Professor Loudon, and D. Wilson have been appointed a committee to meet the representatives of St. Michael's college, and to consider and report on the terms of affiliation of that college with the university.

The dress which Lady Macdonald wore at the Junior conservative club ball last Wednesday evening in Montreal attracted very much attention and admiration. It was a satin brocade of three shades, pink, crown and olive flowers on a light blue ground. The design of the brocade is the coronet, a marquis, surrounded by ideal flowers. The design is called "Couronne Marquis," and is the workmanship of Mr. A. J. Corriveau, of Montreal, who has started the first broad silk factory in Canada. The Corriveau silk mills already employ about 100 hands. Both the labor and several branches of the industry are entirely Canadian.

MARY SHARPE'S LIBEL SUIT.

An Ex-Toronto Woman After the Buffalo Telegraph—"Taffy" to the Telegraph.

(From the Buffalo Telegraph of Saturday.)

Mary Sharpe, through her attorney, J. E. Odell, this morning commenced a suit for libel in the supreme court against the Telegraph publishing company, claiming $5000 damages. The suit grows out of an article published in the Telegraph the 20th inst., describing Dr. Cary's tenement house, known as the Genesee house, at the intersection of Main and Genesee streets, in one of the rooms of which, occupied by Mary Sharpe, a colored woman, an infant of one Mary Conley, farmed out to Sharpe to be nursed, died. The Telegraph described the filth and wretchedness of the tenement house, whose condition has called for the action of the common council as a public nuisance, and further, the overcrowed state of the single room in which the woman Sharpe and her family lived and in which Mary Conley's infant had died.

The woman Sharpe came to Buffalo some months ago from Toronto, Ont. She claims that while there she "took $2000 from the Toronto Mail" for having published matter derogatory to the character of her step-son. She is the mother of seven children, her husband saws wood, and she stated when she called at the Telegraph office a few days ago, that she found it necessary to take in a child to wetnurse to help support her family. Her suit against the Telegraph co. is based upon the point that "she has been deprived, as she believes, of her ability to gain an honest livelihood," which is to say wet-nursing white or colored infants in the room occupied by her, her husband and her family, for all purposes in Dr. Cary's Genesee house tenement.

Hebe is very sick at Bridgeport, Conn. Her baby, a healthy ten months' infant, weighing 110¾ pounds, is doing well, but as it still suckles, considerable anxiety is felt as to its fate in case the mother should die. Hebe, though a gentle and sagacious elephant, has a prejudice against doctors, and objects decidedly to medicine. Mr. J. L. Hutchinson, who has her in charge, says that they have to resort to the most ingenious plans in order to administer it. The other morning they succeeded in administering four pills, about an inch in diameter, by inducing her to open her mouth and then shooting them down her throat with a popgun. To-day she took some crackers soaked in port wine, the first nourishment she has taken in three days, and has been a little easier since. Her supply of milk is giving out, and fears are entertained that if she dies Young America, the baby, will follow its mother. The baby is very playful and kittenish. It has never been separated from its mother. Hebe is twenty-seven years old.

Mothers! Mothers!! Mothers!!!

Are you disturbed at night and broken of your rest by a sick child suffering and crying with the excruciating pain of cutting teeth? If so, go at once and get a bottle of MRS. WINSLOW'S SOOTHING SYRUP. It will relieve the poor little sufferer immediately—depend upon it; there is no mistake about it. There is not a mother on earth who has ever used it, who will not tell you at once that it will regulate the bowels, and give rest to the mother, and relief and health to the child, operating like magic. It is perfectly safe to use in all cases, and pleasant to the taste, and is the prescription of one of the oldest and best female physician and nurses in the United States. Sold everywhere at 25 cents a bottle.

REST AND COMFORT TO THE SUFFERING.

