The Toronto World,

An Independent Liberal Newspaper,

published every day at noon and 3 and 5 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.

A 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, $1 a month; $2 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

THE RUGBY EXPERIMENT is after all not a failure. Tom Hughes' son publishes a card saying that there is not a particle of truth in the story; that the colony is prosperous, and that the settlers are hard at work preparing for their spring crops. There is, therefore, no near prospect of their immigrating either to Minnesota or our own Northwest.

JAY GOULD is influencing American opinion through the newspapers. He is said to control the New York Tribune and World, and there are consequently but few public questions upon which these two journals disagree. The harmony of views in their leading articles is a surprise to all who are not in the secret, but to those who are the harmony has too much the ring of the guinea. It is not a good thing for a nation to have its thinking done for it by the millionaires. The honest thoughts of the hard-worked journalist are far better.

IT IS LIKELY that the rate of interest in the United States funding bill will be fixed at 3½ instead of 3 per cent. as once proposed. Many believe that 3 per cent. bonds to the amount of the national debt could be floated at par, but failure would mean an impairment of public credit, and the duty of placing specie resumption beyond doubt would be worth ten times the difference between 3 and 3½. If the bill passes at 3½ it is likely that almost the whole issue of bonds can find purchasers in the home market. Money is plentiful now, and investment in the funds is sure.

PARNELL has been one of the best abused men before the public, and though he is denounced now more than ever it may yet turn out that he will have as many admirers as he now has detractors. Though the means he has employed have not always been of a legitimate character he has roused the country, and compelled parliament to consider the grievances of Ireland. Moreover, he is developing into a sagacious political leader and organizer. In his latest move he has made a bid for the support of the continental democracy, and his recent visit to Paris was to that end. An improvement in the condition of Ireland is pregnant with meaning for the people in parts of Europe.

THIRTY YEARS AGO the legislature of Ohio washed its hands of the liquor traffic. The constitution then adopted prohibited license, but did not prohibit traffic. The result has been a free trade in drink ever since, and as a temperance measure it has proved to be a total failure. An agitation is now started in favor of license and taxation as the most promising remedy for the abuses and evils that have grown up under prohibition. The law in Maine does not appear to be working much more satisfactorily, for it is declared upon the authority of Neal Dow that there are in the city of Portland one hundred and thirty low, secret grog-shops offering temptation to the very classes of the community to whom temptation is most dangerous.

THE SANITARY ARRANGEMENTS of the house of commons chamber were discussed on Wednesday afternoon, and various suggestions were made with respect to its ventilation. But impure air is not the only thing which affects the M. P.'s at Ottawa. The late sittings have doubtless much to do with it, and the bar down stairs possibly a little more. Mr. Blake, who is very careful not to offend any one's feelings, pointedly referred to this. Another member, Mr. Longley, stated that on the night of the long sitting he saw persons in the corridor so drunk that they could not stand up without leaning against the wall. This more than bears out the remark made by the World a few days ago touching the habits of our members at Ottawa.

GREAT PREPARATIONS are being made at Washington for the inaugural ceremony. It is probable that every state in the union will send a delegation to take part in it—or rather that the republican party of each state will. General Hancock, the defeated candidate, has been invited, but he says he will think about it. "Should I conclude to be present," he writes to the secretary of the inauguaral committee, "I will notify you later." But it is likely that General Garfield himself is more troubled with the preparations than anybody else. He will find it a hard task to construct a cabinet that will please everybody. Conkling, of New York, was thought to stand no chance of a bureau, but at latest accounts he was closeted with the president elect at his home in Mentor.

THE ADMIRERS of the late Mr. Carlyle will be glad to learn that the papers on which Mr. Froude is to compile the biography of the Chelsea philosopher are extremely voluminous, including several thousand letters by Mr. Carlyle himself to members of his family, and letters to him from Goethe, John Stuart Mill, Lord Jeffrey, John Sterling, Leigh Hunt, Dickens, Thackeray, Varnhagen von Ense, Ralph Waldo Emerson, and others. The autobiographical portion of the manuscripts consists of his journals, unfinished papers, reminiscenses of his father and mother, of Edward Irving and Lord Jeffrey, and material for a memoir of his wife. Mr. Froude says that the reminiscences will be published exactly as Carlyle left them, but that the memoir of Mrs. Carlyle will, in accordance with his instructions, undergo extensive revision.

