

ing forward the standard of the cross in heathen lands. It looks as if the dawning century was to see such advances in the spread of the gospel as have never been equalled. The watchword, "World-wide evangelization," is everywhere being caught up with enthusiasm, and a legion of thoroughly consecrated young men and women will soon set forth to win fresh conquests under the leadership of Christ, the victorious Captain of this mighty throng.

About Ourselves.

THE recent improvements in the HERALD have brought to us showers of congratulations. Every reader is enthusiastic in praising the appearance and contents of our journal. That is what we expected. And what is more satisfactory, both to editors and publishers, is the steady growth of our circulation, without which these improvements would be impossible.

But we are far from being satisfied. There are tens of thousands of Endeavorers in Canada whom we have not reached, and who would be helped and blessed by the monthly visits of our paper. There are many societies that would receive fresh stimulus in service and deeper interest in their devotional meetings if we could have the privilege of helping them in their work. Every Endeavorer should be well-informed with respect to the progress of the movement and the most successful methods of carrying on the work. This is not possible without the regular visits of a well-equipped and up-to-date organ of the movement. This is what the HERALD is acknowledged on all sides to be, and we feel that it is for the best interests of the movement that our circulation should be extended as widely as possible.

We need the help of our friends. In making the HERALD known, our readers will extend the influence of the movement in the Dominion and secure the circulation of spiritual helps that cannot but carry blessings wherever they go. The subscription price has been kept as low as possible, so as to make it easy for all to avail themselves of our help. With the first of May, the lowest club rate will be advanced to forty cents. This is necessitated by the increased cost of production. There will be an opportunity for a few weeks for societies to avail themselves of our offer to receive clubs of sixteen, and over at the remarkably low price of twenty-five cents. This offer will positively terminate on May first. Those who desire to get up clubs should act at once. What is wanted is a good word by our readers at the meeting of the society. Make it clear that the HERALD will bless them and strengthen them for service, besides furnishing them with a multitude of bright suggestions for carrying on their work. Send for sample copies at once for distribution, and you will have no difficulty in getting a large club of subscribers.

Kindly note: After May first the HERALD will not be sent after the date up to which it is paid.

Christian Endeavor Chat.

PROBABLY few of our readers are aware of the organization of a York County Union, effected last fall in Toronto. Mr. Charles L. Ferrier was elected president, much to the pleasure of the delegates who were present at the convention. Mr. Ferrier is a man of striking personality in many ways. He was for some years principal of Huron St. public school, Toronto, one of the largest and best schools in the city. It is not probable it will ever surpass in popularity and efficiency the standard attained under him. Greatly to the regret of the scholars, to whom he had endeared himself by his manly Christian character, he resigned to accept the advanced position of superintendent of the Victoria Industrial School at Mimico. His field of usefulness here is a wide one, and we know of no man better able to cultivate its abundant possibilities. We are glad to record Mr. Ferrier's name among the active Christian Endeavor workers of Ontario, and feel certain that the new county union will prosper under his presidency.

By the way, talking about York County Union, its first convention since organization will be held on May 17, 18, at Newmarket. A thoroughly bright, up-to-date programme has been prepared that promises to far excel the interest of the average small convention programme. Toronto is expected to send a large delegation, and plans are being talked over for a bicycle party that should prove one of the most enjoyable of the year. It has been suggested that the Toronto delegation should meet for breakfast in the early morning at some hostelry a few miles up Yonge St., and having thus fortified themselves on simple but substantial fare, set out together to complete the quarter century remaining of the road to Newmarket. On a fragrant, clear May morning, what could be more enticing than such a ride as this? Personally, we look forward to the excursion with anticipation of keenest pleasure. We omitted to say, although probably it is quite unnecessary, that the moving spirit is, of course, Mr. C. J. Atkinson.

AMONGST the multitude of great and eloquent speakers at the recent Student Volunteer Convention in Cleveland, our own beloved Bishop Baldwin seems to have made the deepest impression upon many hearts. We are proud to speak of him as "our own" because he is both a Canadian and a Christian Endeavorer. His wise influence and leadership has given the Anglican church the place of vanguard in effective, spiritual C. E. work in the London district. We hope to see the day speedily come when the presence of many such men in the ranks of the good old Church of England will make possible a much wider welcome to Christian Endeavor than it has yet received from that important branch of the Church.