

## CHEAP ADVERTISING

— IN —

# THE WORLD

The Only ONE CENT Morning Paper in Canada.

## THE TORONTO WORLD

although only recently established as

morning paper, is already read widely, not only in Toronto but in every town and village of any importance in Ontario, as well as in many places in Quebec and Manitoba, and its circulation is advancing by more than one hundred copies daily. The afternoon edition also continues to grow, and is read in the city and suburbs and to communities at increasingly numerous circles of readers. The large and rapidly-increasing circulation of THE WORLD on the one hand, and its reasonable rates on the other, must come to the attention of all classes of advertisers as the most desirable medium of communicating with the public.

THE WORLD is published every morning at five o'clock. Extra editions are also published whenever there is news of sufficient importance to warrant it.

ment. Most to demand them.

All advertisements are measured as solid newspaper, twelve lines to an inch.

**ORDINARY RATES**

are as follows:

Contract advertisements, of whatever nature, FIVE CENTS a line for each insertion.

Reports of meetings and financial statements of banks, and railway, insurance and monetary companies, TEN CENTS a line.

Paragraphs among news items, double the ordinary rate.

Special notices, twenty-five per cent. advance on the ordinary rates.

Birth, marriage and death notices, TWENTY CENTS each.

Condensed advertisements on the first page, HALF A CENT a word, each insertion.

**CONTRACT RATES**

INSERTIONS	1 Mo.	3 Mo.	6 Mo.	12 Mo.
Daily .....	\$1.00	85.00	85.00	85.00
Every other day .....	1.25	85.00	85.00	85.00
Twice a week .....	1.00	1.50	1.50	1.50
Once a week .....	1.25	1.00	1.00	1.00

**CONDENSED ADVERTISEMENTS**

are charged at the following rates:

**Situations Wanted, FREE.**

**Help wanted, Properties for Sale, Houses or Stores to Rent, Houses or Stores Wanted, Board and Lodging, Rooms to Let, Rooms or Cottages for Rent, For Sale, Articles Wanted, Articles Lost or Found, For Rent, Personal, and Miscellaneous, \$10.00 per insertion.**

**For Twenty words, and one-half a cent for each additional word, for each insertion.**

**Contract**

ADVERTISEMENTS						
of twenty words or under, and subject to change of matter, are made at the following rates:						
INSERTIONS	1 Wk.	1 MO.	3 MOS.	6 MOS.	1 YEAR	12 MOS.
Daily.....	\$0.50	\$2.00	\$5.00	\$9.00	\$17.00	\$37.00
Ev'ny other day.....	1.25	3.00	6.00	10.00	18.00	40.00
Twice a week.....	1.50	3.50	7.00	12.00	20.00	45.00
Once a week.....	1.25	3.00	6.00	10.00	18.00	40.00
Extra words at corresponding rates.	1.25	3.00	6.00	10.00	18.00	40.00

Do you want a situation?  
 Advertise in the World FREE.

Do you want mechanics?  
 Advertise in the World for TEN CENTS.

Do you want a clerk?  
 Advertise in the World for TEN CENTS.

Do you want a servant?  
 Advertise in the World for TEN CENTS.

Do you want help of any kind?  
 Advertise in the World for TEN CENTS.

Do you want boarders or lodgers?  
 Advertise in the World for TEN CENTS.

Do you want a business?  
 Advertise in the World for TEN CENTS.

Advertise in the World for TEN  
 Have you furnished rooms to let? CENTS.  
 Advertise in the World for TEN  
 Have you a house or store to let? CENTS.  
 Advertise in the World for TEN  
 Do you want to sell or borrow? CENTS.  
 Advertise in the World for TEN  
 Have you any property for sale? CENTS.  
 Advertise in the World for TEN  
 Do you want to lend or borrow? CENTS.  
 Advertise in the World for TEN  
 Do you want to sell or buy a house? CENTS.  
 Advertise in the World for TEN  
 Have you lost or found anything? CENTS.  
 Advertise in the World for TEN  
 Do you want to sell anything? CENTS.  
 Advertise in the World for TEN  
 Do you want to buy anything? CENTS.  
 Advertise in the World for TEN  
 Let Everybody Advertise in the  
 World.

