

FROM THE OFFICE OF PUBLICATION

IMPORTANT ANNOUNCEMENT.

WITH this number MASSEY'S MAGAZINE completes its third volume. We now have a very much larger circle of readers than any literary monthly published in Canada. We believe our pride is pardonable as we point to the success we have achieved. To have gained a welcome to so many thousands of Canadian homes in the first eighteen months of a new publication is a phenomenal record, unparalleled in the history of periodical publication in the Dominion. In addition to our large list of subscribers, during the past winter an average of over 6,000 copies monthly have been handled by the leading newsdealers from one end of the country to the other and on the railway trains—the largest regular single-copy sale, we believe, of any Canadian literary publication.

All this has been accomplished in the face of the keenest competition, and in spite of serious handicap caused by the flood of cheap periodicals which pour in upon Canadian readers from England, and more particularly from the United States. These foreign periodicals pay no duty, and have full advantage of our liberal postage facilities. Further, the United States publisher, having such a large field, and being able to distribute his initial cost of publication over an enormous circulation, impossible of attainment in Canada, is thus able to produce at a minimum cost—to say nothing of the fact that he obtains his paper and other supplies and appliances at a much lower price. We are not complaining, though the race for popularity is, undoubtedly, an unfair one. That our efforts have been appreciated, is abundantly proven by what we have achieved and by the many letters kindly written us by appreciative friends in every province. We have honestly tried to fulfil

the pledges we have made from time to time, and, if possible, do even a little better. How far we have succeeded the wide-spread popularity of MASSEY'S MAGAZINE bears testimony.

And now as to the future. We propose an arrangement which will give a new impetus to literary effort, and which will place in the hands of the readers of our Dominion a literary monthly magazine of the highest character—full of Canadian national sentiment and spirit—enterprising, progressive and up-to-date in the best sense of that expression. Beginning with July next, our subscribers and counter patrons will receive

THE CANADIAN MAGAZINE AND MASSEY'S MAGAZINE COMBINED.

This is, as the title indicates, the *Canadian Magazine* (\$2.50 per annum, 25 cents per copy), a literary monthly of high standing, well known to the best Canadian readers, and established for nearly five years; and MASSEY'S MAGAZINE (\$1 per annum, 10 cents per copy), combined into one publication.

A full announcement and prospectus of this combined publication will be made in its initial number. Meantime, suffice it to say, that the amalgamation of the two enterprises will effect a large saving in production and management, which will be used to better and to extend the usefulness of the dual periodical, which will be in every sense a Canadian national literary monthly.

TO SUBSCRIBERS

OF MASSEY'S MAGAZINE.—We have pleasure to announce that they will receive the combined publication in lieu of MASSEY'S MAGAZINE till the expiry of their subscription—a twenty-five cent magazine instead of a ten cent magazine; abundantly fair, surely, and done with