Toronto World. The great success THE WORLD has achieved a The great success THE WORLD has achieved as sure its position as one of the permanent institutions of Toroito. It is now read extensively, not only in ferroito and its suburbs, but in most of the towns underlines within a radius of one hundred miles on the lines of the Grand Trunk (east and west), the creat Western, the Northern, the Creatit Valley, the foroito and Nipissing, and the Toroito, Grey and Bruce railways. The large and rapidly increasing itentiation of THE WORLD on the one hand, and its reasonable rates on the other, must commend it of all classes of advertisers as: a most desirable melium of communicating with the public. Three regular editions of THE WORLD are published daily—at noon, at three and affive o'clock. Attra editions are also published whenever there is new of sufficient moment to demand them. Adertseements are inserted in all editions at the price of a single insertion.

ORDINARY RATES Commercial advertisements, FIVE CENTS Advertisements other than commercial, viz., legal, election, financial, and amusement, TEN CENTS per monparell line, each insertion.

Reports of meetings and financial statements of banks, railway, insurance and monetary companies, TEN CENS per line nonparell. Paragraphs among news items, double the ordin Special notices twenty-five per cent, advance of Condensed advertisements on the first page, HALE A CENT per word, each insertien.

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A CARD THIS SIZE - TWENTY WORDS-every day for a year, \$16 50; every day for ix months, \$9. This is equal to a little over FIVE CENTS or

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 83 75
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 5 00
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 Twice a week
 1 75
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CARD THIS SIZE THIRTY LINES.

This is equal to less than FORTY CENTS for each

It will pay you to Adventise n THE WORLD.

ddress all Communications to THE WORLD, A Character Sketch

he mule seemed pensive, even sad, As if by conscience pricked; u' when they came to share his wees, He raised objections—kicked. he cat came up to sympathize
With mey and gentle purry
slas! she got within his reach
When—fiddlestrings and fur. The dog, in pity, neared him to Alleviate his care; He tried to pass around him once, But—sausage meat and hair.

And John, the honest farmer boy Who had the beast in charge, Tried recklessly to harness him— His funeral was large. Oh, triffing were the causes which His flexile legs unfurled; And many were the quadrapeds That sought another world.

e never did a decent thing;

He wasn't worth a ducat; le kicked and kicked until he died And then he kicked the bucket. PERCY'S MISTAKE OR, LOVE WINS.

CHAPTER I. THE "CONNUBIAL SQUIB." One thousand four hundred and fiftythree Dora, an orphan, with £18,000. rishes to correspond with a generous and hoble-hearted man with view to marriage. She is twenty, considered a beauty, good figure, loving disposition.-Address with

"One thousand four hundred and fifty four. A gentleman, thirty-five, ciril engineer, meving in good society, wishes to meef an secomplished and intellectual worthin, possessing a small fortune, with Advertiser is good. Beauty no attraction. Advertiser is good. Beauty no attraction. Advertiser is good. Beauty archied has a refined to asked. Advertiser is good. The archied particular and the second and the sec editor."

"One thousand four hundred and fifty-four. A gentleman, thirty-five, civil engineer, moving in good society, wishes to meet an accomplished and intellectual woman, possessing a small fortune, with view to marriage. Beauty no attraction. Advertiser is well-born, distingue in appearance, athletic, fine height, sweet-tempered, unless rashly aroused, has artistic tastes, and would make an excellent husband."

"Ha, ha, and is an insufferable prig," concluded Percy Thurnam, tossing away in disgust the paper from which he had been reading. "Can a man be such a fool as to write in carnest such twaddle about himself as that?" he added indignantly to his audience, who had been listening delightedly.

"No!"
"Yes they do."
"Well, the old man can't feel greatly

you say?"

"Suppose you answer one; very good."
"Of course, suppose I do, yes; you are such a cautious specimen of humanity. I will, though, just for the fun of it."
"Suppose you do nothing of the sort, and don't get hauled into court for breach of promise, as you assuredly would be," said the far-seeing Durnford. Suppose you put in an advertisement yourself and go on the safe tack."

"Where I always should be if I fallow on," laughed Percy. "We have taken a suppose you put in an advertisement yourself and go on the safe tack."

"Where I always should be if I fallow on," laughed Percy. "We in a suppose you put in an advertisement yourself and go on the safe tack."

ou," laughed Percy. "Well, I'll put one myself then. After all it will be a better oke than answering one. By Jove, yes,'ne added, suddenly delighted with the idea he added, suddenly delighted with the idea,
"hand the pen and ink across; it shall be a
nice unassuming affair, I promise you."
The two conspirators drew up chairs to
the table, and settled down to compose the
alluring advertisement in a state of consider-

able excitement.

"How shall I begin?" remarked Percy, pausing with the feather of his quill in his mouth. "Shall I follow the example of this cad, and begin 'A gentleman? —or no, shall I say 'An officer?"