A every day for a year, \$10 for FIVE WHOLE-  
 six months, \$9.

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

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A CARD, THIS SIZE \_\_\_\_\_ LINES:—

INSERTION.	1 Mo.	3 Mos.	6 Mos.	12 Mos.
Daily.....	\$5 00	\$10 00	\$15 00	\$25 00
Every other day.....	3 00	5 25	10 00	15 00
Twice a week.....	2 25	5 00	7 50	12 50

This is equal to about EIGHT CENTS for each  
 insertion.

**A** CARD THIS SIZE—TEN LINES.—

INSERTION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
Daily.....	\$10 00	\$20 00	\$30 00	\$50 00
Every other day.....	6 00	12 00	20 00	30 00
Twice a week.....	4 50	10 00	15 00	25 00
Once a week.....		7 50	10 00	15 00

This is equal to about **SIXTEEN CENTS** for each insertion.

CARD THIS SIZE—TWENTY LINES—				
INSERTION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
Daily.....	\$20 00	\$40 00	\$60 00	\$100 00
Every other day.....	12 00	25 00	40 00	60 00
Twice a week.....	9 00	20 00	30 00	50 00
Once a week.....	.....	15 00	25 00	30 00

This is equal to about **THIRTY TWO CENTS** for each insertion.

EXTENSION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
usually.....	\$30 00	\$80 00	\$200 00	\$450 00
every other day.....	18 00	37 50	90 00	30 00
twice a week.....	12 50	30 50	45 00	■
once a week.....	10 00	25 00	30 00	■

This is equal to about FORTY-EIGHT CENTS  
 per insertion.

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**t will pay YOU to Advertise in**  
**THE WORLD.**

Address all Communications to  
**THE WORLD!**

**THE WORLD,**  
**TORONTO.**

**CHEAP ADVERTISING**  
— IN —

**THE ONLY ONE CENT MORNING PAPER IN CANADA.**

**THE TORONTO WORLD**

although only recently established as a morning paper, is already read widely, not only in Toronto, but in every town and village of any importance in Quebec and Manitoba, and in many places in Ontario, as well as in the United States. Its circulation is now over one hundred daily. The afternoon edition also continues to grow in force throughout the city and suburbs and to command an increasingly numerous circle of readers. The large and rapidly-increasing circulation of THE WORLD on the one hand, and its reasonable rate on the other, has commended it to all classes of advertisers as a

**ORDINARY RATES**

General advertisements, of whatever nature, **FIVE CENTS** a line for each insertion.

Reports of meetings and financial statements of banks, and railway, insurance and monetary companies, **TEN CENTS** a line.

Paragraphs among news items, double the ordinary rates.

Special notices, *insertions*, *double* the ordinary rates.

Condensed advertisements on the first page, HALF CENT each, each insertion.

**CONTRACT RATES**

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

INSERTIONS	1 MO.	3 MOS.	6 MOS.	12 MOS.
Daily.....	\$1.00	\$2.00	\$3.00	\$3.00
Every other day.....	.....	.....	2.00	3.00
Twice a week.....	.....	1.00	1.50	2.50
Once a week.....	.....	.....	0.75	1.50

**CONDENSED ADVERTISEMENTS**

are charged at the following rates:

Standard.....

**WANTED, FREE.**  
 Help wanted. Properties for Sale, Houses or Stores to Rent, Houses or Stores Wanted, Board and Lodging, Rooms to Let, Rooms Wanted, Articles for Sale, Articles Wanted, Goods Lost or Found, Professional or Business Cards, Business Changes, Money to Lend, Personal, and Miscellaneous, THEN CENTS per word, and one-half a cent for each additional word, for each insertion.

