

**PHENIX  
PUBLISHING COMPANY**

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.



Those who have an eye for the artistic, and wish to keep abreast of the progress which is being made especially in "black-and-white" work, cannot do better than subscribe for the Quarterly Illustrator, published by Harry C. Jones, 22 5th Ave., New York. Each issue contains many specimens of work from the pencils of America's greatest illustrators with interesting and well written critiques, comments, etc. GRIP would especially recommend this magazine to the army of ambitious young draughtsmen who are favoring him with their as yet unripe efforts in art. The subscription price is, we believe, \$1.00.

ADVERTISING is at last taking its place as one of the legitimate arts. Every live business man knows there's money in it, but the question is how to get that money out? The answer to this is—know how to advertise. When GRIP gets into complete running order, he intends to illustrate this art as it has never before been done in Canada, and it won't be long before admission to these columns will be something for business men to strive for.

We would specially commend to faint hearted merchants the homely aphorism of a writer in Brains, the clever and unique Advertising organ of New York, viz: That to "cut down their advertising because of 'dull times'" is just about as wise as it would be to shorten sail in a dead calm. Verb, Sap.

MR. J. H. McCLELLAN of Brantford is authorized to act as travelling agent for GRIP in Western Ontario, and to make collections, take orders, and make advertising contracts.

MR. GEO. W. LIDDELL, 402 Victoria Square, Montreal, is the duly accredited advertising agent for GRIP in Montreal, and is authorized to make contracts for us.

**AMUSEMENTS.**

The Patti concert has been postponed from the 1st of Feb. to the 5th. It is to be given in the Grand Opera House instead of the Pavilion.

A HUMPER house is promised for the Riley-Shirley entertainment at the Pavilion on the 30th. Whereupon congratulations to the enterprising manager of Kleiser's Star course are in order.

MR. KLEISER has projected a trip to the Pacific coast for March, April, and May. He is going to elocute in all the towns along the way. We wish him success and a good time.

**PRESS COMMENTS.**

The first two issues of the new edition of GRIP have come to hand; the second better than the first, and shining with more of the old Bengough glory. GRIP, in the old days stood for the things that were good and true in the political life of the country, and starts out again in the right direction.—Renfrew Mercury.

GRIP, Canada's only comic weekly, is better than ever since it rose from its ashes to delight the people with its inimitable cartoons and humorous sketches, on every page. GRIP is published by the Phoenix Publishing Co., of Toronto, at \$2 a year.—Cornwall Freeholder.

**"Ads. that bring Biz."**

EVERYONE must be pleased to see GRIP once more and to find it issuing under the editorship of its founder, Mr. J. W. Bengough. Canada has only this one cartoon paper, and it would be unfortunate were we to lose it. In powers of satire Mr. Bengough excels all those who make cartoons in this country, and the number of his admirers would never have diminished had he not abandoned the vantage-ground of a critic and caricaturist to take the most violent side in every social and political question that engrosses the country. Those who were not enthusiasts on temperance, single tax, Henry-Georgism in general, free trade and annexation all at once, took their doses of old GRIP during Mr. Bengough's last year of management with feelings almost of nausea. If Mr. Bengough can shake himself loose from his trammels and ply a free crayon, he has the skill to win for the new GRIP a place never occupied by the old GRIP even in its palmiest days. The success of the paper should be a matter of pride, but if it is run in the interest of a wild eyed coterie it will share all the vicissitudes encountered by those faddists and their fads. Here's hoping that GRIP, purified in the grave, will now shake away from its ragged foundlings and become respectable and great.—Saturday Night.

ONE thing for which "The Mute" feels especially thankful to the new year is the reappearance of its sprightly confrere GRIP—not la grippe—under the guidance of its founder and old time conductor, Mr. J. W. Bengough, whose pen and pencil have lost none of their

power and piquancy, as a glance at the cartoons and comments in the new issue clearly indicates. Mr. Bengough's visit to this Institution a short time since is still remembered with pleasure by all connected with it, and he will at all times be a welcome visitor whether he comes to paint the handsome "phiz" of teachers and heads of departments, or delight pupils and others with his inimitable sketches and stories. "The Mute" heartily welcomes the return to the journalistic field of its vivacious contemporary and wishes it a long and prosperous career under the new auspices.—Canadian Mute, Belleville.

GRIP has been revived under the direction of J. W. Bengough, which is equivalent to say that it is bright, merry well written and well illustrated. There is plenty of room in Canada for a humorous weekly of the right sort and there is no one in Canada who has a better idea of what that right sort is than Mr. Bengough. If he can only control his tendency to break forth in solemn song whenever anybody dies, he should make GRIP gorgeously successful.—Hamilton Herald.

THE first number of the new GRIP is issued. It is a laughable, instructive, enjoyable contribution to current illustrated literature. Bengough's hand has lost none of its cunning. The cartoons on topics of current moment are really excellent. GRIP has come to stay. The country needs its weekly combination of good humor and good sense.—London Advertiser.

**LOOK OUT FOR IT!**

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WITH OUR NEXT NUMBER

will be issued, gratis, the first of a series of 4-page supplements, giving the best

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European and  
Australian Papers**

Together with explanatory notes by J. W. BENGOUGH.

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

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

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Affords quick relief for cold, inflamed tender, or perspiring feet.  
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