

MAGAZINE CANVASSERS.

The Westward Ho! Magazine offers an exceptional opportunity for students to profitably employ their vacation time in soliciting for subscribers. For particulars address: Subscription Manager, this Magazine.

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We conduct auctions of Household Goods, Real Estate and Live Stock anywhere in the Province. Kingsford, Smith & Co., 860 Granville St., Vancouver, B. C.

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Victoria Realty offers a judicious investment. We have some particularly fine residence sites on the sea front; acreage on the outskirts and good inside business property. The Pacific Coast Realty Co., Victoria, B. C.

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CAMP OUTFITS.

New Eider-down Sleeping Comforter, 2x8, equal to two pairs of blankets. P. O. Box 1243, Vancouver, B. C.

ANNOUNCEMENT.

The success of the first number of Westward Ho! has exceeded the most sanguine expectations of the publishers. Within three days of issue the first number was sold out in Victoria and Vancouver, and stray numbers were being collected to supply the most urgent enquiries. This large demand for the magazine and a corresponding increase in advertising support has necessitated the printing of a larger magazine which will have double the circulation of the initial number. This issue consists of 60 pages of reading matter and 20 pages of advertisements. It includes a splendidly illustrated article on the International Yacht Race, which is our leading feature, and which contains the first authentic description of the race, for the Alexandra Cup. Special attention is directed to a series of photographic studies of British Columbia scenery. The balance of the number consists of articles on matters of public interest and short stories, all by Western writers and specially written for Westward Ho!

The September number in addition to the ordinary departments will contain some specially interesting features; the Hon. Richard McBride will contribute an article on "My First Impressions of the Motherland." An expert article on the "Awakening of the Royal City," with illustrations of New Westminster taken by our own artist. Mrs. Beanlands will contribute another of her popular Art Sketches. There will be an illustrated article on "Lumbering," by Arthur V. Kenah. Mr. John Kyle, A. R. C. A., will write the first of a series of studies on "Home Arts and Crafts," (illustrated). The Editor will continue his chatty articles on "Men I Have Met," featuring the popular and genial Irish leader, Mr. T. P. O'Connor. Mrs. Annie Dalton will be responsible for a very interesting and whimsical ghost story and there will be at least half a dozen other short stories by popular writers. "Community Promotion" will be dealt with in the first of a series of articles by Percy G. Godenrath, and a financial expert will write on Banking and Trust business, with special reference to the important assistance of the latter, in building up the West.