

HOME AND YOUTH

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CHANGE OF NAME AND OWNERSHIP.

In future OUR HOME will be known as HOME AND YOUTH, and the office of publication will be removed to Toronto, Ont. Like all other changes that have taken place since the publication of OUR HOME was first begun, this one will be marked by improvements in the magazine.

It is very interesting to watch the development of a popular periodical. The first subscribers note its improvement from year to year with as much interest as the proprietors, and take an equal pride in its progress. OUR HOME when first started, was very small indeed, but it is gradually growing bigger. When its publication was commenced by the Wells & Richardson Co. about five years ago, it was a small monthly paper of four pages, and was gradually increased in size from four to eight, and from eight to twelve pages. In August, 1896, Mr. Watson Griffin, having purchased it from the Wells & Richardson Co., converted it into a magazine and increased the number of pages to forty-eight. This size has been maintained during the past year, with the exception of two special numbers, which were larger, but beginning with the June number, the regular size will be sixty pages, and other improvements will be made in the near future. It will be noted that an improvement has been made in the cover this month, and it is proposed to improve the quality of the paper used for the inside pages in future numbers, so that a finer class of pictures can be published. Notwithstanding the improvements

that will be made, there is no intention of increasing the price above fifty cents per year.

The record for the past year has been one of great progress. It is no exaggeration to say that the number of renewal subscriptions has been more than five times greater than in any previous year, while many new subscribers have been secured. The editor has received a most surprisingly large number of complimentary letters not only from every province and territory of Canada, but also, from the United States, and even from across the ocean. These letters show that the little magazine has been read with interest every month by many thousands of people, both old and young. But the editor was particularly pleased to note that a very large proportion of the letters received declared that the young people were delighted with the magazine, that they looked for it anxiously from month to month, and liked it better than any other paper or magazine. In view of the remarkable popularity which the magazine has obtained among the young people it has been decided to alter the name to HOME AND YOUTH, and in future, while the interests of the older folks will not be forgotten, and the magazine will contain something to interest everyone, special pains will be taken to please the young people. The new publishers are pushing, energetic business men, who have had long experience in the management of various publications, all of which have been very successful. The