

TO ADVERTISERS.

To insure insertion of advertisement in any week's issue, copy for same should be in our hands not later than Tuesday morning.

Size of page - - - - - 6¼ x 8½ in.
 Columns - - - - - 2 inches wide.
 (3 columns to page.)

THE MOON'S ADVERTISING RATES.

1 page - - - - - \$20.00
 ½ page - - - - - 12.50
 ¼ page (back) - - - - - 7.50
 1 column - - - - - 7.00
 ½ column - - - - - 4.00

N.B. Special discounts on contracts.

WANTED

GOOD BRIGHT BOYS

Cow-Boys, School-Boys or Tom-Boys

In every CITY, TOWN and VILLAGE in Canada, to secure subscribers to THE MOON.

We allow very liberal commissions.

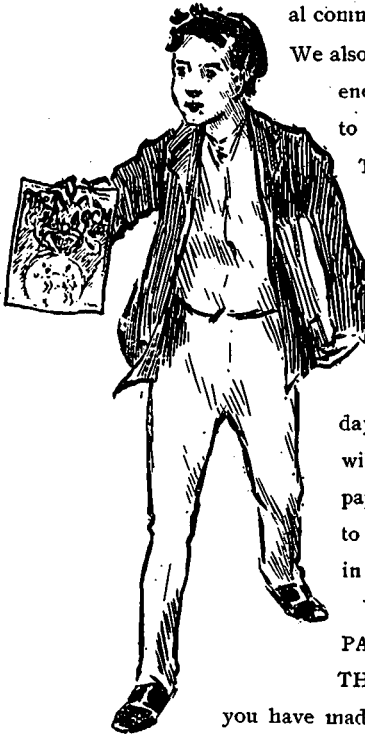
We also want bright, energetic boys to sell

THE MOON each week. Are YOU one of those boys?

If so, write to us today, and we will send you papers enough to start you up in business.

YOU NEED PAY US NOTHING until

you have made a profit for yourself.



THE MOON PUBLISHING CO. LIMITED.

**MEDICAL BUILDING,
 Cor. Bay and Richmond Sts.,
 TORONTO.**

MASTER OF WARLOCK

NOW READY

Decorative Cover, Gilt
 Top, Rough Edges,
 Cloth - - - \$1.50
 Paper Edition - - .75



GEORGE CARY EGGLESTON, AUTHOR OF "THE MASTER OF WARLOCK."

It is needless for us to say any more about this delightful and most charming book. Those who have read "Dorothy South" will look forward to this latest work of Mr. Eggleston's.

THE MUSSON BOOK CO., Limited

TORONTO

The YORK COUNTY

Loan and Savings Co.

Head Office:
**CONFEDERATION LIFE BUILDING
 TORONTO.**

JOSEPH PHILLIPS - - - President.