

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

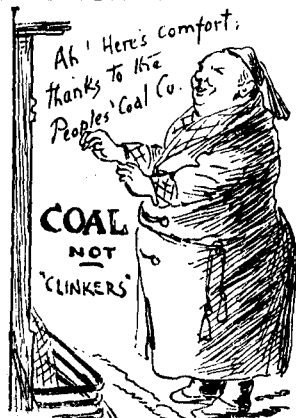
Sell Papers

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.

S. C. TRETHERWEY, PUBLISHER
57 KING ST. WEST, TORONTO

North American Life Assurance Company.

Head Office, — Toronto, Ont.

PRESIDENT

J. L. BLAIKIE, Esq., President Canada 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.

WM. McCABE, Managing Director



The Wilkinson Truss,

The only Perfect-Fitting Truss in the World.

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

B. LINDMAN,
.. CORNER YONGE & KING, ROOM 1F.

A Ton of Coal

IS 2000 POUNDS.

We all rely on the integrity of the dealer. A good firm will sell full weight and good coal. An unprincipled firm can do otherwise. We guarantee full weight and first-class quality.

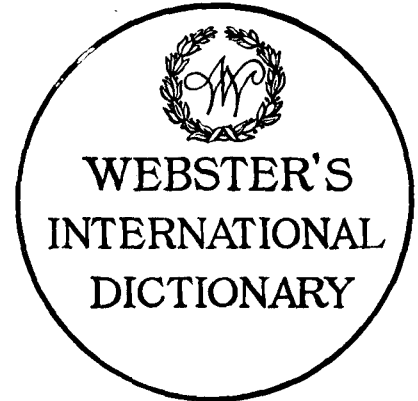
HARD COAL \$5.50 A TON IN BAGS.
REMEMBER: A ton of Hard Coal is 39 cubic feet. A ton of Soft Coal is 45 cubic feet.

PEOPLE'S COAL CO.

Head Offices—Corner Queen St. and Spadina Ave. Phone 2246.

THE NEW WEBSTER

JUST PUBLISHED—ENTIRELY NEW.



The Authentic "Unabridged," comprising the issues of 1864, '79 and '83, copyrighted property of the undersigned, is now **Thoroughly Revised and Enlarged**, and bears the name of

Webster's International Dictionary.

Editorial work upon this revision has been in progress for over 10 Years.

Not less than One Hundred paid editorial laborers have been engaged upon it. Over \$300,000 expended in its preparation before the first copy was printed.

Critical comparison with any other Dictionary is invited. **GET THE BEST.**

G. & C. MERRIAM & CO., Publishers,
Springfield, Mass., U. S. A.

Sold by all Booksellers. Illustrated pamphlet free.

LEADING ENGLISH PERFUMES

CRAB APPLE BLOSSOMS

Perfume Toilette

Crown Lavender Salts
MADE ONLY BY THE
CROWN PERFUMERY CO.
177, New Bond Street, LONDON.