TORONTO, JUNE 11th, 1902.
No. 3.


# The Empire of Business 

By ANDREW CARNEGIE

If there is any one man who typifies the successful American man of affairs in the fullest and best sense it is Mr. Carnegie. The author's direct style and felicity of phrase are well known; in this volume he talks of mat= ters in which he has shown himself one of our most mas= terful figures. Among the subjects covered are:

Business
The A B C of Money
How to Win Fortune
Thrift as a Duty
The Road to Business Success
The Bugaboo of Trusts
Partners of the Industrial World
Wealth and Its Uses
Steel Manufacture in the United States
Oil and Gas Wells of Pennsylvania
Cost of Living in Britain and United States
The Manchester School and Today
British Pessimism
The Common Interest of Labor and Capital
What Worid 1 Do with the Tariff?
With frontispiece portrait.

## ANNOUNCEMENT.

## THE AMERICAN GIRL.

As it is the fashion for almost every American Illustrated paper to publish a series of sketches of Typical American Girls, we do not intend to be behindhand.

A series of six striking sketches from living models, by Mr. A. G. Racey, who has traveled the United States and studied the ways of this wonderful and much drawn creature, commences this week.

The sketches are more nearly typical of the beauty of the American girl than any other similar art collection heretofore published on this continent.


## "There is a pleasure in being mad which none but madmen know."-Dryden.

Vol. I.
JUNE 1I, 1902.
No. 3 .
48 Adelaide Street East, Toronto.
THE MOON is published every Wednesday. The subscription price is $\$ 2.00$ a year, payable in advance. Single current copies 5 cents.

All comic verse, prose or drawings submitted will receive careful examination, and fair prices will be paid for anything suitable for publication.

No contribution will be returned unless accompanied by stamped and addressed envelope.

## OUR DISGRACE.

It is a disgrace to Canada, and to the whole British Empire, that the ballots cast by the people that wish to exercise their constitutional right to say what men shall rule them should be tampered with. Bribery, and corruption of all other forms, is mere harmless sport in comparison to such dastardly thievery. To us it makes absolutely no difference to which party the man that is guilty of the crime belongs. Whoever the knave is, he should be dragged from the seat that he has stolen in the House, and have his miserable body battered with stones in the gutter where he belongs. If, however, Canadians permit him to escape, as if his sin were but trivial, then may the reproach of the Yankee President nestle snugly and welldeservedly upon our shoulders. For the benefit of those that may have forgotten Roosevelt's words,-and we hope there are few that can forget-we repeat them. He said: "Englishmen and Americans share the contempt that the free man has for the man that is not free." These words were meant to refer to Canadians.

In recounts why is it that the Conservatives appeal to a judge that was at one time a Conservative, and the Reformers seek out an old friend of theirs? Surely they cannot think that a judge can be influenced by what his sometime politics might have been! It must be that they do it merely from force of habit.

The London Dazly Nezos is well named. We venture to say that the following enlightening paragraph will be "news" to the people of Canada. We can only express our amazement that a leading journal of the metropolis of the Empire should know so many things that are not so. Salisbury must really hurry up with that much-needed Education Bill! Look at this :


#### Abstract

"It must be premised that the general clections in the Dominion "It must be premised that the general clectionsin hand. Nominations tools place all over the country are Thursday last, and all voters will go to the poll on Thursday on Thursday last, and all voters will go to the poll on thursaay nest. The Liberal and Tory campaigns have been in full whish for some weeks. A great competition for the Quebec vote, which is wielded by the French Canadians, is taking place, since it is considered possible that parties will turn out to be pretty evenly divided in the English-spealcing provinces. Mr. Whitney, the chief opponent of sir Wilfrid Laurier, has therefore been huntchier opponent of arench vote vigorously. He has been a little embaring the French vote vigorously. ty whas is uncompromisingly, anti-French, and cuafes bitterly at Sir Wilfrid's long domination."


When, oh when will England waken up?

The Toronto Star, in referring to last week's issue of The Moon, makes the statement that it cannot see how the proprietors of The Moon can hope to be successful so long as they continue to be disrespectful to people with money.

Now this statement by the Star is the most honest one that we have read in many moons. There is a good frank admission here. The Star admits that it is respectful to people with money. Of course we had noticed this before, but we like to hear it officially. For the first time we now learn that the Toronto Star is a fixed star.

