

What the Press Says

THE BRIGHT MOON.

"The Moon" of last week has some very bright beams. The cartoons by Hunter, Racey and Jeffreys are admirable, while the smaller skits and sketches are bright and clever. "The Moon" is essentially Canadian in spirit and ought to prove a good antidote to the blatant stuff poured into Canada from the United States. "The Moon" is said to have made a very good start already. It certainly merits a generous patronage in Canada.

Brookville Times

THE MAIL AND EMPIRE.

I make my bow to the Moon. I saw her in the full and over my left shoulder. Great, therefore, shall be my luck this month. Frankly, I am delighted that we are going to have a comic paper of our own. Life is such a biting, sneering little rat of a paper at all things concerning our British Empire, our flag, ourselves, that I am glad to see we are starting a "comic" of our own, and as the Moon is so very far above Life, she can see all the joke of it, the folly, the satire, the melodrama of the little snail called earth. Again, my bow to you, O Moon, also one small subscription, for, to tell the truth, I am a trifle afraid of you. The paper is a capital one and spares nobody—while it is genial in its satire. All the same, I tell you a snowball from the Moon is calculated to give us a shock now and then. Did you see the Magnates on the first page? If not, why not?

Kitt

"The Moon," of Toronto, the new comic weekly, has a good issue for last week. The title-page cartoon shows Sir William Mulock behind the post-office wicket holding the letters for myself. I got the one-blower sketched and a quantity of bright reading matter by the bunch of let-tributors. There are eighteen or twenty in all. The Moon accepts contributions in this way for contrition and in original work which prevents mono-

—The man in The Moon (published weekly in Toronto) evidently knows his business, and The Moon gives out a good many things that are not moonshine.

A NEW MOON
 Welcome to the New Moon! A brand new luminary has appeared in Laughter-Land. Toronto is its home, but it will shed effulgent rays of wit and humor all over this broad continent.
 Different from our old friend, the Lady Moon, this New Moon sports no borrowed rays. "New Goods and Cask down," is its motto.
 "A neat little magazine, full from cover to cover, of bright, clever, Racey (beg pardon!) racy fun, and Canadians should join in a practical welcome to the first and only Canadian comic magazine. It is a real jolly, "new" Moon. What will it not be, when it is a "full" Moon!"
 "It has been discovered that the man in the Moon is not so far off."

The Moon FREE for one year

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