

CHEAP ADVERTISING

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THE WORLD,
The Only ONE CENT Morning
Paper in Canada.

THE TORONTO WORLD,

Although only recently established as a morning paper, it is already read widely, not only in Toronto but in every town and village, any importance in Ontario; as well as in any places in Quebec and Manitoba, and

everything by more than
 hundred daily. The afternoon edition
 continues to grow in favor throughout
 the city and suburbs and to command an
 increasingly numerous circle of readers. The
 paper is a most interesting circulation of
 THE WORLD of the day, and its respon-
 sible rates on the other, must com-
 mand it to all classes of advertisers as a
 desirable medium of communicating
 with the public.
 THE WORLD is published every morn-
 ing at five o'clock. Extra editions are al-
 so published whenever there is news of in-
 terest to the public. Advertisements in
 all advertisements are measured as solid
 space, twelve lines to an inch.
ORDINARY RATES
 are as follows:
 For advertisements of whatever nature, FIVE
 cents per line for each insertion. For ad-
 vertisements of meetings and financial state-
 ments, and for notices of public sale, by
 express, railway, insurance and monetary com-

[illegible]

...ances, Articles Lost or Found, Pro-
 prietary Business, Cash Business, Motor
 Personal, and Miscellaneous. TEN CENTS
 per word, and one-half a cent for each addi-
 tional word, for each insertion.

Specials for Consented Advertisements
 For all other words and subjects to change o-
 ther, are made at the following rates:

Words or phrases	1 wk	1 mo	3 mos	6 mos	12 mos
per day	\$0 50	\$2 00	\$5 00	\$9 00	\$17 00
per day	1 25	3 00	8 00	15 00	10 00
per week	2 25	4 00	10 00	17 00	7 00
per week	1	2 50	6	10	4

For all other words and subjects to change o-
 ther, are made at the following rates:

want a situation ?
 Advertise in the World FREE.
 want mechanics ?
 Advertise in the World for TEN CENTS.
 want a clerk ?
 Advertise in the World for TEN CENTS.
 want a servant ?
 Advertise in the World for TEN CENTS.
 want help of any kind ?
 Advertise in the World for TEN CENTS.
 want a partner ?
 Advertise in the World for TEN CENTS.

Advertise in the World for TEN CENTS
 Advertise in the World for TEN CENTS.
 furnished rooms to let?
 Advertise in the World for TEN CENTS.
 a house or store to let?
 Advertise in the World for TEN CENTS.
 want to rent?
 Advertise in the World for TEN CENTS.
 any property for sale?
 Advertise in the World for TEN CENTS.
 to debt or borrow money?
 Advertise in the World for TEN CENTS.
 to sell or buy a business?
 Advertise in the World for TEN CENTS.
 lost or found?
 Advertise in the World for TEN CENTS.
 to sell anything?
 Advertise in the World for TEN CENTS.
 anybody Advertise in the
World.
 TO THIS SIZE - TWENTY WORDS-
 day for a year; \$16.00; every day for
 .80

equal to a little over FIVE CENTS ^{per} c.

THIS SIZE—FIVE LINES.—

	1 MO.	3 MOS.	6 MOS.	12 MOS.
day..	\$5 00	\$10 00	\$15 00	\$25 00
day..	2 00	5 25	10 00	15 00
day..	5 25	5 00	7 50	12

equal to about EIGHT CENTS for each

THIS SIZE—TEN LINES.—

	1 MO.	3 MOS.	6 MOS.	12 MOS.
day..	\$10 00	\$20 00	\$30 00	\$50 00
day..	4 00	10 00	15 00	25 00
day..	10 00	10 00	15 00	25 00

.....	\$10 00	\$20 00	\$30 00	
.....	4 00	12 50	30 00	30
.....	4 50	10 00	15 00	25
.....		7 50	10 00	20

to about SIXTEEN CENTS for each

THIS SIZE—TWENTY CENTS:—

	1 MO.	3 MOS.	6 MOS.	12 MOS
.....	\$20 00	\$40 00	\$60 00	\$100 00
.....	12 00	25 00	40 00	50 00
.....	9 00	20 00	30 00	40 00
.....		15 00	20 00	30 00

to about THIRTY-TWO CENTS to

	1 MO.	3 MOS.	6 MOS.	1 YR.
... \$30 00	\$60 00	\$90 00	\$120 00	\$150 00
... 18 00	32 50	50 00	65 00	80 00
... 60	32 50	45 00	55 00	65 00
... 15 00	25 00	35 00	45 00	55 00

about [FORTY-EIGHT CENTS]

E WORLD
TORONTO.