Percy Thurnam held a good appointment in the Foreign office.

His mother was a widow, and as he had inherited a fair allowance on his father's inherited a fair allowance on his father's death, he was in a more enviable position

death, he was in a more enviable position regarding money matters than many young men of his age.

He was not a conquering Paris or a gay Lothario, neither "distractingly handsome," nor plain and priggish.

He was a good-looking, frank, manly specimen of a young Englishman, gentleman, and athlete, and a general favorite wherever he went, as such young Englishmen 'officer' will draw well-fire "An officer, young, well-born, and-

Percy glanced furtively at the mirror opposite—
"Handsome, possessing £15,000—"
"Hôld hard," interrupted Durnford, laughing; "you are not going to put in such a cram as that, are you?"
"None of your chaff," returned Percy, good-humoredly; "you know that you and were called Beauty and the Beast at

Magdalen."
"Heavens!" ejaculated Durnford to the terrier, who barked again immediately; "is it possible that he has been in ignorance until this moment, as to who the beast until this moment, as to who the beast really was?"

"Shut up. How does this read?" said Percy, who had been writing furiously. "An officer, young, well-born, and handsome, bossessing £15,000 a year besides his pay, wishes to correspond with a lady, with view to marriage. He is brave and chivalrous, honourable and warm-hearted and would make a noble and devoted husband; he does not smoke, does not use bad language, sever held a card in his life, shuns a race-course as he would the plague, is fond of home, and would sperfice his all, even his life, for the sake of the woman who would place her happiness in his hands. There, if that is not sounding the loud timbrel. I don't know what is."

"But you haven't said a word about what sort of girl you want," observed Durnford, casting his eye critically over the production.

mind what sort of girl she is, povided I get an answer."
"Nonsense, you might meet your ideal,
who knows; I should advertise for an ideal, you? An officer et cetera, wishes to meet with a lady answering to the lines
'A noble woman, nobly planned
To aid, to comford, to command,'
Or, a lady answering to Tennyson's descrip-

And the two young men took their hass and went out. and went out.

It must be confessed that as much as he ridicaled the idea, Percy waited in some degree of impatience for an answer to his advertisement, but one, two, three, four days passed without his receiving any answer.

"I didn't make it half strong enough," he observed ruefully to Archie Durnford on the fifth day. the fifth day.
On the sixth day however, a solitary an

up half amused, half annoyed. Percy drew himself up with calm satisfaction to his height of six feet and laid his hand on Durnford's shoulder. "Come

AUCTION SALE PRIVATE RESIDENCE The undersigned will sell by Auction at the Mart

ON SATURDAY, FEB. 26th, That BRICK RESIDENCE, No. 300 King AT Terms to suit purchaser. Sale at 12 o'cloc F. W. COATE & CO., Auctioneers.

A NEW DEPARTURE. Having resolved to give up the Credit System our business, and being assured the public will be better satisfied

CASH SYSTEM

BLACK TEAS - - 40c per lb. GREEN TEAS - - 40c per lb. .These goods are all sweet and fresh Starch at 5c per lb. All other articles at propor tionately low figures. Note. - We keep no rubbish-all our stock is fresh

FISH! FISH!! Sea Salmon fresh from the Ocean. Brook Trout and Fresh Lake Herring.

Cor. Yonge and Shuter sts. thoughtfully.
"I don't know that I have an ideal, but READY CLEANER.
if I must say something, will this please THE QUEEN'S HOTEL

To aid, to comtont, to command;
Or, a lady answering to Tennyson's description of Eleanore?"

"The first is the one to get the answer," observed Durnford "Every woman thinks she is born to command; but let us read it it income more," said Durnford, taking up the advertisement and chuckling with delight, as he conned it over. "Brave and chivalrous, warm-hearted, does not smoke. I say, my friend, what a falling off will there be when your fifteen pipes and ten cigar-cases are discovered."

"Don't make me worse than I am; I didn't buy them. A fellow cannot help having presents made to him;" returned Percy, lighting a cigar as he spoke. "Now, what is the time? Are you coming to post this? We had better see the last of it."

"Five o'clock," returned Durnford; 'just the time to, drop in at, the Wintons' and have a mild refreshing. I go to the post with you."

"All right."

wer appeared; a pink envelope, angular handwriting in violet ink.

"Horrid!" was Percy's comment, as he broke the seal.

The letter was written with a distressing

W. ADAMSON & CO.

OTWELL'S celebrated Pickles in bulk, equal ROSS & BLACKWELL. One trial will convin JOHN MOBRIDE

of the CABR HOWELL HOTEL, ulthough small, is able to attend to the wants his many patrons, who can always depend upon his celebrated WINES, LIQUORS and CKOARS, the latter article being manufactured by the celebrated "Cable" and "High Life" manufacturers. **Worl**ds wanted



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BROCKTON CLUB HOUS

THE COMMERCIAL HOTEL, 56 JARVIS street, has been thoroughly refitted throughout making it one of the best hotels in the city.