"Brown's Houseshold Panacea" has no equal for relieving pain, both internal and external. It cures Pain in the Side, Back or Bowels, Sore Throat, Rheumatism, Toothache, Lumbago and any kind of a Pain or Ache. "It will most surely quicken the Blood and Heal, as its acting power is wonderful." "Brown's Household Panacea," being acknowledged as the great Pain Reliever, and of double the strength of any other Elixir or Liniment in the world, should be in every family handy for use when wanted, "as it really is the best remedy in the world for Cramps in the Stomach, and Pains and Aches of all kinds," and is for sale by all Druggists at 25 cents a bottle.

THE SUN FOR 1881.

Everybody reads THE SUN. In the editions of this newspaper throughout the year to come everybody will find:

I. All the world's news, so presented that the reader will get the greatest amount of information with the least unprofitable expenditure of time and eyesight. THE SUN long ago discovered the golden mean between redundant fullness and unsatisfactory brevity.

II. Much of that sort of news which depends less upon its recognized importance than upon its interest to mankind. From morning to morning THE SUN prints a continued story of the lives of real men and women, and of their deeds, plans, loves, hates, and troubles. This story is more varied and more interesting than any romance that was ever devised.

III. Good writing in every column, and freshness, originality, accuracy, and decorum in the treatment of every subject.

IV. Honest comment. THE SUN'S habit is to speak out fearlessly about men and things.

V. Equal candor in dealing with each political party, and equal readiness to commend what is praiseworthy or to rebuke what is blameable in Democrats or Republicans.

VI. Absolute independence of partisan organizations, but unwavering loyalty to true Democratic principles. THE SUN believes that the Government which the Constitution gives us is a good one to keep. Its notion of duty is to resist to its utmost power the efforts of men in the Republican party to set up another form of government in place of that which exists. The year 1881 and the years immediately following will probably decide this supremely important contest. THE SUN believes that the victory will be with the people as against the Ring for monopoly, the Rings for plunder, and the Rings for imperial power.

Our terms are as follows:

For the Daily SUN, a four-page sheet of twenty-eight columns, the price by mail, post paid, is 55 cents a month, or $6 50 a year; or, including the Sunday paper, an eight-page sheet of fifty-six columns, the price is 65 cents a month, or $7 70 a year, postage paid.

The Sunday edition of THE SUN is also furnished separately at $1 20 a year, postage paid.

The price of the WEEKLY SUN, eight pages, fifty-six columns, is $1 a year, postage paid. For clubs of ten sending $10 we will send an extra copy free.

Address I. W. ENGLAND,
Publisher of THE SUN, New York City.

JOHN RITCHIE, SEN.,

PLUMBER, STEAM AND GAS FITTER

50 CHURCH STREET.

☞ Orders by Mail Promptly Attended to.

Private Medical Dispensary

(Established 1860), 25 GOULD STREET, TORONTO, ONT. Dr. Andrews' Purificantia, Dr. Andrews' Female Pills, and all of Dr. A's. celebrated remedies for private diseases can be obtained at the Dispensary. Circulars free. All letters answered promptly, without charge, when stamp is enclosed. Communications confidential. Address, **R. J. Andrews, M. S., Toronto, Ont.**

OILS! OILS!

CHAS. HOWELL,

Wholesale and Retail Dealer in Machinery and Burning Oils,

4 ADELAIDE STREET EAST.

Best American and Canadian Oils, in large or small quantities, delivered to any part of the city.

LIFE INSURANCE

A SHORT CHAPTER ON EXPENSES.

EVERY Business Man can understand that Companies which are compelled to expend $15, $20, or $40 in working expenses, out of each $100 received, cannot possibly have as much left to pay Dividends with as those which are so carefully and economically conducted as to expend less than $8 per $100 in expenses. What goes for expenses is gone for good, and with it, when excessive and continued, history shows that the expensive Company is sure to go too, sooner or later, though it may seem to prosper for a time.

It is most important, therefore, for Agents and Policy-holders to connect themselves only with well-established Companies, whose standing and ability procures business for them without excessive cost.