**Contracts for Condensed Advertisements.**  
 of twenty words or under, and subject to change of matter, are made at the following rates:

INTEGRATIONS	1 wk.	1 Mo.	3 Mos.	6 Mos.	12 mos.
Daily.....	\$5 50	38 00	50 00	39 00	31 00
5 or 6 days a week.....	1 25	35 00	50 00	37 00	27 00
3 or 4 days a week.....	2 25	40 00	50 00	40 00	7 00
Extra words at corresponding rates.	2 25	4 00	5 00	4 00	3 00

Do you want a situation?

Do you want mechanics? **Advertise in the World for TEN CENTS.**

Do you want a clerk? **Advertise in the World for TEN CENTS.**

Do you want a servant? **Advertise in the World for TEN CENTS.**

Do you want help of any kind? **Advertise in the World for TEN CENTS.**

Do you want boarders or lodgers? **Advertise in the World for TEN CENTS.**

Do you want a house-keeping place? **Advertise in the World for TEN CENTS.**

Do you furnish rooms to let? **Advertise in the World for TEN CENTS.**

Do you have a house or store to let? **Advertise in the World for TEN CENTS.**

Do you want to rent a house or store? **Advertise in the World for TEN CENTS.**

Do you have any property for sale? **Advertise in the World for TEN CENTS.**

Do you want to lend or borrow money? **Advertise in the World for TEN CENTS.**

If you want to sell or buy a business? **TEN CENTS.**  
 Have you lost or found anything? **TEN CENTS.**  
 Advertise in the World for **TEN CENTS.**  
 You want to sell something? **TEN CENTS.**  
 Advertise in the World for **TEN CENTS.**  
 You want to buy something? **TEN CENTS.**  
 Advertise in the World for **TEN CENTS.**  
**Let Everybody Advertise in the World.**

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**1 CARD THIS SIZE - TWENTY WORDS -**  
 every day for a year, \$16.80; every day for  
 6 months, \$9.

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This is equal to a Little in the World for **FIVE CENTS** for each  
 insertion.

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**1 CARD THIS SIZE - TWENTY WORDS -**

INSERTION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
10 lines.....	\$5 00	\$10 00	\$15 00	\$25 00
Every other day.....	8 00	6 25	10 00	15 00
Once a week.....	2 25	5 00	7 50	12 50

This is equal to about EIGHT CENTS for each insertion.

CARD THIS SIZE—TEN LINES:—

INSERTION,	1 MO.	3 MOS.	6 MOS.	12 MON.
ly.....	\$10 00	\$20 00	\$30 00	\$60 00
very other day...	6 00	12 00	20 00	30 00
ice a week.....	4 50	10 00	15 00	25 00
for a week.....	.....	7 50	10 00	15 00

This is equal to about SIXTEEN CENTS for each insertion

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CARD THIS SIZE—TWENTY LINES—

INSERTION,	1 MO.	3 MOS.	6 MOS.	12 MON.
ly.....	\$10 00	\$20 00	\$30 00	\$60 00
very other day...	6 00	12 00	20 00	30 00
ice a week.....	4 50	10 00	15 00	25 00
for a week.....	.....	7 50	10 00	15 00

on a week.....	12 00	25 00	40 00	50 00
any other day.....	9 00	20 00	30 00	50 00
on a week.....	15 00	25 00	30 00	30 00

is equal to about THIRTY-TWO CENTS for insertion.

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CARD SIZE—THIRTY LINES:

1 MO.	3 MOS.	6 MOS.	12 MOS.
on a week.....	\$30 00	\$60 00	\$90 00
any other day.....	18 00	37 50	50 00

a week ..... 29 27 30 00  
 is equal to about FORTY-EIGHT CENTS  
 insertion.

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will pay YOU to Advertise in  
**THE WORLD.**  
 Address all Communications to  
**THE WORLD,**  
**TORONTO.**

**CHEAP ADVERTISING**  
— IN —  
**THE WORLD**  
**The Only ONE CENT Morning Paper in Canada.**  
**THE TORONTO WORLD**  
although only recently established as

morning paper, is already read widely, not only in Toronto but in every town and village of any importance in Ontario, as well as in the cities of Quebec and Manitoba, and its circulation is growing by more than one hundred daily. The afternoon edition also continues to grow in far throughout the city and suburbs and to command a very numerous circle of readers. The large and increasing circulation of THE WORLD on the one hand, and the reasonable rates on the other, must commend it to all classes of advertisers as a most desirable medium of communicating their messages to the public.

