Our Lady MORANG'S MIDSUMMER Sunshine MIDSUMMER

A SUPERB WORK; Superbly Illustrated. 4 Colored reproductions of Canadian Paintings.

## **OVER 80 ENGRAVINGS**

The Countess of Aberdeen. W. W. Dr. W. H. Drummond. Archit Sir James Edgar, K.C.M.G. Louis "Kit," Jean Blewett. W. A

W. W. Campbell.Archibald Lampman,Louis Frechette.W. A. Fraser, etc., etc.

A Strictly Canadian Publication of Exceptional Merit to send to Foreign Friends & PRICE, 25C.

## **Extracts from Press Notices**

"From an artistic standpoint it is an undoubted credit to Canadian enterprise. \*\*\* How it can be sold for 25 cents a copy baffles understanding."—Quebec Chronicle, July 20th, 1898.

"Perhaps in all the history of book making, no such volume has ever gone forth endowed with a greater sense of duty and freighted with the dignity of a more serious purpose. \*\*\* It is to be hoped that this annual may become a national institution." --Montreal Herald, July 23rd, 1898.

"This is a real step forward in the way of centralizing the efforts of Canadian writers and making our literature more obviously a national possession. \* \* \* The publisher has done well, not only in the selection of good articles and pictures, but in securing excellent mechanical finish." — Montreal Witness, July 23rd, 1898.

"The publication is one of the most beautiful specimens we have ever seen issued from a Canadian press; but, in point of "iterary excellence, it surpasses even its mechanical excellence." — Peterborough Review. "Mr. Morang has done a service by his annual in dissipating the notion that is abroad that Canada is the 'Lady of the Snows,' while she is in truth 'The Lady of the Sunshine."—Huntingdon Gleaner.

"The aesthetic tone has been maintained throughout, in conjunction with practical interest."—Toronto Mail and Empire.

"A worthy specimen of Canadian literature and art."—Stratford Herald.

"It would be a good thing for Canada if everyone who read Kipling's poem would also read a Midsummer Annual published by George N. Morang, of Toronto, and edited by Bernard McEvoy, which shows that the distinguishing characteristic of Canada is sunshine, rather than snow." —Brockville Times.

"Mr. George N. Morang, of Toronto, has just issued a Midsummer Annual which he calls "Our Lady of the Sunshine," and which, if sent abroad, will do much to remove many erroneous ideas the people in the Old Land have obtained of this fair Confederation. If you have a friend across

## FOR SALE EVERYWHERE.

GEO. N. MORANG, Publisher, 63 Yonge Street, TORONTO

the Atlantic who considers you are living at the world's jumping-off place, send him a copy." -Berlin News-Record.

"This venture deserves success on its merits, but should meet with encouragement for other reasons as well."—Guelph Daily Mercury.

"Fully justifies the promises that were made in advance of its publication."— Quebec Chronicle.

"A worthy specimen of Canadian Literature and Art. \* \* \* From a mechanical point of view this admirable production could hardly be surpassed.". Ingersoll Chronicle.

"The best outcome of Rudyard Kipling's designation of this country as 'Our Lady of the Snows' is 'Our Lady of the Sunshine." —Toronto Globe.

"The happy phraseology of the title is borne out by the style and contents of the publication."—Hamilton Times.

"An excellent work." - Windsor Review. "Ought to be sent abroad largely, as an antidote to Kipling's famous poem." - Cornwall Freeholder.