For public information we quote the following official figures, found opposite each Company named, in the Connecticut (for the Ætna) and Canada Government Reports—pages 160 and 19 and 20—just issued:—

Name of Company.	Total Income, 1878.	Working Expenses per $100 of Income.
ÆTNA LIFE	$4,330,129	$ 7.64
CANADA LIFE	698,482	15.37
CONFEDERATION	179,047	26.89
SUN, Montreal	117,685	30.34
MUTUAL, Hamilton	40,553	39.62
CITIZENS, Montreal	38,119	17.65
TORONTO LIFE	9,303	23.97

The following actual case will illustrate the difference to individual Policy-holders produced by economy:—

Two Montreal Merchants insured their lives in 1869 for **$1,000 each**, payable at death or end of *ten* years. One of them, aged 23, chose one of the best of the above-named Companies, apart from the ÆTNA, paying **$104** per annum, the profits to be given in bonuses with the policy at maturity. The other, aged 25, chose the ÆTNA LIFE, paying **$95.65**, the profits to be given in cash at the end of each year. In the third column herewith, is given the annual difference, and the ÆTNA'S cash dividends, improved at 7 per cent interest, per annum:—

POLICY $1000, TEN-YEAR ENDOWMENT, WITH PROFITS.

Year.	1. Age 23.	2. Age 25.	Difference and Ætna's Dividends.
1869	$104.00	$95.65	$ 8.35
1870	104.00	95.65	17.19
1871	104.00	95.65	19.19
1872	104.00	95.65	17.15
1873	104.00	95.65	18.69
1874	104.00	95.65	22.09
1875	104.00	95.65	20.70
1876	104.00	95.65	32.03
1877	104.00	95.65	36.40
1878	104.00	95.65	32.40
Totals	$1040.00	$956.50	$280.69

Resulting as follows:—

Original sums insured	$1000.00	$1000.00
Bonuses declared:—		
In 1870, for 3 years	15.93	
In 1875, for 5 years	37.31	
Profits since 1875	9.81	
Ætna's 10 cash Dividends and interest on difference as above		280.69
Total proceeds	$1063.05	$1280.69
Net difference	$217.64	

The two gentlemen now hold THREE Policies in the ÆTNA LIFE, and none in the other Company.

The following solid columns show a gradually broadening basis for the confidence reposed in the ÆTNA LIFE INSURANCE COMPANY:—

YEAR.	ASSETS.	LIABILITIES.	SURPLUS.
1873	$13,077,540	$16,073,577	$2,003,963
1874	19,204,787	16,822,625	2,382,162
1875	20,879,763	17,513,351	3,366,412
1876	21,847,259	18,420,975	3,426,284
1877	22,194,554	19,275,262	3,919,292
1878	24,141,175	19,812,145	4,329,030
1879	25,120,804	20,356,168	4,764,636

☞ For Rate Tables and other Information, address

WM. H. ORR, MANAGER,

Ætna Life Insurance Co., Toronto.

WEST END

HARDWARE HOUSE!

313 QUEEN STREET WEST,

Is the Place to get VALUE for Your Money in

LAMPS AND GRANITE WARE.
CUTLERY AND WOODENWARE.

The Finest Display of BUILDERS' and GENERAL HARDWARE. Just Received, another lot of ENGLISH WINDOW GLASS.

GOODS DELIVERED TO ANY PART OF THE CITY FREE O CHARGE.

JOHN L. BIRD.

JOSEPH C. GIBSON,

STEAM MARBLE WORKS

MANUFACTURER AND DEALER IN

American and Italian Marble,

Monuments, Headstones, Mantles, Counter and Table Tops, etc.

Scotch Granite Supplied to Order.

MARBLEIZED MANTLES A SPECIALTY

Cor. Parliament & Winchester Sts. & Yonge St., near Mt. Pleasant Cemetery

TORONTO.

