

TO
FARMERS

AND
TEMPERANCE MEN.

The **TORONTO**



EVENING JOURNAL.

A Daily Newspaper,

Devoted to Canadian Literature, News, Politics, and Commerce.

THE undersigned feels grateful to the kind friends who have continued to patronize his paper since it started in 1861, and is now pleased in being able to state that the efforts he has put forth during the past four years to establish a third DAILY PAPER in Toronto has been crowned with success.

In future the *Evening Journal* will—as it has done in the past—discuss in an impartial manner the various questions that arise. It is intended, in addition to its business adaptation, to give a literary character that will make it a welcome visitor in the family as well as the business circle. The mixed business and political character of the city press has almost banished it from the fireside. This being it, therefore, an almost unadapated force, and the *Journal* has already, to a considerable extent, succeeded in an occupation of it. It is necessary that the proprietor have the hearty and earnest co-operation of his fellow-citizens. The patronage of the Press is rightly regarded everywhere as the true index of the enterprise, intelligence and business of every community where newspapers are established. It is the part of true wisdom for a city to encourage all such enterprises as are calculated to sustain a finance or promote its welfare, its commerce, its intelligence, or its honour. Let no man think that by letting the public take care of itself he is not neglecting his own interests and his highest duty. The sacrifice on the part of friends and the public at large will not be great in order to triumphantly sustain the *Evening Journal*. Its course will continue to be independent in everything; but it will not pledge itself to neutrality in anything. It is its province and duty of an independent journal fearlessly and boldly to denounce the RIGHT AND REBUKE THE WRONG at all times. The equality of men with men, in regard to his rights and privileges will be maintained,—and the leaving of all offices of trust open to all, will be advocated by the *Evening Journal*. This Province, owing its settlement and prosperity to members of various Christian denominations, and all those yielding their hearty support to the Crown, the equality of their claims to all the immunities of the State is undeniable. The full development of the resources of Canada, by urging forward useful, internal improvements, and removing every hindrance to the extension of her commerce will be sedulously aimed at.

The system and way in which the *Evening Journal* has been circulated, together with the great advantages afforded to the business community by means of the Special Editions that have frequently been issued, have obtained for the paper

a reputation as being an excellent advertising medium.

The fourth Volume of the *Evening Journal* has just appeared, and no estimate has been spared or time lost in providing ways and means to place the paper in the position that the Proprietor has been anxious to have it occupy.

TERMS:—In order to promote the interests of advertisers, and to afford a large daily paper to the labouring classes, the Proprietor has reduced the price of the *Evening Journal* to ONE CENT per copy—Six Cents a week; or Four Dollars per annum mailed, or delivered by Carriers in any part of the City.

ADVERTISING RATES:—Yearly Advertisements charged according to the space required. Business and Professional Cards (without changes), will be inserted at Two Dollars per line by the year, when they contain six lines or less.

Short Notices: Births, Deaths, Marriages, Houses to Let, Properties for Sale, Meetings, etc. of five lines or less, will be inserted for 12½ cents the first insertion, and five cents for each subsequent insertion.

All advertisements (with the exceptions enumerated) to be inserted for a short time, will be charged at the rate of Three Cents per line first insertion, and One Cent per line for every additional insertion.

Special editions of the *Evening Journal* are occasionally brought out (in addition to our regular issues), for Merchants and others; and two, three and five thousand copies are printed at a time, and are white and forwarded to country merchants, farmers, &c. in the counties of York, Ontario and Peel. Regular advertisers participate in the advantages of all the Special Editions of the paper without any extra charge; also, all advertisements ordered for the *Daily Journal* will appear constantly in the weekly *Journal*.

A. H. ST. GERMAIN,

Editor and Proprietor.

2,000

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Also, a room in the basement, capable of holding about sixty, suitable for a Lodge Room, or other meetings. Rent \$2.00 per quarter, including light, fire, and attendance. Apply to

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The large circulation which *The Visitor* now enjoys (over 700 in the city alone) makes it a splendid local advertising medium.

RATES OF ADVERTISING.—First insertion, per line of Newspaper, 3 cents; each subsequent insertion, per line, 1 cent.

☞ Please make a note of this, and forward your announcements.

P. H. STEWART,

Publisher and Proprietor,
81 Yonge Street, Toronto.

Box 500 P. O.

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Wishes the public to know that their

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AND

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ARE THE BEST HALL AND PARLOR STOVES IN CANADA. They require lighting only once in the winter; they burn less fuel than any stove in the market.

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