

A. B. Mitchell's Rubberine and Waterproof Linen Collars and Cuffs

are the finest goods made as a substitute for Linen. Once used you will always use them. Give them a trial and be convinced. None like them.

MAX. JOHNSON & CO.

The . . .
Printers

78 WELLINGTON ST. WEST

. . . TORONTO . . .

TELEPHONE 2672

The Best Equipped Job Printing House
in Canada.

THE EDUCATIONAL JOURNAL

J. F. WELLS, M.A., Editor and Prop'r.

It Pays Advertisers

BECAUSE it possesses the cardinal features that make it profitable to Advertisers: Brightness, Reliability, Honesty, Purity of Tone, Circulation, and the Confidence of its Readers. These are the characteristics that give a paper that **QUALITY** that shrewd Advertisers seek.

Write for rates to

THE POOLE PRINTING Co.,
(Limited.)
8 and 10 Lombard St., Toronto.

GRIP

Still Wants a few

Good Boys to

Sell Papers

Wherever he is

Not Represented

SELLS LIKE HOT CAKES

Terms on Application.

What is Biz ?

It is the only paper in Canada devoted to such an important subject as advertising.

It is a little paper, but everything in it counts.

It tells you what sort of advertising pays best.

It publishes samples of clever advertising work.

It gives you clear and practical information about writing advertisements.

It contains articles on advertising by wide-awake people—articles that embody a host of useful ideas for everyday work.

Every advertiser in Canada should read it. Published monthly, \$1.00 a year. Specimen copy on application.

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57 KING ST. WEST, TORONTO

North American

Life Assurance Company.

Head Office, — Toronto, Ont.

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Leading Physicians say it is the Best. Satisfaction Guaranteed or Money refunded.

B. LINDMAN,

109 YONGE & KING, ROOM 15



Paine's Celery Compound

IS
NOT A PATENT MEDICINE
but a regular prescription,
whose value is recognized by
the Medical Profession.

If your system is run down
If your nerves are out of order
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Try it and be Cured.
Sold by all Druggists.

Nixey's "Silver . . . Moonlight" Stove Polish

SOLD - BY - ALL - GROCERS

CHAS. : GYDE

AGENT,

33-51 St. Nicholas St., Montreal.

THE PEOPLES COAL CO.

1. GOOD QUALITY

2. ON HAND

3. HARD COAL

4. \$5 TO A TON

5. WE EXTEND A HELPING HAND TO THE COAL CONSUMER.

6. LOW PRICE

7. GUARANTEED

8. CLEAN BURNING

9. DELIVERED AT YOUR DOOR

10. ALWAYS

11. FULFILLING

12. PROMPT

"I Dread the Coal Cart."

Remarked a gentleman as he presented himself at our head office and enquired if we delivered in bags without extra charge. Like hundreds others he had experienced a taste of having his lawn destroyed by cart wheels. No need for alarm if you deal at the People's Coal Company. Our improved system of delivery, entirely by bags, avoids all unpleasantness in this way.

Then There's No Clinkers,
No Noise, No Dust.

People's Coal Company,
Head Office:
Cor. Queen and Spadina.