PARENTAL CRUELTY.

If that is a true story told of a Moore township farmer's treatment of his five-year-old boy, the man ought to be brought before the judge of his county and sentenced to the tripod and the lash. It surpasses belief that in this civilized country any father should do a thing so outrageous as to throw his own child into the snow on the highway, and leave him there to perish. But after all there is too much of brutality exhibited by parents in the treatment of children, and a severe lesson to one now and then is urgently needed. The man who would be guilty of what is charged against the Moore farmer is an unreasoning brute and contemptible coward, and lenity in his case is the gravest of mistakes. Perhaps he was drunk, but that is only an aggravation of his offence.

ELECTORAL EXPERIMENTS IN FRANCE.

Gambetta's friends are urging a bill which provides for a fundamental change in the mode of choosing members to the chamber of deputies. At present each of the 530 members composing the chamber is chosen by the majority vote of his arrondissement, or electoral district—just as members of our own house of commons are chosen. Next to a system providing for the representation of minorities, this offers the best protection to the rights of the minorities. But Gambetta and his friends have been studying the vote cast in the late elections, and it is alleged that they see a way clear for achieving a greater victory at the next. What they now propose is to make each of the eighty-five departments into which France is divided the constituent unit, and to give the representation of each department to the majority of voters therein. This is the same as though each of the provinces of Canada should form a constituency for the election of the quota of members to which each is entitled, instead of the several electoral divisions choosing their own members as they now do. Under such a plan and with effective party organization and discipline it is clear that the rights of minorities would be almost completely trampled under foot. But if carried out in France it will be no innovation there; it was tried in 1871, when the late M. Thiers was the guiding spirit of the country. France is fertile in political experiments, and ingenious demagogues can get almost any kind of one tried.

EDWARD HANLAN.

The Canadian champion oarsman is now on his way home and will soon be amongst us. The reception that awaits him in New York and from his fellow-townsmen and fellow-countrymen will, in all likelihood, be the most enthusiastic yet bestowed on him. He comes back to us as the unbeaten hero of a hundred aquatic struggles, and the greatest oarsman of this or any other age. Just how much of a true hero the modern rower may be it is not for us to determine here, but as long as brawn and pluck are admired he will hold a high place in popular esteem.

As an oarsman Hanlan has reflected the greatest credit on his native city and on his native land. He has gained the proud position that he now holds through his prowess with the oar, and it is in this regard that he must and will be judged. This being the case we are sorry to see that certain persons and one newspaper in this city are inclined to judge Hanlan on other and irrelevant grounds. They are trying to deprive him of the honor that is justly due him as an oarsman, on the ground that he is both avaricious and stingy. Perhaps he does like to make money and to hold it after gaining it. But even for this we have only the assertion of soreheads—of those who were trying to make money out of him and for themselves. It is all the more deplorable that this attack on the champion comes from residents of his own city. The Canadian public and the world in general will judge of him as an oarsman and as an oarsman alone, and not by the characteristics of his private life. There never was a hero yet, whether physical or mental, but was abused on what might be called side issues, but the great mass of the people has always been judicious enough to refuse to be led by such in forming their estimate of the man, and such we are sure will characterize Canadians and Americans in welcoming Hanlan on his return.

Children's Quaint Sayings.

The London Truth recently offered a prize of $10 for the quaintest saying of a child. Several hundred contributions were sent in, of which the following are a few of the most pointed:

As we were talking one day about churches and their various ceremonies, a little boy remarked that he had seen a christening, a funeral and a wedding, but he had never seen a divorce.

Jack (aged 4 taking a walk): "What becomes of people when they die?" Mamma: "They turn into dust, dear." "What a lot of people there must be on the road then."

