

CHEAP ADVERTISING.

Toronto World.

The great success of the permanent has achieved as a position across the peninsula of Toronto.

ORDINARY RATES.

For annual advertisements, FIVE CENTS per line, each insertion.

CONTRACT RATES.

For display advertisements, per line, subject to change of matter, as follows:

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

CONDENSED ADVERTISEMENTS.

On the first page are charged at the following rates: Situations Wanted and Help Wanted, FREE.

CONDENSED ADVERTISEMENTS.

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

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

Let Everybody Advertise in the World.

A CARD THIS SIZE—TWENTY WORDS—every day for a year, \$10.00, every copy for six months, \$6.00.

A CARD THIS SIZE—FIVE LINES.

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

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

A CARD THIS SIZE—TEN LINES.

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

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

A CARD THIS SIZE—TWENTY LINES.

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

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

A CARD THIS SIZE—THIRTY LINES.

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

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

It will pay you to Advertise in the WORLD.

Address all Communications to THE WORLD, TORONTO.

BY THE RULE OF CONTRARY.

"Must go to London to-morrow morning, Warrington! What do you mean? Why have you settled to go to London? You know the phossage are running about like bees, and I have got a first-rate party together; and here you go and desert at the last minute! What is the matter?"

"Some important business, I am very sorry, Graham, but I have no alternative."

"But I do happen to have a relative in the world, Graham; and it is to see her at the bottom of it," returned Mr. Graham, crossly.

"You mean to say that you are going to be such an idiot as to give up two or three thousand a year, Warrington? What in the name of fortune is the connection?"

"That I should marry my cousin Gertrude Warrington," replied John Warrington, much in the same tone he would have used if he had said, "That I should allow a dose of prussic acid."

"Why, you don't mean to tell me you are going to be such an idiot as to give up two or three thousand a year, Warrington? What in the name of fortune is the connection?"

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lives and points. Gertrude glanced out of the window, and had the satisfaction of catching a last glimpse of Miss Hornby, still smiling faintly along the train, and still waving the brown bonnet-bow.

"Without vouchsafing another word to her, Gertrude, taking the old lady's hand and pressing it against her soft cheek."

"Oh, Annie, don't say such dreadful things!" interrupted Gertrude, taking the old lady's hand and pressing it against her soft cheek.

"I may be a mistake, Annie—I may be wrong, but I do not care. I am perfectly angelic, or a pinnacle of virtue and goodness," broke in Gertrude, rebelliously.

"I tell you, Gertrude, the man did not put the little brown leather box in the bag. I tell you, Gertrude, the man did not put the little brown leather box in the bag."

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BANKING INSURANCE ETC.

FIRE INSURANCE COMPY. It is deservedly Popular for its LOW RATES, PROMPT SETTLEMENTS and Liberal Treatment of its Patrons.

Toront World. A Live 1-Cent Evening Newspaper. Written for the People and in the People's Interest.

THE SUN FOR. Everybody reads THE SUN. In the edition of this newspaper throughout the year to come every-where.

THE WORLD CONTAINS: The Latest Telegraphic Dispatches. The Day's Doings in the City. Legal Intelligence.

ADVERTISERS Will find in THE WORLD A Valuable Medium for Reaching a Large and Desirable Class of Customers.

OUR RATES ARE EXCEEDINGLY LOW! And Now is the Time to Make Contracts.

NEW TYPE, FAST PRESS, GOOD WORKMANSHIP. OUR NEW OFFICE is located at No. 4 KING STREET EAST where all orders may be left.

Buy The World from the Newsboys and at the Bookstores. Country News-men, send in your orders, and they will be promptly filled.

GOAL, WOOD AND COKE.

Leave your orders for COAL, WOOD and COKE to THE YORKVILLE COAL, WOOD, CHARCOAL and GENERAL EXPRESS OFFICE, and obtain what you pay for in weight and substance.

JAMES NOBLE, MERCHANT TAILOR, No. 100 Yonge Street.

CINGALESE HAIR RENEWER. IT WITHOUT HOUSE THE BEST PREPARATION FOR THE HAIR that has been presented to the public, for restoring it to its natural color, and leaving it soft and glossy.

ESTABLISHED 1856. Ontario Steam Dye Works and Clothes Cleaning Establishment, 254 YONGE STREET, OPPPOSITE GOALS, TORONTO.

GROMPTON CORSET COMPANY. Manufacturers of Superior CORSETS. 43 YORK ST. TORONTO.

GO TO NOLAN'S, 69 Queen St. West, FOR CHEAP BEDROOM SETS AND ALL SORTS OF Household Furniture! Also—Cheap Cook Stoves.

MR. C. M. WINTERCORBYN. DESIGNS to return his many friends, and all citizens of the city, for the support they have given him during the last three years, and to express his sincere thanks to those who have not forgotten him during the last three years, and to express his sincere thanks to those who have not forgotten him during the last three years.

EVERY ONE WISHING TO ECONOMIZE SHOULD BUY ALL RAIL COAL! It is More Lasting and Superior to all others. BY PURCHASING FROM GEO. F. BOSTWICK, 22 ADELAIDE STREET EAST, You will get it Fresh, Dry & Clean.

THE WORLD.

THE WORLD. A Live 1-Cent Evening Newspaper. Written for the People and in the People's Interest.

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THE WORLD, TORONTO, ONT.

The Toronto World

In our sale and may every day be obtained at the following rates:

Table with 4 columns: Insertions, 1 mo., 3 mos., 6 mos., 12 mos.

13 CENTS, 4-POUND LOAF, FAMILY BREAD, EXTRA QUALITY, DELIVERED DAILY.

MIRROR AND Picture Frames OF EVERY DESCRIPTION, MADE TO ORDER.

COOK & BUNKER'S 36 King Street West. Toronto Steam Laundry, 54 and 56 Wellington St.

IMPROVED HOWE SCALERS!

Geo. F. Haworth, Agent, 65 Yonge street, Toronto.

J. Dixon, THE PHOTOGRAPHER! CHEAPEST IN THE CITY. 201 to 203 YONGE STREET.

GENERAL HAT JOBBING. Steam Hat made into Fashionable Hats.

WOOD, HORN, AND IVORY, BILLIARD BALLS. Turned and colored a specialty.

Collars and Cuffs 20c. PER DOZEN. THE WORLD, TORONTO, ONT.

Vertical text on the left margin: FUJII MICRO SAFETY.