For three months. \$1 50 "
For six months. \$2 50 "
For one year. \$4 00 "
For six months. \$2 50 "
For one year. \$4 00 "
Business Cards, 20 words, \$3 a month; \$7 for three months; \$8 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 Left, 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.

IT IS PROBABLE that vice-president

building for Ontario to cost half a million come to the conclusion that "a rose by any cannot be deemed too much when compared other name would smell as sweet." In

THE NIAGARA FALLS park bill, (in con- in a name, especially in a syllabic sense, and nection with the Dominion of Canada) as even in those aboriginal titles for which presented again by Assemblyman Low to Mr. Dawson has such a liking. Many of the New York legislature, provides that the the lakes and rivers there have been almost ers shall examine the lands and as unfortunate in their christening as the locate the reservation, as in their opinion place in Maine where Artemus Ward found P may be proper, and cause a map to be made himself one morning. He asked a boy of the same and filed with the secretary of what it was called. The lad began to tell state and the clerk of Niagara county. They
must report to the next legislature. If the
for the end and went to a hotel for his legislature shall make the proper appropri- breakfast. When he got back the boy was ation and confirm the action of the commis- just finishing. sioners, well and good; but if not, the whole proceedings are void and of no effect. land struggling to incorporate into rhyme Five thousand dollars are appropriated towards defraying the expenses of the com- of lake Waskay-ow-wagow's "silver-sanded missioners. The bill names as new commissioners, Wm. A. Wheeler, David A. Mon- Pauk-a-thakus-kaw's crystal stream; yet roe of Syracuse, R. V. Pierce of Buffalo, Fred L. Olmstead of New York, and Augus Frank of Warsaw.

THE RETURN OF PROSPERITY.

Those guileless people who fancy that the weway, or Monsomshepinett? Such mongood times would never come back to Can- stroug things would frighten civilization ada but for the sweet influences of Sir Leonard Tilley's tariff may as well be let ever the abode of savages, evil spirits, and Leonard Tilley's tariff may as well be let alone. They have the N. P. on the brain, and it's worse than water. The World is and it's worse than water. The World is tinue as they are passengers on the not so old as the Belleville Intelligencer, Pacific railway about fifty years hence will and it don't profess to be so wise, but it knows something of the laws of trade and it "Fifteen minutes at Lobstick for refreshisn't mean about noting the return of pros-ments;" "Passengers for Nabikwang city perity. The World is not fettered by party take the forward car;" "Passengers for ties; it's mission is to give the news and tell Kaministiquia change cars at Linkoping," the truth not to strain itself with witless and so forth. attempts to make points for or against any policy. Good times and hard times are neither made nor unmade by tariff laws. Trade moves incycles, reviving for a period and in the Northwest, and wrong in supposing falling away for a period—and one good or that all the old names are models of beauty bad harvest has more influence over it than and appropriateness. As Mr. Mills pointed all the tariff systems in the world. But out, names of historic value cannot be suptariffs are not without their influence either, posed to belong entirely to the past, and and the freer they leave trade the freer it the principle of the survival of the fittest one kind of "common-sense tariff" operates. During the past year business has gone up with a bound such as has not been witnessed in any other country in Europe or America. On a vast mass of securities there has been an average rise of nearly twenty per cent., and it has been estimated that the increase over all the securities dealt in throughout the united kingdom sis as much as £600,000,000. Can Canada with her national policy show anything to approach this, even in degree a We say that it cannot, but we cheerfully admit that thought it was your brother, and now I see it is brighter and brisker, and no misuse by Mr. Bowell's organ of the facts we collect and publish will influence our course of our opinions in the slightest degree. Any fool can put two and two together, but every fool don't know two and two.

Take care of the rest.

"Gilhooley (who meets a gentleman in Liverpool whom he thinks he knows)—"Be Jahers, sorr, I beg your pardon; but at first I really thought it was your, then I it's nayther of yez."

"My case is just here," said a citizen to alwayer, the other day; "the plaintiff will swear that I hit him. I will swear that I hit him. I will swear that I did not. Now, what can you law yers make out of that, if we go to trial?" trive dollars apiece!" was the prompt fool don't know two and two.

"Gilhooley (who meets a gentleman in Liverpool whom he thinks he knows)—"Be James the company should be in a position to make a return to the shareholders that the Company should be in a position to make a return to the shareholders that the thought it was you, then I it's nayther of yez."

"My case is just here," said a citizen to alwayer, the plaintiff will swear that I hit him. I will swear that I did not. Now, what can you law yers make out of that, if we go to trial?" they dollars apiece!" was the prompt fool don't know two and two together, but every feel defended to weaken the protection of property was a profitable object.

