

circulation will be extensively pushed throughout the country, and it is expected that the advertising patronage will also be greatly increased under the new management.

Although after the July number has been issued other interests will demand most of the attention of Mr. Griffin, who has been editor and proprietor during the past year, it is expected that he will continue to be a regular contributor to the magazine.

In future all letters should be addressed to the HOME AND YOUTH PUBLISHING Co., Toronto, Ont., and if any of the subscribers fail to receive the magazine regularly every month they are requested to notify the publishers promptly by postal cards. The managing director of the HOME AND YOUTH PUBLISHING COMPANY will be Mr. C. H. Mortimer, publisher of the "Canadian Architect and Builder," the "Canada Lumberman," the "Canadian Electrical News," and other successful papers. A branch office will be maintained in Montreal under the direction of Mr. J. B. Mortimer, Room 4, New York Life Building, and Montreal subscribers or advertisers can obtain full information at any time by calling at this office or on telephone No. 2299.

A CHANGE FOR THE BETTER.

We believe that every subscriber of this magazine will approve of the change in name from OUR HOME to HOME AND YOUTH, as it not only more exactly represents the character of the magazine, but is more distinctive. The name "Our Home," is used by two other periodicals, one published in the United States and the other in England, and there are a host of periodicals with very similar names. A change of name has been contemplated for many months, and the one chosen perpetuates the important part of the old name while it recognizes the popularity of the magazine among the young people.

HOME AND YOUTH will not be a mere children's magazine, to be read for a few years by young people and then

neglected as something which they have outgrown. It will be interesting for old people as well as young people, and it is believed that many of the young people who have read it with so much interest during the past ten months will continue to read it with equal interest when they are gray-haired old men and women. And those who keep it and have it bound year after year, as many do, will have a fine library in course of time.

THE SAME MAGAZINE.

Although this magazine will be known in the future as HOME AND YOUTH instead of OUR HOME, it is not intended to alter its character. While improvements will be made from time to time it is proposed to continue to have it edited on the same lines as at present. It will be the same magazine under a new name and even the change of name is but a natural evolution, as explained in the article announcing the change of name and ownership. It will look a little strange at first with a new name, a fine new cover and a new dress, but the old subscribers who have welcomed it to their homes in the past will quickly see that it is the same as ever at heart.

CIRCULATION OF THIS MAGAZINE.

During the last ten months over one hundred thousand copies of this magazine have been circulated, so that the average monthly circulation has been upwards of ten thousand copies. But this circulation does not fully represent the number of persons who read the magazine, for letters received from all over the country indicate not only that it is generally read by every member of each family to which it goes, but also that thousands of subscribers show it to their neighbors. Taking this into consideration it is probably not an over estimate to say that the magazine has been read by fifty thousand people every month.