

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 sketches 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, James

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 enthill 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?
Kit

THE MOON SHINES
"The Moon" of Toronto, the new comic weekly, has a good issue for last week. It shows Sir William Pitt-Pigo cartooning post-office wicket letters, marked "C. M. C.", and saying "I want you behind the mail." There are eighteen or twenty clever sketches and a quantity of bright reading matter by various contributors. "The Moon" accepts of this way of gathering up material in an original style, which shows very good long in style, which prevents' mano."

—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.
Godwin, Edward

A NEW MOON
Welcome to the New Moon! A brand new luminary has appeared in Laughter-Land Toronto in 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 cash down," is its motto.
"This is a neat little magazine, clever 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 'White' as he is said to be."
Godwin, Edward

AND SOME CORRESPONDENTS:

DR. JOHN C. WARBRICK
KENWOOD

THE KENWOOD,
CHICAGO, 30th July, 1902

THE MOON PUBLISHING CO.,
TORONTO, CANADA.

DEAR SIRs: Enclosed please find an express order for two dollars, one year's subscription to THE MOON.

Canada's New Satirical Weekly is good and well cut, while it is amusing and relaxing. It is a credit to the country, and I am glad to be a subscriber and wish it every success.

Please send me back numbers to complete my file.

Yours truly,

JOHN C. WARBRICK.