He had been anxious during the previous the the Company should be in a position to make a return to the shareholders that the Company should be in a position to make a return to the shareholders as well as himself personally to judge as to where any economy could be introduced.

He thought it was more in the "making" that money ould be introduced.

With these few that the increase over all the securities dealt take care of the rest.

THE UNION FIRE INSURANCE COMPANY. The annual report of this company, published in another column, will be a source of satisfaction to share and policy holders alike. The directors have declared a dividend of six per cent., thinking it wiser to strengthen the financial position of the company than to make a reputation for large the 9th instant, at the Company's office, 28 dividends. The prospects of the company are so far encouraging that it has been decided to call in twenty per cent. more of the capital stock, and thus be enabled to extend the business as opportunity offers. The working expenses appear to be small, and meeting, were laid on the table. this is always a good sign in such a corporation. The increase in the annual income on the previous year was over twenty thou-

LANDLORDISM IN AMERICA.. Some day in the future Canada and the United States will have a land question of T. McCord, Jr.

Arthur's nativity will be questioned officially, seeing that the assertion is openly made that he is a Canadian by birth. Why don't Chester get out his baptismal certificate and ond the fuss?

No doubt the government will now require the offices of minister of public works—the necessity for minister of public works—the neces minister of public works—the necessity for the former as a separate office having been the former as a separate office having been and 1820 the Duchess of Sutherland evicted paid for rebates and cancellations.

The amount paid for losses was \$21,36 the former as a separate office having been removed by the transfer of the Pacific rail. way to the syndicate—and save \$7,000 a year to the country. They certainly ought to, at any rate.

And what has been done in Scotland will some day be done in Canada and the United the Canada temperance act is peculiar, in that while it insists that a majority of all the voters whose names are registered on the voters' list shall be necessary to bring the

Imagine the future bard of the great lone

(Signed)
A. T. McCord,
Manager.

J. C. AIKINS,
President. with the extravagance of New York state. studying a map of the Northwest, we REVENUE ACCOUNT FOR THE YEAR ENDING SIST DE uld find that there is often a good deal eneral expenses account andry accounts written of ommission paid agents

> 15,264 74 62,2(8 7) 877,478 45 STATEMENT OF ASSETS AND LIABILITIES.

barbarian would be bold enough to settle in a region where he would encounter such Preliminary expenses after writing off 20 per cent.
Federal Bank special account.
Accounts due this Company
London and Ontario Investment Stock jawbreakers as Jimmiskummay, Catscoag-2,480 00 4,655 35 1,968 62 1,000 00 6,849 50 846,396 2 \$1,364 42 4,018 00 15,473 00

by your Board, having examined the books and accounts of the Union Fire Insurance The truth is, Mr. Dawson was both right and wrong; right in complaining of the ugliness and absurdity of some of the names JAMES LOBB,

In recommending the adoption of the report the President said that it gave him pleasure to lay before the sha satisfactory a statement of the year's business. It certainly presented the affairs of Company in a much more favorable may be left to operate in the Northwest.

In many cases unsuitable names will be changed by the people themselves; in other changed by the people themselves; in other changed by the people themselves; in other cases, as experience has shown, ugly names will stick. Let the government see that whatever names it is responsible for be not whatever names it is responsible for being the name of the name absurd or outlandish, and the future will times; perhaps it may be said the cause may

THE UNION FIRE INSUR-ANCE COMPANY.

ANNUAL MEETING.

The annual meeting of the Union Fire In surance Company was held on Wednesday, and 30 Toronto street, Toronto. A large number of the stockholders were present.

The annual report of the Directors for 1880, together with the remarks of the President, Hon. J. C. Aikins, at a preliminary

The president having expressed his in ability to be present, owing to the pressure of Ministerial duties at Ottawa, the chair was taken by the second Vice-President, Mr. W. E. Cornell.

On motion of the Chairman, the report for 1880 was read by the Secretary, Mr. A.

691 68 842 18 23,449 82 877,478 45

shore,"er uttering an ecstatic apostrophe to the country possesses scores of equally musical names. What man short of a

> We, the undersigned Auditors appointed your Roard, having examined the books Company, and compared the vouchers the rewith, do certify the same to be correct. WM. BADENACH, Auditors.

NOTHING LIKE BEING SURE.

No one need lose by the failure of a life insurance company, if he has been areful to avoid those which have "youth and inexperience," and heavy management expenses to weigh them down. No company has ever yet failed, it is ever likely to, which possesses the qualities of ACE AND EXPERIENCE—Not less than 20 years.

