

Notice To Our Readers

Our subscription price for *Westward Ho!* has been and is now \$1.00 per year for Canada and British Isles.

For several reasons this price in the near future will be advanced to \$1.50 per year; single copies, 15 cents.

The principle reason is that we propose to increase the size and quality of the magazine. It will contain more illustrations and articles of interest to readers at home and abroad. We want *Westward Ho!*, a Canadian publication, to be the equal of any magazine in America. Of course this cannot be accomplished at one jump—it takes time, but each issue from now on will be a step in that direction. Our June number will be essentially an ALASKA-YUKON-PACIFIC EXPOSITION number. July—the Dominion number, will contain interesting pages with plenty of good pictures, and each number thereafter will feature seasonable topics.

If your present subscription is about to expire, renew NOW!—at OUR PRESENT PRICE; don't wait until the advance, unless you want to give us the benefit of the additional 50 cents.

Remember, your renewal before our advance will carry you through a year of very interesting numbers, and that, too, at the old price of ONE DOLLAR for the twelve issues.

If you have a friend to whom you would like to send *Westward Ho!*, it is to your advantage to take out a subscription under our present rate.

Send a One-Dollar Bill by mail to—

SUBSCRIPTION DEPARTMENT,

Westward Ho! Publishing Co.

536 HASTINGS STREET, VANCOUVER, B.C.,

with address to which you wish magazine sent.

For the U. S. A. and other foreign countries add 50 cents to cover extra postage.