The latest scheme in the line of prison reform is one that aims at making the convict into a respectable citizen, who shall be proud to say that he was snatched from a life of crime and made to graduate from prison a gentleman capable of filling a respectable position in society. If the scheme should be taken up, we may expect to see advertisements like the following in our daily papers :

Wanted.-Expert penman and accountant. Seven year graduate from Kingston penitentiary preferred. Must prove ability as forger. Right wages to right man.

The Lunar Savings and Loan Co., Ltd.
Reward.-Lost, Certificate of graduation in Central Prison-expert broom-maker's. The public is hereby warned that said certificate is not transferable.

Howard O'Howard, 16 Smelter Ave.
Wanted.-Expert confidence man, who has served not less than five years at Kingston. References required. Permanent position to right party. The Financial Corporation, Limited.

Wanted.-Expert safe cracker, by July ist, with not less than 15 years' experience. Apply Burglar-Proof Safe Company. Must furnish governor's certificate of service.

Situation Wanted.-Expert ballot switcher and plugger. Graduate of Kingston and Sing Sing.


Directions for would-be editors of social columns: Study the Standard Dictionary carefully, taking special pains to memorize the weakest and most sickening adjectives. Make thorough examination of the diminutives and abbreviations of christian names, which you should write and rewrite many times. Practise Jack, Willie, Bob, Tom, Joe, Frankie, etc. Practise crawling under stoves, tables and beds, that you may become proficient in demeaning yourself. Smear yourself from head to foot with taffy, well mixed with liquid glue, and while so decorated roll all over a sheet of pure white paper. While you perform this last part of the programme, you must not forget to splutter through the taffy and glue the things that you have learned before, i.e., Jack, Jim, charming, delicious, Tom, Willie, Joe, delightful, stunning, chic. After a few hours of this you will be surprised to find how the pure white paper has been soiled. We guarantee that it will present an appearance sufficiently disgusting for publication in any Canadian daily.

## BOOKS.

By special arrangement with the gified authors, The Moon has secured the exclusive right to the Canadian publication of the following works, which will be issued during the coming year:
"How I Saved the Empire,"
by Colonel G. T. Denison, author of "Cavalry Tactics for the Russian Army."
"Dukes I Have Known," by G. R. Parkin, LL.D., C.M.G., author of "Bagmen of Empire," " My Friend Lord Rosebery," and other Historical works.
"Sweet Are the Uses of Adversity," a political novel, by J. P. Whitney, M. P. P. The most interesting, though not the first, of this author's works of fiction.
" Rejected Addresses," by the Liberal Candidates in Toronto.
"The Egoist," an autobiographical sketch, by Lt.-Colonel Sam Hughes.
"The Gentle Art of Resignation," by Inspector J. L. Hughes, author of "The Education of a School Board,". and other lay sermons.
"How I Saw the Coronation," by Colonel H. M. Pellatt, of the Q.O.R.
"How I Didn't See the Coronation," by Colonel J. Bruce, of the roth Royal Grenadiers.

THESEUS AND THE MINOTAUR.



Mr. McLaurier: "The mon that calls this aisy never bruck stones on an Imperial road."


## ARCHÆOLOGICAL RESEARCH.

The two old members of the Numismatic and Antiquarian Society had, after months of laborious research under a burning Egyptian sun, at last unearthed what promised to be a priceless treasure. Fame was within their reach. The oldest of the two, laying down his pick, stood erect and doffed his pugareed helmet.

From the symbols and characters carved on the sarcophagus he learned that the mummified occupant had existed contemporanevusly with Moses, and had been a jester at the Court of Pharaoh.

What great archæological discovery was waiting for them there? What new light was to be shed on the life of these ancient generations, who peopled this mysterious land thousands of years before the Christian era? With subdued excitement, anticipation written on every feațure, and with trembling hands the old discoverers carefully
removed the lid, and before them lay a much-bandaged mummy. It was dry, dusty and withered, but with a broad grin still preserved on the crumbling features; and tightly clasped to its breast was a withered roll of papyrus.

Eagerly and tenderly removing the roll, they carefully spread it out on the lid of the sarcophagus, and with heads close together the two old students translated the following :
my most Ifis-istable joke.
So Mo-ses unto Pharaoh, "Let Israe-lite out of Egypt, or by the morrow thy land shall be Red-see ! So on the following morn when Pha-rose from bed and heard there was $A$-ron on the Banks of Egypt, he remarked, " Nile desperandum ! I Jew believe they will all be $A$-sphinx-iated in the water, Pawen my word I do! But we shall not starve, for see the Sand-zvhich-is here and the pyramids of Cheops, so Lot-us leave well enough alone and-

But the aged antiquarians got no further. They were dead.
A. G. Racey.