Tottie: "I wonder why dolls are always girls, Tom?" Tom: "Because boys hate being made babies of."

A child seeing a bill on a telegraph post: "Oh, mamma, look! a message has fallen down."

A precocious boy of six years, listening wearily to a long-winded tale, related by a prosy relative, took advantage of a short pause to say, slyly: "I wish that story had been brought out in numbers?"

"Little baby is very ill, Charlie; I am afraid he will die." "Well, if he does die, mamma, he won't go to the bad place." "Why, Charlie, how can you know that?" "Oh, I know he can't, mamma; he's got no teeth to gnash."

Little boy learning his catechism from his mother. Q.—"What is man's chief end?" A.—"His head."

Girl (yawning over lessons)—"I'm so tired; I should like to go to sleep." Boy—"I'll tell you what to do then. Get up to-morrow and have a good sleep before breakfast."

Mamma—"And David was able to kill that great big man Goliah because God helped him." Harry (aged 6)—"Well, I don't call that fair, mamma, that's two on one."

A little girl had a penny given her to put in the collection box at church. When she dropped in the coin, she exclaimed:—"That's the way the money goes, pop goes the weasel!"

Small boy, watching his sister iron a piece of work with a bird's nest of eggs done in crewels on it; "I say, sister, if you keep the iron so long on those eggs, you'll hatch 'em!"

A little girl, seeing two love-birds billing and cooing, was told that they were making love. "Why don't they marry?" she asked, "then they would not make love any more."

A fond mother said to her little son; "Tommy, my dear, I am going to give you a little companion soon; which would you prefer, a little boy or a little girl?" "Well, mother," replied Tommy, "if it is all the same to you, I would rather have a little donkey."

A little girl, aged five, going to bed one night, and kneeling down to say her prayers, said: "Oh, mamma, may I only say Amen to-night? I'm so tired."

CANADIAN NEWS.

A company is being formed in Manitoba to bore for oil.

A stock-yard company is being organized in Montreal.

Subscriptions are on foot in Montreal for the widow of the late Chief Joseph.

The team of the Rankin house bus, Chatham, was killed by a locomotive last night.

A paper entitled the Scott Act Herald will be issued in Hamilton during the Scott act campaign.

James Mitchell, a wealthy farmer living in Whitby, was run over by one of his teams and killed instantly.

Plans are now being made for improvements to the London post-office to the extent of $4000 or $5000.

A new weekly line of steamers will run between Montreal and the Scottish ports next season in connection with the Grand Trunk railway through freights.

Alphonse Lefebore, who has been twenty months in prison in Montreal on suspicion of stealing $12,000 off the steamer Beauharnois, was liberated on Wednesday.

A sample of lead ore picked up on the line of the Kingston and Pembroke railway was shown in the former city yesterday. There is a large proportion of silver in it.

It is reported from St. Thomas that a large number of emigrants have started westward over the C. S. R., their destination, except in a few cases, being Nebraska.

A Quebec farmer has written to a local legislator asking for a government subsidy towards the care of his family, he having twenty children, six pairs of whom are twins.

A Montreal merchant tailor named Cardinal was charged with abdusting a fifteen year old girl, but was discharged on her admission that she went away with him voluntarily.

Narcisse Beauchemir drove into an ice hole on the St. Lawrence opposite Montreal, but managed to save himself, a young lady, and his horse. The young lady, however, had her arm broken.

An engine and four freight cars fell off Cameron's bridge, near the village of Arthur. Luckily the passenger coach stayed on the track. The engineer and fireman jumped and saved their lives.

UNITED STATES NEWS.

The prohibitionists in North Carolina are making strenuous exertions to pass a prohibitory liquor law.

The Ute Chief Douglas passed through Pueblo on Sunday, strongly guarded, en route for Los Pinos agency.

The bill taxing telegraph companies two per cent. on the gross earnings, after much discussion, passed through the Illinois state senate yesterday.

Owing to the advantage taken of the rule relative to the duty upon "alcohol shellac" shipped from Canada, the United States treasury has ordered that all preparations of which distilled spirits is the component of chief value shall pay the same duty as spirits.

