BURNS' TOURS TO OLD POINT COMFORT

This charming resort is reached by the old Dominion Line. Steamers leaving New York four days a week at 3 p.m.. and after an ocean voyage down the Atlantic coast arriving at Old Point Comfort, Fortress Monroe, Norfolk, the evening of the following day. Through tickets are issued and are made to return via Washington and Philadelphia. Send for folder giving all information as to hotels and trip. May, June, July and Augast vacation tours to Europe. Apply to Chas. E. Burns, 77 Yonge Street, third door above King St.



77 YONGE ST. Tickets to

CHAS. E. BUJ'NS.

Europe Savanah

Jacksonville Havanna

New Orleans West Indies

Mexico

South America

and all

Southern States. 3rd door above

King Street

TORONTO.

PHŒNIX PUBLISHING CO. OFFICE: 81 ADELAIDE STREET WEST

"Yet doth he give us bold advertisement."-SHAKESPEARE.

\$2 PER YEAR. 5c. PER COPY. SOLD BY NEWSDEALERS.

51 KING ST. E. (Rear Entrance from Colborne St.)



51 King St. W. 152 Yonge St. 68 JARVIS ST.

PAPER EDITION

By S. R. CROCKETT.

"FRESH : BREEZY : BRILLIANT."

Paper, cut edges, 60 cents:

One of Canada's best known retail Ooksellers expressed the following opinion of this great story: "The best novel that's been written in five Nears. Better than anything Barrie For wrote. As good as anything of Stevenson's.'

Cloth edition, \$1.25.

WILLIAM BRIGGS. - PUBLISHER -

33 Richmond St. W., Toronto.

DRESSMAKER'S

MAGIC SCALE

Perfect tailor system of garment cutting for ladies and children. Also instructions in Men's and Boy's

Clothing. MISS. K. C. MACDONALD : General Agent, Ontario. Shuter Street, - Toronto.

FETHERSTONHAUGH & CO. Patent Barristers, Solicitors and Experts.

Canadian Bank of Commerce Building. 28 KING ST. W. - TEL. 2589



. . . 147 Yonge St.

FOR OUR CELEBRATED

\$1.00 PER DOZEN PHOTOS

All Work Guaranteed.

G. R. Byford - Bookbinder

BOOKBINDING - OF - EVERY DESCRIPTION.

. Special attention given to . . . BINDING - SHEET - MUSIC

COR. CHURCH AND COLBOURNE STS., TORONTO.

North American

Life Assurance Company.

Head Office, - Toronto, Ont.

PRESIDENT

J. L. BLAIKIE, Esq., President Can-ada Landed & National Invest. Co.

VICE-PRESIDENTS

Hon. G. W. Allan and J. K. KERR, Esq., Q.C.

The Compound Investment and Investment Annuity Policies of the North American Life Assurance Company contain specially advantageous features for intending insurers.

Write or make personal application for full particulars,

JOHN MACDONALD & CO. - TO THE TRADE -

Wisdom With Wealth

Weight

Weilds Wonderful

Knowing how, what, where and when to buy, and buying for cash are the steps to our success in DRESS GOODS. have the following lines complete for the Fall

Our low line of Henriettas, in Black and all colors. French and German Fancy Dress Goods, Storm Serges, 6/4 Tweed Suitings and Child's Cloak ings. Orders solicited.

Trade.

- FILLING LETTER ORDERS A SPECIALTY -

JOHN - MACDONALD & CO. Wellington and Front Sts. East. TORONTO.

JOHN MACDONALD, PAUL CAMPBELL,

JAS. FRASER MACDONALD.

Our Style E

PIANO:

Is Unrivelled In Popularity, Its Tonal Qualities Commend it To the Artist. Its moderate Price,

\$375.00

Commends It to all. Examine it Before purchasing Elsewhere.

ASON & **K**ISCH

PIANO CO., LTD.

WM. McCABE, Managing Director 32 KING ST. WEST

ESTABLISHED

1843 Guinea Irousers \$5.25 SPOT CASH.

New Cameras

... 1894 ...

-Night Hawk - \$ 6.50 -A Premo

-B Premo 15.00

-C Premo 20-00

- CATALOGUE -

I. G. RAMSEY & CO.

89 BAY ST., TORONTO,

reduce our large and varied we decided to sell for the next the ty days all our

Jadies White Canvas Shoes at Half Price

: A GENUINE SALE :

Nothing cooler, lighter or more comfortable for summer wear.

H. & C. BLACHFORD 83 to 89 King St. East, Toronto.