## MARTYRDOM.

The Spartan youth who gave no sign, His vitals gnawed by cruel fangs, 1 Would he have changed his lot for mine ? Could I have better borne his pangs?
Beneath a smiling mask I hide A secret bitterness of woe, And stifle with a Spartan pride My anguish-lest the world should know.

For did I lay ny sorrows bare
And bid the giddy world behold,
The giddy world would simply stare, Unsympathetic, hard and cold.
Or, harder yet, might even jeer
And laugh aloud in mirthful scorn At woe that should distil a tearOh, would that I had ne'er been born !

For what has life of joy to give-
The summer here, the winter gone?
And yet am I constrained to live
With these confounded flamels on !

representatives to do homage to your Majesty? Are not your Majesty's coronation pageants and ceremonies to be the most brilliant ever witnessed in Great Britain? Does not your Majesty enjoy enough shooting, riding, ping-pong, golf, bicycling and automobiling? Are not the operas of a high enough standard? Is not the peace in South Africa most gratifying? Has not your Majesty every happiness, joy and pleasure that can be desired?"
"Yes, yes !" groaned the King, "I have every pleasure and happiness that a monarch could wish for, but I am thinking of Alfred Austin's Coronation Poem which I will be forced to read." A. G. Racey.

A man's own soul, unlike most things, seems smaller the more closely he inspects it.

## ANTICIPATION.

"But your Majesty does not look happy,"said the First Lord High Physician Extraordinary to the Royal Household. "As your Majesty's coronation day approaches, moodiness and fits of intense depression, hitherto unknown to your Majesty, become more frequent. Your Majesty becomes gloomier and more morose every day. May I ask if your Majesty's appetite is good?"
"Yes!" replied the King.
"Does your Majesty sleep well?"
"Like a $\log$ !" growled Edward VII.
" Is not everything pertaining to your Majesty's coronation proceeding satisfactorily?"
"Most satisfactorily!" said Albert Edward impatiently.
"Are not your Majesty's subjects most loyal? Is not every nation on earth sending



A FABLE.
In the days of the great kings was one who was very mighty, who ruled over a large country, albeit over many people.

And it came to pass, after the king did come unto his kingdom, that the people who loved front seats in the gate of the city said: "Let us crown our king, for it is not meet that he should put on his crown without our aid."

And those who sold costly wares said, "Let it be so."

And those who profited by all other manner of trade said, "Amen."

And it came to pass that there was a great throng, and many journeyed from afar. And they crowned the king and put on him garments of divers colors and of many kinds. And they pulled him about and put grease on his head. And the priests consecrated the grease and it became holy. And the people craned their necks and said, "There he is"-and he was.

And they caused thousands of the people to pass before him to the end that they might be seen, and the people perspired exceedingly and were aweary.

And the king was sore amazed and troubled and said, "What is this that they do unto me? Would that I were a tiller of the soil, for then I had not suffered. The Lord do so to me and more also an I take it not out of them in taxes."

And after many days they said, "It is finished."
And the king opened his mouth and spake, and said, "Thank God!"
M. M.

## WHAT DETAINED HIM ?

An up-country pastor posted on his church door the following notice :

Brother Smith departed for Heaven AT $4.30 \mathrm{~A} . \mathrm{m}$.
On the next day he found written below :
Heaven-9.40 p.m. Smith not in yet. Great anxiety !
" He has had an interesting career, hasn't he ?"
"Well, rather. He has been through two fortunes, three wives and a sanitarium."

## RULES FOR SUMMER RESORTS.

Engagements made on these premises are not binding after two weeks.

Married men without their wives will please conceal their identity.

Terms: Whatever the cash you have.
Chaperons will not be permitted on the beach after $8.30 \mathrm{p} . \mathrm{m}$.

Guests preparing to leave should notify the head waiter and all the bell boys twenty-four hours in advance.

No amount of pruning ever made peaches grow on fence-posts.-Ram's Horn.
"The man who doesn't own a horse or a wife," remarked the observer of Events and Things, "has no business buying bonnets." - Yonkers Statesman.
"Here's a problem for you. If it takes nine tailors to make a man-"
"The average fellow's only a ninth of a man, eh?"
"No; I was going to add: ' How many tailormade gowns will it take to break him."
-Catholic Standard and Times.