John Wood's house, Washington village, Mass., was burned yesterday morning. Wood and eight children barely escaped in their night clothes. Wood returned to the house to save his goods, and was burned to death. The children were afterwards found in a barn suffering terribly.

A Chinaman yesterday was granted first papers in Chicago. Two others desired full naturalization papers. Judge Moran took the question under advisement, because of the decisions of New York and San Francisco judges that Chinamen cannot become citizens. He thought also that the new treaty might prevent Celestials becoming full citizens.

Ex-chief of police Sweeney, of Wheeling, W. Va., sent by the governor of that state to arrest Paddy Ryan, the Troy prize-fighter, returned from Albany to-day discomfitted at the escape of the prisoner, which he charges to the sympathy and connivance of the Albany police with the offender. Ryan keeps a saloon in that city, and is said by Sweeney to be backed by influential local politicians.

FOREIGN NEWS.

The "flying squadron" arrived at the Cape of Good Hope yesterday.

Senator Barca, of Spain, has been appointed minister to the United States.

The London Morning Post says that Booth's "Lear" has touches of beauty and grandeur as pure as any within the reach of any actor.

The press bill was yesterday finally passed in the French deputies by 428 to 7. The chamber resolved to consider the *Scutin de Liste* bill.

The German Reichstag has elected Von Gessler (Conservative) president, *vice* Count Von Armin Britzenberg, who declined the chair.

The passage in the French chamber of deputies of the bill for the introduction of the *Scrutin de Liste* system of voting at elections is certain.

A correspondent at St. Petersburg believes that the new treaty between China and Russia provides for a resident Chinese mission at St. Petersburg.

The London Standard says Lieutenant Schwatka has offered to place at the disposal of her Majesty's government the Franklin relics he recently discovered.

Near Cambria, France, a girl of thirteen was robbed by two ruffians, who put her eyes out with scissors. She died soon after in horrible agony. The murderers have not been arrested.

Replying to a question relative to the swine disease in Illinois, etc., Mr. Chamberlain said that the board of trade had no authority over the inspection of imported pork, cheese or butter.

Two important new books are published in Paris:—Prosper Merimee's letters to Panizzi, and Zola's dramatic criticisms, now first collected under the title of "Naturalism in the Theatre." Madam Rattazzi's souvenirs of Rattazzi have also appeared.

The British steamer Topaz, Captain Corfield, at Havre, from New Orleans, is slightly damaged by fire. The Norwegian barque, Edwin, Captain Herlsson, from Boston Dec. 31st, for Arendal, put into Egersund, leaking. She jettisoned part of her cargo.

The residents in the township of Lowe have never yet paid taxes and absolutely refuse to do so. They say they left their native country, Ireland, for the purpose of escaping the payment of rent and taxes. It is believed there will be serious trouble before they are brought to a sense of what the law requires.

The notorious Ned Haggart, sentenced to fourteen years' for burglary, died on Thursday evening, it is said from injuries received from being chained to the walls of a stone cell in St. Vincent de Paul penitentiary.

THIRTY-FIRST ANNUAL STATEMENT OF THE

ÆTNA LIFE INSURANCE COMPANY,

OF HARTFORD, CONN.

ASSETS, January 1, 1880 at cost $24,499,327.91

RECEIPTS.

Premiums in 1880	$2,397,679 99	
Interest, and from other sources in 1880	1,586,683 06	3,984,363.05
		$28,483,690.96

DISBURSEMENTS.

Death Claims	$1,136,454 63	
Matured Endowments	771,468 05	
Div'ds to Policy-holders, and for Surr'd Policies	791,095 55	
Re-Insurance	9,656 93	
Commissions	222,831 29	
Agency Expenses, Med. Exam. & all other exp's	135,861 22	
Dividend on Stock, earned in Stock Dep't	15,000 00	
Taxes and Profit and Loss	116,263 21	3,256,630.68
Assets, December 31, 1880, at cost		$25,227,060.28

ASSETS.