The Toronto World

Is now on sale and may every day be obtained at the following news-stands:

QUEEN STREET EAST.		
Henry,	26	Queen street East.
Dean,	88	"
Harrington,	226	"
Reed,	262	"
YONGE STREET.		
Smith,	113	Yonge street.
Cook,	170½	"
Lorimer,	193	"
Fletcher,	291	"
Sutherland,	292	"
Wiley,	304½	"
Vannevar,	344	"
Thomson,	364	"
Plasket	384½	"
Tayler,	392	"
Thornton,	460	"
Garner,	466	"
Richardson,	514	"
Huntingdon,	514½	"
Kavanagh,	576	"
Mossey,	614	"
Sloane,	693	"
Dobson,	Yorkville P.O.	
PARLIAMENT STREET.		
Chisholm,	173	"
Groupe,	236	"
Cook,	258	"
Bolan,	391	"
Chandler,	457	"
TORONTO STREET.		
Wilkinson,	Cor. Toronto & Adelaide	
Winnirith Bros.,		"
KING STREET WEST.		
Allen,	85	King street West.
Marshall,	49	" "
Frank,	283	" "
Tewsley,	475	" "
WELLESLEY STREET.		
Bentley,	199	Wellesley street.
CARLETON.		
Haldenby,	104	Carleton street.
Bache,	191	"
QUEEN STREET WEST.		
Hunt,	42	Queen street West.
Eddy,	52	"
Smith,	56	"
Butler,	95	"
Jones,	168	"
Campbell,	190½	"
Gates,	202	"
Taylor,	286	"
Fielding,	304	"
Perry,	308	"
Rorke,	318½	"
Bailey,	330	"
Sands,	334	"
Jenkins,	358	"
Cheshire,	368	"
Clare,	428	"
Gipson,	495	"
Mahaffey,	500	"
Worthington,	533	"
Pomeroy,	538	"
Prest,	546	"
Hall,	551	"
Way,	636	"
Perrin,	637	"
McKay,	655	"
SPADINA AVENUE.		
White,	258	Spadina ave.
ELM STREET.		
Malone,	91	Elm street.
CAER-HOWELL STREET.		
Best,	27	Caer-Howell street.
KING STREET EAST.		
Haight,	92	King street East.
Shewan,	150	"
Rosenbaum,	157	"
Simpson,	205	"
McKay,	239	"
Harvey,	259	"
Partridge,	328	"
Dale,	460½	"
Murdoch,	474	"
JARVIS STREET.		
Pape	96	
CHURCH STREET.		
Evans,	130	Church street.
McKelcan,	207	"
Delaporte,	346	"
Summerville,	360	"
YORK STREET.		
Elliott,	139	York street.
Thorpe,	101	" "
ADELAIDE STREET EAST.		
Taylor,	12	Adelaide street East.
Bollard,	23	" " "
DUNDAS STREET.		
Palmer,	1	Dundas street.
Green,	39	"
GERRARD STREET EAST.		
McConkey,	183	Gerrard street.
Scott,	243	"
Probert,	308	"
HOTELS AND STATIONS.		
Queens Hotel.		
G. T. R. News Stand.		
MISCELLANEOUS.		
Davidson, cor. Esther and High streets.		
Burrage, cor. Nassau st. & Gloucester ave		

CHEAP ADVERTISING.

THE Toronto World.

The great success THE WORLD has achieved assures its position as one of the permanent institutions of Toronto. It is now read extensively, not only in Toronto and its suburbs, but in most of the towns and villages within a radius of one hundred miles on the lines of the Grand Trunk (east and west), the Great Western, the Northern, the Credit Valley, the Toronto and Nipissing, and the Toronto, Grey and Bruce railways. The large and rapidly increasing circulation of THE WORLD on the one hand, and its reasonable rates on the other, must commend it to all classes of advertisers as a most desirable medium of communicating with the public.

Two regular editions of THE WORLD are published daily—one at noon and the other at 5 o'clock. In a few days three regular editions will be issued. Extra editions are also published whenever there is news of sufficient moment to demand them. Advertisements are inserted in all editions at the price of a single insertion.

ORDINARY RATES

for casual advertisements are as follows:—

Commercial advertisements, FIVE CENTS nonpareil line, each insertion.

Advertisements other than commercial, viz., legal, election, financial, and amusement, TEN CENTS per nonpareil line, each insertion.

Reports of meetings and financial statements of banks, railway, insurance and monetary companies, TEN CENS per line nonpareil.

Paragraphs among news items, double the ordinary rates.