61 King Street East, OPPOSITE TORONTO ST.

ST. CHARLES RESTAURANT 70 YONGE STREET. Hot Lunch only 15 Cents. FULL DINNER only 25c. The Best in the City in the Lower Dining Room.

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feal hours from 8 a.m. to 12 p.m. Wedding and all he finest varieties of Cakes on hand or to order. ic-nic, evening and wedding parties supplied with very requisite. All kinds of choice contectionery. HE ST. JAMES' RESTAURANT

76 CHURCH STREET. This new and elegantly-furnished dining ow open for business, and will be found now open for business, and will be found by the public first-class in all its appointments. The best dinner in Toronto for 25 cents, or six dinner tickets for \$1.25. Board \$3.00 per week. J. H. BENNEYWORTH, Proprietor

WOODBINE HOTEL & RESTAURANT LEM. FELCHER AND ROBT. OSBURN



THE COLDEN EAGLE, 102 BAY ST., (South of King) West side The Best FREE LUNCH in the City.

JAMES McGINN, Proprietor. DO CABINET POTRAITS. J. B. COB, ographer, 191 & 193 YONGE STREET.

HAIR RENEWER BEST PREPARATION FOR THE HAIR Hand Stamp Manufacturing Works t has been presented to the public, for re-it to its natural color, and leaving it soft and glossy. RUBBER AND STEEL STAMPS.

10 KING STREET EAST. It stops falling of the Hair. L. A. RODWELL, Prop. It removes Dandruff. It cools the Scalp
IT RESTORES GRAY HAIR TO ITS ORIGINA
COLOR AND BEAUTY. STEWART & STRICKLAND ARCHITECTS.

OFFICE: Nos. 11 and 12 Canada Permaner Building, Toronto street, Toronto. UNITE."

G. N. LUCAS. STEAM DYE WORKS, 3821 YONGE STREET.

No. 1-Aug. 19, 1880. " 3- " 21, "

" 4. " 23, " "33-Sept 25, " "78-Nov. 18. "

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Wholesale and Retail Dealer in Machiner, and Burning Oils, 4 Adelaide street East. st American and Canadian Oils, in large or sma titles, delivered to any part of the city.



313 Queen St. West.

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CAPITAL, - - \$1,000,000. JOHN HARVEY, Esq., President. JAMES SIMPSON, Esq., Vice-President F. R. DESPARD, Esq., Manager. GO TO NOLAN'S

TORONTO BRANCH OFFICE, CHEAP BEDROOM SETS No. 9 Toronto Street. AND ALL SORTS OF Household Furniture! WM. FAHEY. Also-Cheap Cook Stoves General Insurance and Financial Agent:

READY CLEANER SHOULD BURN CINGALESE

ALL RAIL COAL Superior to all others.

BY PURCHASING FROM GEO. F. BOSTWICK, 22 ADELAIDE STREET EAST. You will get it Fresh, Dry & Clean.

Its continued use, by those with Bald Meads, will produce a beautiful new head of hair. Every on recommends it. For sale by JOS. BILWORTH.
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UNION WINDOW SHADE CO MACFARLANE & O'BRIEN OPAQUE OIL SHADINGS

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4 King st. west, Agents, Toronto CENTS, 4-POUND LOAF. Family Bread, EXTRA QUALITY.

Delivered Daily. CRUMPTON'S BAKERY, 171 KING ST. E. 539 Yonge Street, and 62 Yonge Street, Yorkville FISHER'S EXPRESS LINE!

Baggage & Merchandise To and From all Parts of the City, Rail-Furniture and Pianes.

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31 AND 41 MELINDA STREET TORONTO. A BAD BOY'S DIARY.

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t, sober and quiet men only employed.

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City Contractors, 50 Adelaide street east. MR. C. M. WINTERCORBYN

C. M. WINTERCORBYN,

69 Queen st. West,

Every One Wishing to ECONOMIZE

LADIES! PARIS

HAIR WORKS, TORONTO,

GENERAL HAT JOBBING

Steam Hat Works, 67 Yonge st. Toronto Steam Laundry, 54 and 56 Wellington St.

COLLARS 20C PER DOZEN.

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199 Wellesley street. CARLETON 104 Carleton street.

QUEEN STREET WEST. 42 Queen street West. 202 286 304 308 318½ 330

334 340 358 368 428

SPADINA AVENUE. 258 Spadina ave. BLM STREET. 91 Elm street. 27 Caer-Howell street. 92 King street East

JARVIS STREET. 130 Church street.

ADELAIDE STREET EAST. DUNDAS STREET.

I Dundas street

183 Gerrard street

FRONT STREET. SBADINA AVENUE.

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