

YOU ARE NOT ASKED TO GIVE JUST LEND



Armed Forces are Preparing to Back Victory Loan Bond Attack

Because Victory Bonds will be "so nice to come home to", Canada's soldiers, sailors and airmen are getting ready to back their own attack in a big way when the \$1,150,000,000 fourth Victory Loan opened April 28.

Out of their pay, officers and men, and civilian personnel attached to the forces, bought Bonds to the tune of \$1,300,000 in the second Victory Loan a year ago. Last fall in the third Loan, they topped their purchases to more than five times that sum, with over \$7,000,000 worth. Finally, they have been re-established on the three services and quotas were in many cases doubled, tripled and even quadrupled.

Reports to Dominion headquarters of the National War Finance Committee in Ottawa indicate that all over the country, on the ships and overseas, the Canadians in uniform are planning to go way beyond their previous achievements in the Victory Loan. They realize the enormous cost of waging the war, and want to make sure of planes, ships, tanks, guns and ammunition in over-

swelling quantities for the stupendous fighting ahead of them. They're planning to invest all the money they can in their own business, which is victory.

Liaison officers of the forces say the men and women in the services have a lively appreciation of the fact that money they salt away in Victory Bonds will help them start in business, learn a new trade or profession, or form a nest egg for a future home. After the war is won they will have the money to spend in any way they wish, and meanwhile it will earn them three per cent interest yearly.

The fighting forces are looking to Canadians on the home front to stand behind them and "Back the Attack" to the limit of their ability in this crucial stage of the war when the offensive at long last has passed to the side of the United Nations. And they mean to set the home folks a stirring example by their bond purchases.

RE-ENTRANCE TO THE HERALD



BONDS sink U-BOATS

Clearing the sea lanes is the first step to the coming attack. Back the Attack with Bonds. Think of them as bombs that drop on U-boats, as depth charges that break the backs of lurking U-boats. The days of defence are over. Now we must seek the enemy and destroy him. How quickly and completely depends on you. Buy Victory Bonds to the limit. Do not wait until now to have plenty in the future with freedom to enjoy it.

Sponsored in Interests of Victory Loan by
Beaumont's Woollen Mills
Glen Williams, Ont.



Sure — we'll back him up—

...to our last Fighting Dollar!

HOW TO BUY

Give your order to the Victory Loan salesman who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Or you can authorize your employer to start a regular payroll savings plan for you. Bonds may be bought in denominations of \$50, \$100, \$500, \$1,000 and larger. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.



MEN like this . . . YOUR son, perhaps . . . your nephew, brother, husband, sweetheart, neighbor . . . await the word: "ATTACK!"

Canada's army, trained and eager, is poised for the knockout blow. No time to think of what we're doing back home! Mind and nerve and sinew keyed to the one great purpose . . . if need be, the supreme sacrifice.

In every heart a glow of love for dear ones far away . . . a flash of tender memories . . . a thrill of pride.

Yet perhaps a lurking question: "Will those at home back us to the limit? Will DOLLARS be in this fight too . . . in full measure? Can we count on everything we must have to win?"

How shall we answer them?

This is offensive year. One billion, one hundred million dollars are needed.

Let's put our savings unreservedly into Victory Bonds. Let's pledge our future earnings to buy MORE on the instalment plan. Let's back our boys up . . . to the last fighting dollar!

BACK THE ATTACK!

BUY *more* VICTORY BONDS
NATIONAL WAR FINANCE COMMITTEE

News Parade

By Garfield McOlivray

Some time ago this column was responsible for a new idea in news gathering, that of telling our readers of some of the interesting things we read in the exchange papers "and hope to goodness" that Andy Clarke does not pull off the same stuff in his Neighbourly News broadcast, and thereby steal our thunder.

This week we have a rather lengthy item, written by J. R. Hale, in the Orillia Packet & Times, and relating to that old and favourite hymn, "From Greenland's Icy Mountains" Mr. Hale says:—

On Sunday I saw a reference to the well known hymn From Greenland's Icy Mountains, and it brought back pleasant memories of a day I spent in Wales, where this hymn was written. On Saturday, May 29, 1819, Reginald Heber was visiting his father-in-law at Wrexham, Wales. He was asked to write a hymn. It is not often that real hymns or poetry are written to order on such short notice. But young Heber sat down in the room, he wrote these verses. Though those present thought the hymn was complete, Heber thought it required another verse, which he added.

The hymn was used in the Wrexham church the next day, but just what tune was used I don't know. The tune which is now so familiar was written a long time after. Miss Mary Howard, of Savannah, Georgia, U. S. A., had a copy of the hymn sent to her, and she admired it very much. Wanting a tune for it, she sent the words to Lowell Mason, a young bank clerk who had a faculty for composing suitable tunes, and in half an hour he sent back the tune the world now uses.

The day I visited Wrexham was a beautiful day. I had been at Chester for a part of the day with the party from Orillia which toured Britain in 1928. This was a quaint old city with a great charm. We had come to Chester from Liverpool by train, and then we started to drive in a charabanc, or what we would call a bus. The top was removed which allowed a better view, as we went through the country villages, roads and lanes.

We visited the parish church at Wrexham which was built in 1331, later burned and restored in 1400. There is a brass eagle in the church for a reading desk, on which is a plate which says this cost £8 in the graveyard round the church is the grave of Mr. Yale, the founder of Yale University in the United States. I copied down the inscription on the tomb, which is as follows:

In London died
Much, good, some ill he did; so hope
alls even
And that his soul thro' mercy's gone
to heaven.
You who survive and read this take
care.
For this most exit to prepare,
Where blest in peace, the actions of
the just,
Smell sweet and blossom in the silent
dust.

But a little more about the author of the hymn. He went at an early age to Oxford, where he made the most of his opportunities, and composed a wonderful poem on Palestine, which won him a prize. He entered the ministry of the Church of England, when hymns were just beginning to be sung, and there were people who did not care for their use. At that time, also, there was a great wave of missionary enthusiasm sweeping over England, and he became interested. Some years later he became Bishop of Calcutta . . .

His diocese included Ceylon and Australasia. He worked hard, and his strength gave out, and he died three years later, on April 3, 1833. Bishop Heber is remembered as a great hymn writer. While he wrote only fifty-seven hymns, all are still in use. It is not likely that this can be said of any of the other great hymn writers, Charles Wesley and Isaac Watts have hymns in many hymn books, but both wrote a number of hymns not now used. Charles Wesley, according to the Encyclopaedia Britannica, wrote over 6,800 hymns.

Amongst Bishop Heber's best known hymns are, From Greenland's Icy Mountains, The Son of God Goes Forth to War, Holy, Holy, Holy Lord God Almighty, Brightest and Best of the Sons of the Morning, and By Cool Siloam's Shady Rill. Bishop Heber was a man of beautiful character.

How time changes, comments the Leamington Post and News. The bread-line of a few years ago, is now being replaced by the beer line. With the operation of the vicious circle, it will probably be a return to the former when this orgy of spending is over.

The Tweed News quotes John Bracken, the new Conservative leader, as saying: "Utopia won't come tomorrow, but progress is being made." This reminds them that in Sir Thomas More's "Utopia", there was no progress—it was a dead-end.

M. S.
Ellhu Yale, Esq.
Was buried on the 22nd of July in the
year of Our Lord
MDCCLXXI
Born in America; in Europe bred;
In Africa travelled, and in Asia wed;
Where long he lived and thrived;

You Roll Them Better With
OGDEN'S FINE CUT
CIGARETTE TOBACCO