

PHENIX PUBLISHING COMPANY

"Ads. that bring Biz."

OFFICE :

81 ADELAIDE ST. W., TORONTO

No advertisement of any business which we regard as fraudulent or of evil tendency will be accepted at any price. It being our desire to make GRIP advertisements unique and effective, we will freely supply expert aid to advertisers in the invention, construction, writing and illustrating of their ads. Designs and terms submitted on application.



AMONG "GRIP'S" advertisers will be found the name of that popular and wide awake young professional, Mr. Herbert Lake, The Dentist, of cor. Queen and McCaul. Though a comparatively young practitioner, Mr. Lake has built up by his energy and ability a large and remunerative practice, the quality of which is certainly first class in every respect. The fact that he has made a study of each department of his work may account for his proficiency, while his desire to operate carefully, kindly, and yet thoroughly, makes him popular. We would ask our readers to watch his adv. He will give you something to think about. His office is open every evening from 8 to 10 o'clock.

THE Toronto Ladies' Quartet will give a grand concert in Association Hall, next Thursday evening. This excellent company is composed of four of our best vocalists, and those who have heard them on former occasions need not be told that they sing delightfully. On this occasion they are to be assisted by the famous tenor, A. L. Guille, formerly of the Patti Concerts, and one of the very finest vocalists Toronto has yet heard. The plan will open at Nordheimer's on the 22nd, at 10 a.m.

HAVE YOU seen Erastus Wiman's lately published book "Chances of Success?" If not let us recommend you to get a copy at once, and if you happen to "know it all" yourself, give the book to your growing boy. It may be worth a fortune to him. Don't run away with the idea that in this work Mr. Wiman is riding his Continental Trade hobby—with which, perhaps, you do not sympathise. Not at all. It is just a racy series of chapters honestly illustrating its title, and pointing out what the "Chances of Success" here and now are. It is a work which has delighted the critics. Even Wiman's deadly political opponent, the editor of the Empire, praises it heartily and generously recognizes the ability with which it is written. Mr. James, cor. Victoria and Lombard streets, is the Canadian publisher, and the price is \$1 per copy.

No Prohibitionist is worthy of the name who fails to take a good prohibition paper, especially if it costs only \$1 per year, and Canada now has such a paper in the Templar, published at Hamilton and edited by our energetic and able friend, Mr. W. W. Buchanan. While it is important that prohibitionists should take the Templar, it is perhaps more so that men who are open to argument on the subject, though not yet convinced, should take it. They will find it abreast of the times not only on Prohibition, but all the other moral reforms of the day.

"THE Art Gallery Illustrated," is a splendid collection of excellent engravings representing the masterpieces that were on view at the World's Fair. It is a work which every home having any pretensions to culture ought to possess, and it cannot fail in turn to increase that culture. Call at P. C. Allan's, King street, and look at it. You can hardly do so without going one step further and buying it.

MR. GEORGE W. LIDDELL, 40 1/2 Victoria Square, Montreal, is the duly accredited advertising agent for GRIP in Montreal, and is authorized to make contracts for us.

YES!



We've got it in Stock. We don't know what it is you want, but if you can't find it at the Great Emporium of

THE T. EATON CO. (LTD.)

You must be looking for something quite impossible. Not only do we keep

Everything—but

Just consider our prices! They're made expressly for Hard Times.

THE T. EATON CO. (LTD.) - Yonge Street, Above Queen.

SPECIAL NOTICE.

... A New and Great Feature ...

GRIP'S CARICATURE • SUPPLEMENT

With the Number for February 3rd will be issued, gratis, the first of a series of 4-page supplements, giving the best

January Caricatures

SELECTED FROM THE LEADING

American, European and Australian Papers

Together with explanatory notes by J. W. BENGOUGH.

Newsdealers, send in your orders early. No extra charge for the Supplement.

It Tickles 'em!

Toronto Merchant.—"Just such a little paper has been wanted for some time in Canada."

Montreal Merchant.—"Every man who spends \$5,000 or \$5,000, will read this bright and original little paper with pleasure and profit."

Winnipeg Merchant.—"Brimful of ideas on advertising.—I want it."

Chorus of merchants from Ontario, Quebec and other Provinces.—"Send us BIZ for a year."

WRITE FOR IT. BIZ, a little paper for advertisers. Only \$1.00 a year. Semi-monthly. Specimen copy if desired.

S. C. TRETHEWEY, PUBLISHER
4 ADELAIDE E., TORONTO

No More Tender Feet,
SOTERION,
The Great American Foot Remedy
Affords quick relief for cold, inflamed tender, or perspiring feet.
New Shoes Can be worn with Comfort. 50cts a package by mail.
Sample with testimonial on receipt of 15cts.
The C. N. Middleton Drug Co.,
Dep 51—74 Courtland St. New York,

North American Life Assurance Company.

Head Office, — Toronto, Ont.

PRESIDENT
J. L. BLAIRKIE, Esq., President Canada Landed & National Invest. Co.

VICE-PRESIDENTS
HON. G. W. ALLEN 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,

WM. McCABE, Managing Director

What Does _____ Spell? J-A-M-I-E-S-O-N

It spells Splendid, Well-made, Good-fitting Clothing at prices that are almost too low for anybody to associate with.

The Corner. Queen and Yonge, Toronto