Real Estate	603,062 42	
Cash on hand and in Banks	4,292,542 83	
U. S. Bonds	1,179,801 38	
Railroad and other Stocks and Bonds	724,407 63	
Bank Stocks	1,022,658 04	
State, County, City, and Town Bonds	5,318 807 07	
Mortgages sec'd by Real Est. val'd at $32,650,101	8,900,519 31	
Loans on Collaterals &c. (Market val., $406,910)	321,793 85	
Loans on existing Policies, val. over $6,750,000	9,852 281 65	
Due from Agents and others, less due them	1,246 10	
Assets, December 31, 1880, at cost		25,227,060.28
Interest due and accrued, Dec. 31, 1880	437,280 84	
Premiums in course of collection	605,538 31	
Quarterly and Semi-Annual Premiums	114,556 07	
Market value of Securities over cost	603,985 18	1,176,380.40
Gross Assets, January 1, 1881		$26,403,440.68

LIABILITIES.

Losses and claims accrued, but not yet due	$368,945 30	
Dividends to Policy-holders, not due	78,975 82	
Reserve for Re-Insurance on existing Policies	21,915,112 00	
Loading on Deferred and Unpaid Premiums	35,022 87	
Reserve for possible deprecat'n of Real Estate	75,000 00	
All other Liabilities	11,418 01	22,479,474.99
Surplus as regards Policy-holders:		
By Connecticut and Massachusetts Standard		$3,923,965.78
By Standard of N. Y., and Canada, exceeds		5,350,000.00

Western Canada Branch: Adelaide St. East, Toronto.

WILLIAM H. ORR, Manager.

OUR STOCK OF

BLUE AND BROWN DENIMS,

BROWN, DRAB,

BLUE & PLAID DUCKS,

Cottonades, Tickings, and Shirtings,

IS VERY LARGE & SPLENDID VALUE.

JOHN MACDONALD & CO.

BUTLER COAL.

BEST HARD COAL ALL SIZES

$8.00.

OFFICES:
" Dominion Bank Buildings, cor. King and Yonge streets.
" Corner Yonge and McGill streets.
" Corner Niagara and Douro streets.
" 33 Adelaide street east.
" Corner Esplanade and Princess streets.

All Our Offices are Connected with Central Telephone Exchange.

ELIAS ROGERS & CO.

MINERS AND SHIPPERS. WHOLESALERS AND RETAILERS.

J. F. McRAE,

MERCHANT TAILOR

286 YONGE STREET,

Opposite Wilton Avenue,

BEGS TO CALL ATTENTION TO HIS LARGE STOCK OF

ULSTER CLOTHS AND OVERCOATINGS.

Also his large assortment of

English, Irish and Scotch Suitings,

Which he is prepared to make up to order in first-class style and workmanship, at the lowest possible prices for cash.

FINE

INDIAN TEAS!

Wholesale to Families.

ALSO

FINE FLAVORED COFFEES.

CONSUMERS' TEA COMPANY,

39 Scott Street, cor. Colborne.

READY CLEANER.

THE DOMINION

FIRE AND MARINE INS. CO

CAPITAL, - - $1,000,000.

JOHN HARVEY, Esq., President.
JAMES SIMPSON, Esq., Vice-President.
P. R. DESPARD, Esq., Manager.

TORONTO BRANCH OFFICE,

No. 9 Toronto Street.

WM. FAHEY,

General Insurance and Financial Agent.

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.

Three regular editions of THE WORLD are published daily—at noon, at three and at five o'clock. 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.me	3mos	6mos	12mo
Daily	$0 50	$2 00	$5 00	$9 00	$17 00
Ev'y 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?
Advertise in the World for TEN CENTS.
Have you lost or found anything?
Advertise in the World for TEN CENTS.
Do you want to sell *anything?*
Advertise in the World for TEN CENTS.
Do you want to buy *anything?*
Advertise in the World for TEN CENTS.

Let Everybody Advertise in the World.

A CARD THIS SIZE — TWENTY WORDS — every day for a year, $46 50; every day for six months, $8.

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	$8 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 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	$60 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.