

## ADVERTISING SECTION, WESTWARD HO! MAGAZINE

### Publishers' Epitome

Christmas makes a considerable tax upon the resources of the staff of any magazine; but the tax is reduced to a minimum in the case of Westward Ho! on account of the felicitous nature of our contributions and of the tone of hearty congratulations and sanguine faith with which they are accompanied. Our contributors seem to take a personal pride and pleasure in the success of the magazine; and these are particularly gratifying to us because they reflect the sentiments of the public that Westward Ho! is rapidly evolving itself and attaining the status of a great national publication.

In the December issue there will be many features which we have felt the encouragement of the past year has justified us in undertaking.

The Christmas greeting exactly expresses our sincere appreciation to our readers and the public; and it has been specially designed so as to render it the more attractive to them. We have also for their benefit reproduced some superb photographic views of the Franco-British Exhibition held during the last months in London, England. It was not an international British and French Exhibition, but a World Exhibition; and one of the most gratifying features of it to the Canadian was the pre-eminent attention which the products of his country attracted. Visitors from all parts of the earth eulogized the Canadian Pavilion; its artistic and architectural beauty, and the marvellous manifestation of the nation's inherent wealth and resources which its different departments revealed.

The eulogy of the visitor was transmitted along the electric current to all parts of the earth and reproduced or reflected in the columns of the Press of every nation. Thus has Canada obtained an impartial and unbiased celebrity, for the truth has been established in the mouth of many witnesses that while Canada today is the brightest and biggest gem in the Imperial Crown she must inevitably become by her vastness, her richness, her position and power the centripetal and centrifugal force in the commercial future of the Empire.

We have also six full page artistic illustrations by F. Noel Bursill of some of the seasonable writings of Canadian Poets; and these we are sure will meet with general admiration and approval.

### Fiction

Our Fiction for Christmas is particularly strong and appropriate to the season.

### THE LADY OF THE MARMION

Contributed by Arthur Davies, whose rising name and reputation are being justified by each new effort. This is the latest and, we venture to think, the best of his short stories of the sea. It forms one of the popular 'Tales from Mate Wilson' series, and vividly depicts an ocean race between two celebrated clipper ships, in the days when captains risked ship and crew to obtain the blue ribbon of the ocean; interwoven therewith is the thread of the master passion, and surrounding the whole of this strong sea story is descriptive matter of so high an order as to make "The Lady of the Marmion" conspicuous for literary excellence as well as for pure dramatic force.

### THE EXPIATION OF JOHN REEDHAM

By Annie S. Swan, is continued as a Serial, and it is a story of profound interest and fascination.