

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 biting 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 anthill 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. The title-page cartoon shows Sir William Mulock behind the post-office window holding a letter and saying "I got this through the mail." There are eighteen of these clever sketches and a quantity of bright reading matter by various contributors. "The Moon" accepts and pays for contributions in some very good original work, which proves a tonic in style.

—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.

Toronto Journal

The London News
 A NEW MOON
 Welcome to the New Moon! A brand new luminary has appeared in Laughter-Land, Toronto, 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 clever" is its motto.
 "It is a neat little magazine, full from cover to cover, of bright, clever sketches and fun, and in a practical way should join in a practical Canadian comic magazine. 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 as Racey thought."

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