City Niece: "What breed of fowl is that, Uncle Jobn?"

Uncle John : "That's a brown Leghorn, my dear."
C. Niece: "Oh, I should have known by the horns on his legs."

## SPECIAL OFFER!

THE MOON FROM THE FIRST NUMBER TILL THE END OF THE YEAR FOR ONE DOLLAR !

In order that we may become more widely known, we make this special offer.

It is to your interest quite as much as it is to ours that the circulation be increased, for the larger our subscription list: becomes, the larger shall The Moon become also.

We expect Canada to give its hearty support to a journal that has for its sole object the entertaining of Canadian readers without insulting their national dignity as the American illus. trated papers insult.

If you will give us your support, we sincerely promise to grow and to improve.

Please fill in your name and address below, and send-with one dollar - for almost EIGHT months' subscription.

## THE MOON

PUBLISHING CO.,
48 Adelaide St. East, TORONTO.
Gentlemen;
Please send me one copy of THE MOON once a woek till end of year, in payment for zohich I enclose One Dollar.

Name.

## Address

$\qquad$
$\qquad$
$\qquad$

in FACT, ANVTHING $\mathbb{I N}$ PRINTING

Where our imprint appears the work is well done. Telephone Main 3130. Let us show vou what we can do.

DOUGLAS FORD \& CO.

## The Thomson Engraving Company

$*$
Halfi-Tane, Zime, Stecl, Copper
ENGRAVING 4
49 King St. W., Toronto Phone Main 3489

## $\leqslant$

All Plates in This Publication are Made by Us


NEWSOME \& GILBERT Sole Dealers

68-72 VICTORIA STREET, Toronto, Ont.


WEELK JUNE Oth.
STILL BIGGER
STILL BETTER SHOW THAN EVER At 8.15 Nightiy.
Mats. Wednesdays and Saturdays at 3.30 .

## B00K TICKETS

NIAGARA - - $\$ 10$
HAMILTON - - $\$ 5$
BARLOW CUMBERLAND, 72 Yonge St., Toronto. Under Dominion Bank.
B00K TICKETS
NIAGARA NAVIGATIONCO. LOCAL LINES
R. M. MELVILLE, Toronto and Adelalde St.

# Fishing Supplies RODS, LINES, REELS, BAIT BOXES, LANDING NETS, FISH BASKETS, TROLLING BAIT, Erc. <br> <br> RICE LEWIS \& SON 

 <br> <br> RICE LEWIS \& SON}

## STEEL

LIMITED
COR. KING and
VICTORIA STREETS, TORONTO


ADELINE M. TESKEY
ADTHOR OF

## "(W) bere the Sugar Maple Grows"

IDYLLS OF A CANADIAN VILlaGE.
The MUSSON BOOK COMPANY, Toronto, publishers.

## Novelties in Rattan Furniture

We are showing something really beautiful in Rattan or Reed Furniture-in artistic green and reds. There is something very catchy about the finish of each article-a style that at once enlists your attention. For'something really chaste and nice these novelties in Rattan Furniture will surely please.
-Combination Double Low Chair wuth Table, something really odd, and the embodiment of solid comfort.
-Unique Low Chair, after the olden Gothic style.
-Card Tables, after the style of an old oak table, with four chairs that may be pushed under out of the qway-very unique.
-Line of Golf Stick Holders-will be sure to interest.

## JOHN KAY, SON \& CO. иміттд

36.38 KING ST. WEST, TORONTO

| $\begin{array}{r} \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \\ \$ \\ \text { If you want } \end{array}$ |  |  |
| :---: | :---: | :---: |
|  |  |  |
| "POSITIVE PROTECTION" |  |  |
| Combined with good investment | \$ insure your life in the |  |
| \$ |  |  |
| Mhandfacturets bife |  |  |
| \$ Thsuramce Commany |  |  |
| \$ - |  |  |
| \$ Security to policy-holders, over |  |  |
| \$ | \$4.900 | 0.0 |
| \$ |  |  |
| $\begin{aligned} & \$ \\ & \$ \end{aligned}$ | HON. G. W. ROSS, President | J. F. JUNK Managing |
|  |  |  |
| \$ | Head Offi | TORONTO |
|  | \$ \$ \$ \$ \$ | \$ \$ |