THE WORLD is published every morning at five o'clock. Extra editions are also published whenever there is news of sufficient moment to demand them.

All advertisements are measured as solid copy, and are charged for by the inch.

ADVERTISING

## ORDINARY RATES

As follows:

Class advertisements, of whatever nature, FIVE CENTS a line for each insertion.

Reports of meetings and financial statements of companies, Ten CENTS per line.

Paragraphs among new items, double the ordinary rate.

Special notices, twenty-five per cent. advance on the ordinary rates.

Birth, marriage and death notices, TWENTY CENTS a word.

Condensed advertisements on the first page, HALF A CENT a word, each insertion.

## CONTRACT RATES

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

INSERTIONS	1 MO.	3 MOS.	6 MOS.	12 MOS.
Daily.....	\$1.00	\$2.00	\$3.00	\$5.00
Every other day.....	1.25	2.50	3.75	6.25
Twice a week.....	1.50	3.00	4.50	7.50

Once a week..... 75 1.50 2.50  
 Twice a week..... 1.00 2.00 3.50

### CONDENSED ADVERTISEMENTS

are charged at the following rates:

**Situations Wanted, Free.**  
 Help wanted, Property for Sale, Houses or Stores to Rent, Houses or Stores Wanted, Board and Lodging, and all other notices, **FREE.**  
 Articles Wanted, Articles for Sale, Business Changes, Money Loans, and all other notices, **25 CENTS** per line for twenty words, and one-half a cent for each additional word, for each insertion.

### Contracted Condensed Advertisements

of twenty words or under, on subject change, of any matter, are made at the following rates:

INSERTIONS	1 Wk.	3 Mos.	6 Mos.	12 mos.
Daily.....	\$0.50	\$2.00	\$4.00	\$8.00
Three times a week.....	1.25	3.00	5.00	10.00
Twice a week.....	1.50	3.50	5.50	11.00
Once a week.....	2.00	4.00	6.00	12.00

Extra words at corresponding rates.

Do you want a situation? Advertise in the World FREE.

Do you want mechanics? Advertise in the World FREE.

Do you want mechanics? Advertise in the World FREE.

Do you want to advertise in the World for TEN CENTS?  
Do you want to advertise in the World for TEN CENTS?  
Do you want a servant?  
Do you want help in the World for TEN CENTS?  
Do you want help of any kind?  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you have furnished rooms to let?  
Do you have houses or stores to let?  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you want to sell or borrow money?  
Do you want to sell or buy a business?  
Do you want to advertise in the World for TEN CENTS.  
Do you want to advertise in the World for TEN CENTS.  
Do you want to sell anything?  
Do you want to advertise in the World for TEN CENTS.  
Do you want to say anything?

**Get Everybody Advertise in the World.**

**A CARD, THIS SIZE - TWENTY WORDS -**  
every day for a year, \$16.50; every day for 6 months, \$9.

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

**A CARD, THIS SIZE - FIFTEEN LINES:-**

INSERTION	1 Mo.	3 Mos.	6 Mos.	12 Mos.
daily.....	\$6.00	\$10.00	\$15.00	\$25.00
every other day.....	3.25	5.25	7.50	12.50
once a week.....	2.25	5.00	7.50	\$25.00

This is equal to about EIGHT CENTS for each insertion.

**CARD THIS SIZE—TEN LINES—1**

INSERTION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
Daily.....	\$10 00	\$20 00	\$30 00	\$60 00
Any other day.....	6 00	12 00	18 00	36 00
For a week.....	4 00	10 00	15 00	25 00
For a week.....	.....	7 50	10 00	15 00

This is equal to about **SIXTEEN CENTS** for each insertion

**CARD THIS SIZE—TWENTY LINES—1**

INSERTION.	1 MO.	3 MOS.	6 MOS.	12 MOS.
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any other day.....	\$20 00	\$40 00	\$60 00	\$100 00
any other day.....	12 00	25 00	40 00	80 00
on a week.....	9 00	20 00	30 00	50 00
on a week.....	15 00	30 00	45 00	80 00

is equal to about **THIRTY-TWO CENTS** for insertion.