BREADTE OF BASE—Not less than 20,000 members.

PRODUCTIVE INVESTMENTS—Valding not less than 5 per cent per annum. DUCTIVE INVESTMENTS—Yielding not less than 6 per cent per annum.

NOMY IN MANAGEMENT—Not spending over TEN per cent of its income in

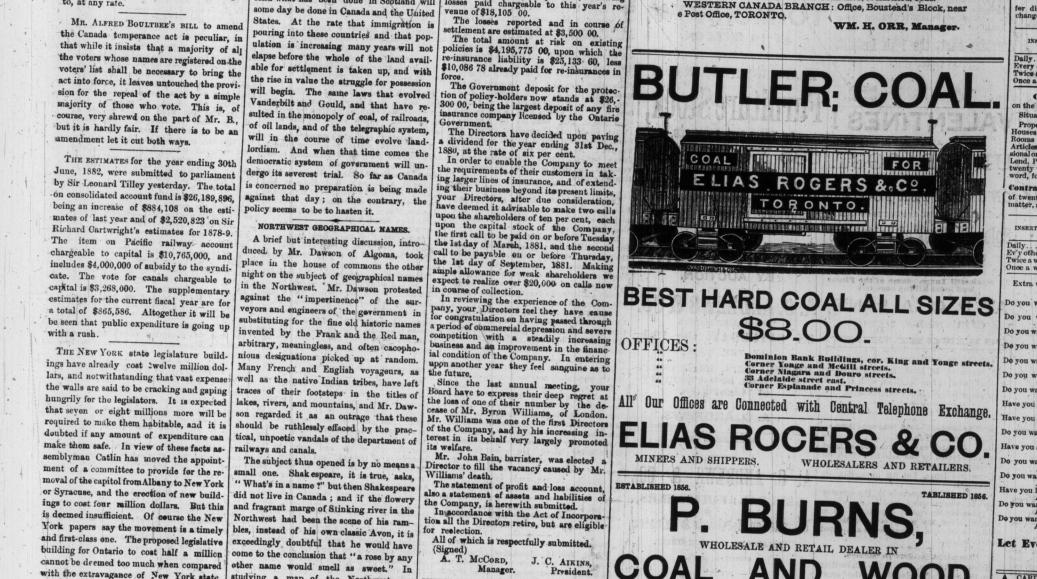
TEE ATNA LIFE nore than meets all these conditions. It has the benefit of an experience bove therty years. It has over 56,000 members. It receives about 7 per cent neterest on its investments. And its expenses are less than 8 per cent of its income. interest on its investments. And its expenses are less than 8 per cent of its income.

The BRITISH BOARD OF TRADE, after a careful investigation of the subject, has laid down the following rule:—"The public cannot be misled if when seeking an office in which to effect an insurance, they select one which transacts its business at a small per centage of working "cost."

The following table shews the average "Working Cost" at which the different companies now doing life business in Canada are conducted:

OUT OF EACH \$100 RECEIVED 

WESTERN CANADA BRANCH: Office, Boustead's Block, near e Post Office, TORONTO.



P. BURNS,
WHOLESALE AND RETAIL DEALER IN

AND WOOD.

PRESENT RETAIL PRICES:

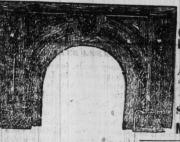
OFFICES Corner Bathurst and Front streets, Yonge street Wharf, and 51 K

TELEPHONE COMMUNICATION BETWEEN ALL OFFICES.



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 lowestpossible prices for cash.



JOSEPH C. CIBSON, STEAM MARBLE WORKS MANUFACTURER AND DEALER IN

American and Italian Marble Monuments, Headstones, Mantles, Counter and Table Tops, etc. cotch Granite Supplied to Order.

MARBLEIZED MANTLES A SPECIALTY Cor. Parliament & Winchester Sts. & Yonge St., near Mt. Pleasant Cemeters TORONTO.

to commercial depression the number of fires recorded was greater than at other times; perhaps it may be said the cause may be assigned to the greater exercise of care by the assured when the protection of property was a profitable object.

He had been anxious during the previous year that the Company should be in a position to make a return to the shareholders and the procession of the money invested, but notwithstanding he did not feel inclined to endorse any move that would tend to weaken the Company's position, so far as it was financially.

He thought it was more in the 'feaving.'

At a subsequent meeting payment of the dividend now declared.

His experience had been that the success of a company depended very largely upon the principles of economy of its management, and he found on going over the figures that the exertions of the directors in this respect had met with good results, and that it had been the object of the directors.