Special notices twenty-five per cent. advance on the ordinary rates.

Condensed advertisements on the first page, HALF A CENT per word, each insertion.

CONTRACT RATES

for display advertisements, per line, subject to change of matter, are as follows:—

INSERTIONS.	1 mo.	3 mos.	6 mos.	12 mos
Daily	$0 75	$1 50	$2 50	$4 00
Every other day		1 00	1 50	2 50
Twice a week		75	1 25	2 00
Once a week		50	75	1 25

CONDENSED ADVERTISEMENTS

on the first page are charged at the following rates:

Situations Wanted and Help Wanted, FREE.

Properties for Sale, Houses or Stores to Rent, Houses or Stores Wanted, Board and Lodging, Rooms to Let, Rooms Wanted, Articles for Sale, Articles Wanted, Articles Lost or Found, Professional or Business Cards, Business Chances, Money to Lend, Personal, and Miscellaneous, TEN CENTS for twenty words, and one-half a cent for each additional word, for each insertion.

Contracts for Condensed Advertisements of twenty words or under, and subject to change of matter, are made at the following rates:—

INSERTIONS.	1w'k.	1.mo	3mos	6mos	12mos
Daily	$0 50	$2 00	$5 00	$9 00	$17 00
Ev'ry other day		1 25	3 00	5 50	10 00
Twice a week			2 25	4 00	7 00
Once a week			1 25	2 25	4 00

Extra words at corresponding rates.

Do you want mechanics?
Advertise in the World, FREE.
Do you want a clerk?
Advertise in the World, FREE.
Do you want a servant?
Advertise in the World, FREE.
Do you want help of any kind?
Advertise in the World, FREE.
Do you want a situation?
Advertise in the World, FREE.
Do you want boarders or lodgers?
Advertise in the World for TEN CENTS.
Do you want a boarding-house?
Advertise in the World for TEN CENTS
Have you furnished rooms to let?
Advertise in the World for TEN CENTS
Have you a house or store to let?
Advertise in the World for TEN CENTS.
Do you want to rent a house or store?
Advertise in the World for TEN CENTS.
Have you any property for sale?
Advertise in the World for TEN CENTS.
Do you want to lend or borrow money?
Advertise in the World for TEN CENTS.
Do you want to sell or buy a business?
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A CARD THIS SIZE — TWENTY WORDS — every day for a year, $16 50; every day for six months, $9.

This is equal to a little over FIVE CENTS for each insertion.

A CARD THIS SIZE—FIVE LINES:

	1 mo.	3 mos.	6 mos.	12 mo.
Daily	$3 75	$7 50	$12 50	$20 00
Every other day	2 25	5 00	7 50	12 50
Twice a week	1 75	3 75	6 25	10 00

This is equal to a little over SIX CENTS for each insertion.

A CARD THIS SIZE, TEN LINES:—

	1 mo.	3 mos.	6 mos.	12 mos
Daily	$7 50	$15 00	$25 00	$40 00
Every other day	5 00	10 00	15 00	25 00
Twice a week	3 75	7 50	12 50	20 00
Once a week		5 00	7 50	12 50

This is equal to less than THIRTEEN ENTS for each insertion.

A CARD THIS SIZE, TWENTY LINES:—

	1 mo.	3 mos.	7 mos.	12 mos
Daily	$15 00	$30 00	$50 00	$80 00
Every other day	10 00	20 00	30 00	50 00
Twice a week	7 50	15 00	25 00	40 00
Once a week		10 00	15 00	25 00

This is equal to a little over TWENTY-FIVE CENTS for each insertion.

A CARD THIS SIZE, THIRTY LINES:—

	1 mo.	3 mos.	6 mos.	12 mo
Daily	$22 50	$45 00	$75 00	$120 00
Every other day	15 00	30 00	45 00	75 00
Twice a week	11 25	22 50	37 50	60 00
Once a week		15 00	22 50	37 50

This is equal to less than FORTY CENTS for each insertion.

It will pay you to Advertise in THE WORLD.

Address all Communications to

THE WORLD,
TORONTO.