

The Endeavor Herald

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All business communications and remittances to be sent to THE ENDEAVOR HERALD Co., 35 Richmond Street West, Toronto.

Send all remittances by P.O. order or registered letter. \$4.00 or less can be sent cheaper by P.O. order, which only costs 2 cents, while registering costs 5 cents.

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The Endeavor Herald Co.,
 Toronto, Ontario

Over the Counter

Change in Club Rate.

I AM delighted at the kindly spirit with which HERALD readers are taking the small increase made in the special club rates. One person who has been a subscriber from the first says: "It has always astonished me to see the value you gave in your paper for 25 cents, and I could never understand how you could possibly afford to make the rate so low. Even at 40 cents I cannot see how you are going to come out even." I may as well take you into my confidence and tell you that the actual cost of production on a single copy of the HERALD for one year has been considerably more than 25 cents, and it became absolutely necessary from a business point of view to make the increase.

Endeavorers are not unreasonable people, I have learned, and this accounts for the sensible manner with which the increase has been received. They recognize that even at 50 and 40 cents the HERALD is cheap. The change in form and the increasing value of its contents is commending the HERALD more and more to Canadian young people, and our list of subscribers grows larger every day.

The chief fault hitherto found with the HERALD has been its lateness of delivery. We are taking steps to overcome this, however, and hope within a short time to place copies in our readers' hands on the 20th of each month. We thank all who have suffered inconvenience in this way for their patience and forbearance.

I want an agent for the HERALD in every society in Canada, and to reliable persons, either ladies or gentlemen, I am prepared to offer a liberal cash commission on all subscriptions secured. If you are prepared to take up this work, write me giving references.

The Sunday-school department of the HERALD appears to be growing in favor with workers in that branch of church endeavor. Superintendents, teachers, and scholars are unanimous in saying that it is one of the brightest and most helpful aids to be found in any S. S. journal. The notes by Rev. Wray R. Smith are worthy of especial note.

On the second page of the cover may be found a very liberal offer to club-raisers. The books noted there are extra good value and are worth working for.

Next month I will present my new list of rewards for club-raisers. It will be the most liberal and most complete I have ever offered to friends of the HERALD. Go to work on a club at once, so that you may be able to claim your reward promptly when list appears.

Remember we are headquarters for Canada for C. E. supplies of all kinds, pledge cards, constitutions, etc. Send for our complete price list.

Kindly note that by our new rates, the HERALD will not be sent to any subscriber beyond the time paid for, unless by special request. The papers for a club will invariably be discontinued at the expiration of the subscription. All renewals should therefore be made promptly. Look at the label on your paper, and act accordingly.

Our special lines of Topic Cards, in plain and embossed, are unequalled for beauty and price. For those societies who cannot afford better we have several cheap lines; and for those desiring something chaste and ornamental we have many designs of great beauty. If your society will give us a trial order, I know they will be satisfied. Samples and special pricelist sent free on application.

And then in Ribbon Badges, we have a great variety of styles at all prices. Send for samples and prices of these before ordering elsewhere.

If your are going to your Provincial C. E. convention (or any C. E. convention) you should wear one of our beautiful Canadian C. E. Badges—price 45 cents postpaid. The design is very appropriate, it is well made, and looks well.

I wish to see how many people read "Over the Counter," and so I make an offer now that will not likely be repeated: Any one cutting out this item and sending it to me with 35 cents will have his or her subscription extended twelve months from the date it is now paid up to. So this item is worth exactly 15 cents to every subscriber.

I call your attention to a splendid little booklet, "How to read the Bible through in a year," which contains much of value to Bible students. Postpaid, 10 cents.

Yours truly,

PETER PUSHM.

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JUNIOR BADGE

WE have made arrangements whereby we can supply these at a very low rate. They are made of Sterling Silver and are beautifully finished.

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| Gold | - | \$1.00 |
| Silver and Enamel | - | 55 |
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Liberal reduction when a quantity are ordered. Write us.

ENDEAVOR HERALD CO.
 TORONTO.

The C. E. Badge

THE Christian Endeavor Badge is now worn by thousands of members in all parts of the country. Every member should have one.



No. 1



No. 2



No. 3

Size No. 1

| | | |
|--------------------------------|-----------|--------|
| Solid Gold Scarf or Catch Pin | - | \$1 00 |
| " Charm | - | 1 00 |
| " Bangle Stick Pin | - | 1 25 |
| Coin Silver Scarf or Catch Pin | - | 25 |
| " Charm | - | 30 |
| " Bangle Stick Pin | - | 60 |
| " Button | - | 50 |

Size No. 2

| | | |
|-------------------------------|-----------|----|
| Solid Gold Scarf or Catch Pin | - | 80 |
| Coin Silver " | - | 25 |

Size No. 3

| | | |
|----------------------|-----------|----|
| Solid Gold Scarf Pin | - | 60 |
| Coin Silver " | - | 20 |

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