He thought it was more in the 'feaving.'

At a subsequent meeting payment of the report by the shareholders.

The report having been unanimously adopted, and the usual complimentary votes of a company depended very largely upon the principles of economy of its management, and the principles of economy of the directors in the principles of economy of the directors in the principles of economy of its management, and the principles of economy of the report by the shareholders.

The report having been unanimously adopted, and the usual complimentary votes of a company depended very largely upon the principles of economy of its management, and the pr

CHEAP ADVERTISING. THE

KA

on as fas side, and to the dhis lips ask you stood st my brea you sho "And "I—] There through heart, sat "My "Yes," good as inflection of I don't Mrs. S gasp, an in her es then is i But th and, look through and untre "Why Walter H

"Then I will wir and she be so glad pleasant t "Yes, "And i and obscu took adva very youn, "No, m "When for a home tenderly w the best, a sent." "No, m She sat i her pretty shoulders, usual, but "honest" them, whic adversary, prepared to daversary, prepared to go, negligen her innocen could I ever could I ever could I ever reparation c Katie can

afterwards with bedroom door a scared and

mistress.
"I beg you but I thought Mr. Heathcot

a note, and I nowheres."
"Never mis It was fros just six lines.
"KATIE DI

afternoon at 3

Just the ri longed for day without a must heightened col-ing off a messe wood's reply.

After that th

After that the hall and the questions was cont. Witherby sent about Miss Shevening, and the formal note of i "Sir Ralph Fresent their ca Shewood, and company at din [three weeks la Katie knew helped to write notes; and, al parties—or rath had no experients would because ler is one so product of sik and lace, skings, New Ye the room looke

the room look and distingui mournful resig wrote her form

"Mrs. and cannot accep

inst."
The same

note from cour delight at the p of plans for Sherwood notes

Sherwood note on twent the ho whom Katie, v covered. "She i visit to whom I the dearest deli dispel the lang ed herself, from in the afternood done, she carrie to the very to overlooked Encould not he Embley. Hall

Embley Hall origin of so n although, wh wistful gaze lin windows ablaz she hurried h

Toronto World.

The great success THE WORLD has achieved as sures its position as one of the permanent institutions of Toronto. It is now read extensively, not only intronto 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 cisculation 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 we 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 Commercial 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.

Special notices twenty-five per cent. advance on Condensed advertisements on the first page, HALF A CENT per word, each insertion CONTRACT RATES

er display advertisements, per line, subject t 1 mo. 3 mos. 6 mos. 12 mos \$0 75 | \$1 50 | \$2 50 | \$4 00 1 00 | 1 50 | 2 50 75 | 1 25 | 2 50 50 | 75 | 1 25 | 2 00 1 25 | 2 00 1 25 | 2 00

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.

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

INSERTIONS. | 1w'k. | 1.mo | 3mos | 6mos | 12mo | \$0 50 | \$2 00 | \$5 00 | \$9.00 | \$17 00 | 1 25 | 3 00 | 5 50 | 10 00 | 2 25 | 4 00 | 7 00 | 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?
Do you want a situation?
Advertise in the World, FREE.
Do you want a situation?
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 an 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 send or borrow mone;
Advertise in the World for TEN CENTS.
Do you want to send or borrow mone;
Advertise in the World for TEN CENTS.
Have you lost or found anything?
Advertise in the World for TEN CENTS.
Have you lost or found anything?
Advertise in the World for TEN CENTS.

Let Everybody Advertise in the World.

A CARD THIS SIZE - TWENTY WORDS This is equal to a little over FIVE CENTS for

A CARD THIS SIZE—FIVE LINES:

This is equal to a little over SIX CENTS for each

THIS SIZE, TEN LINES :-1 mo. 3 mos. 6 mos. 12 mos

87 50 815 00 825 00 \$40 00 5 00 10 00 15 00 25 00 3 75 7 50 12 50 20 00 5 00 7 50 12 50

CARD THIS SIZE, TWENTY LINES :-1 mo, 3 mos. 7 mos. 12 mos

This is equal to a little over TWENTY-FIVE

A CARD THIS SIZE, THIRTY LINES:-

1 mo. 3 mos. 6 mos. 12 mo 822 50 845 00 875 00 8120 00 15 00 30 00 45 00 75 00 11 25 22 50 37 50 60 00 15 00 22 50 8750

This is equal to less than FORTY CENTS for each It will pay you to Advertise

THE WORLD. TORONTO

4 LLI M. d S 0 61 -7