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**CARD SIZE-THREE LINES:**

1 MO.	3 MOS.	6 MOS.	12 MOS.
\$30 00	\$60 00	\$90 00	\$150 00
any other day.....	18 00	37 50	56 00
any other day.....	15 00	30 00	45 00
on a week.....	12 00	24 00	36 00
on a week.....	20 00	40 00	60 00

is equal to about **FORTY-EIGHT CENTS** for insertion.

**will pay YOU to Advertise in  
THE WORLD.**  
Address all Communications to  
**THE WORLD,  
TORONTO.**

morning paper, is already read widely, not only in Toronto but in every town and village of any importance in Ontario, as well as in the cities of Quebec and Manitoba, and its circulation is growing by more than one hundred daily. The afternoon edition also continues to grow in far throughout the city and suburbs and to command a very numerous circle of readers. The large and increasing circulation of THE WORLD on the one hand, and the reasonable rates on the other, must commend it to all classes of advertisers as a most desirable medium of communicating their messages to the public.

THE WORLD is published every morning at five o'clock. Extra editions are also published whenever there is news of sufficient moment to demand them.

All advertisements are measured as solid copy, and are charged for by the inch.

ADVERTISING

Once a week..... 75 1.50 2.50  
 Twice a week..... 1.00 2.00 3.50

### CONDENSED ADVERTISEMENTS

are charged at the following rates:

**Situations Wanted, Free.**  
 Help wanted, Property for Sale, Houses or Stores to Rent, Houses or Stores Wanted, Board and Lodging, and all other notices, **FREE.**  
 Articles Wanted, Articles for Sale, Business Changes, Money Loans, and all other notices, **25 CENTS** per line for twenty words, and one-half a cent for each additional word, for each insertion.

### Contracted Condensed Advertisements

of twenty words or under, on subject change, of any matter, are made at the following rates:

INSERTIONS	1 Wk.	3 Mos.	6 Mos.	12 mos.
Daily.....	\$0.50	\$2.00	\$4.00	\$8.00
Three times a week.....	1.25	3.00	5.00	10.00
Twice a week.....	1.50	3.50	5.50	11.00
Once a week.....	2.00	4.00	6.00	12.00

Extra words at corresponding rates.

Do you want a situation? Advertise in the World FREE.

Do you want mechanics? Advertise in the World FREE.

Do you want mechanics? Advertise in the World FREE.

**Get Everybody Advertise in the World.**

**A CARD, THIS SIZE - TWENTY WORDS -**  
every day for a year, \$16.50; every day for 6 months, \$9.

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

**A CARD, THIS SIZE - FIFTEEN LINES:-**

INSERTION	1 Mo.	3 Mos.	6 Mos.	12 Mos.
daily.....	\$6.00	\$10.00	\$15.00	\$25.00
every other day.....	3.25	5.25	7.50	12.50
once a week.....	2.25	5.00	7.50	\$25.00

This is equal to about EIGHT CENTS for each insertion.

any other day.....	\$20 00	\$40 00	\$60 00	\$100 00
any other day.....	12 00	25 00	40 00	80 00
on a week.....	9 00	20 00	30 00	50 00
on a week.....	15 00	30 00	45 00	80 00

is equal to about **THIRTY-TWO CENTS** for insertion.

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**CARD SIZE-THREE LINES:**

1 MO.	3 MOS.	6 MOS.	12 MOS.
\$30 00	\$60 00	\$90 00	\$150 00
any other day.....	18 00	37 50	56 00
any other day.....	15 00	30 00	45 00
on a week.....	12 00	24 00	36 00
on a week.....	20 00	40 00	60 00

is equal to about **FORTY-EIGHT CENTS** for insertion.

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THE WORLD.**  
Address all Communications to  
**THE WORLD,  
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