

CHEAP ADVERTISING.

THE Toronto World.

The great success of THE WORLD has been... The paper is published daily, except on Sundays and public holidays.

ORDINARY RATES... Commercial advertisements, FIVE CENTS per square inch... Special advertising rates for long-term contracts.

CONTRACT RATES... For display advertisements, per line, subject to change of matter, seven-fifths... Rates for various types of advertising.

Let Everybody Advertise in the World.

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

A CARD THIS SIZE—FIVE LINES—every day for a year, \$10.00, every day for six months, \$6.00.

CONDENSED ADVERTISEMENTS... Situations Wanted, House or Store to Rent, Houses for Sale, etc.

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A Character Sketch.

The second pointer, even and... He raised objections—'No, no.'... The old man came up sympathetically.

PERCY'S MISTAKE; OR, LOVE WINS.

CHAPTER I. THE 'CONTRADICTORY.' One thousand four hundred and fifty-three... 'Dora, an orphan, with £18,000...

'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...

'The audience, composed of his one familiar friend and a dog, laughed at least the friend laughed; the dog barked probably excited by the rustling of the paper.'

'But it is such stuff; look here, now, returned Percy, picking up the despised paper... "It is likely that a girl with eight thousand pounds, and a beauty, has such a lack of lovers..."

'"I don't know—but I should think yes," replied Percy... "They say to get his wife through the 'Continental Squib.'"

'"Well, the old man can't feel greatly indebted to the 'Continental Squib,'" rejoined Percy... "But an idea strikes me. Suppose we answer an advertisement, eh? What do 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 always should be if I followed you," laughed Percy... "I don't know what you mean, but I will be a better joke than answering one. By Jove, yes," he added, suddenly delighted with the idea...

THE QUEEN'S HOTEL, TORONTO.

is one of the largest and most comfortable hotels in the Dominion of Canada... Rooms en suite, with bath-rooms, etc., attached on every floor.

POWER HOUSE, BROOKTON CLUB HOUSE, CLARENDON HOTEL, THE FINEST LIQUORS AND CIGARS, BRIGHTON TEMPERANCE HOTEL, RESTAURANTS & LADIES!

CLARENDON HOTEL, NO. 92 KING STREET WEST... THE FINEST LIQUORS AND CIGARS, J. QUINN, Proprietor.

BRIGHTON TEMPERANCE HOTEL, 82, 84 and 86 Bay Street, Toronto... Most Moderate Charges. E. SMITH, Proprietress.

RESTAURANTS & LADIES! When down town shopping should call at the CITY LUNCH ROOMS...

25c. DINNER IN THE CITY. 61 King Street East, OPPOSITE TORONTO ST. ST. CHARLES RESTAURANT, TO YONGE STREET.

CRYSTAL PALACE LUNCHEON ROOMS, 84 KING STREET WEST, TORONTO... THE ST. JAMES' RESTAURANT! 16 CHURCH STREET.

WOODBINE HOTEL & RESTAURANT, SIX DOORS ABOVE KING STREET, TORONTO, RENOVATED AND IMPROVED. LEM. FELCHER and ROBT. OSBURN, Proprietors.

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

CASH SYSTEM. We beg to state that from this date our goods will be sold by retail, and we are glad to inform those who have been in the past paying long prices to make up the high prices of others. We give a few specimens:

JAPAN TEAS - 30c per lb. BLACK TEAS - 40c per lb. GREEN TEAS - 40c per lb. Starbuck 50c per lb. All other articles at proportionate low prices.

WORLD'S WANTED

Ten Cents Each will be paid for copies of the World of the following dates: No. 1—Aug. 19, 1880. " 2— " 21, " " 3— " 23, " " 4— " 24, " " 5— " 24, " " 23—Sept 23, " " 78—Nov. 18, "

MIRROR AND Picture Frames OF EVERY DESCRIPTION MADE TO ORDER AT COOK & BUNKER'S 36 King Street West.

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G. N. LUCAS, STEAM DYE WORKS,

NOTICE—This is the only place where ladies and gentlemen can be sure of getting their old clothes cleaned, dyed and finished equal to new. Gentlemen's clothing to be made, repaired or turned by first-class workmen only.

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GENERAL HAT JOBBER

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

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