

Publishers' Announcement

will be more particularly devoted to the exploitation of the resources and opportunities of WESTERN CANADA.

Articles will be published showing present development, and also future possibilities.

Information of interest to capital and intending settlers will be made a special feature.

REAL ESTATE, both town and country, will receive attention. MINES and MINING, FISHING, LUMBER and AGRICULTURE are to be featured by expert writers.

Of course, good fiction as well as stories of real life in the West, will have their place—but the principal object of WESTWARD HO! will be the exploitation of WESTERN CANADA first, last and all the time!

Additional capital has been put into the enterprise, an entire reorganization of the management has been effected—and with "new blood" and increased enthusiasm, we believe that we can please all our old friends, and gain many new ones.