

The Catholic people, at the same time, have it in their power to do their own papers the greatest possible service. If they would follow out the principle of patronizing those who advertise in these papers, they would make the path of the Catholic publisher easy and pleasant. We are well aware that there are a great many people who would like to help their papers in every possible way. Here is a way in which everybody can help. We are not asking for special favors. All we ask is that, all things else being equal, they buy from those who solicit their patronage through the medium of their own press.

One of the biggest advertising contracts secured by our representatives during the past year was due to a very simple circumstance. A staunch friend and admirer of the paper living in a small outlying town wrote into the office of a business man who had carried a small ad. with us from time to time. He wrote to ask for a catalogue, and at the end of his letter added by way of parenthesis: "I always make it a practice to buy from business men who advertise in Catholic papers." Now, our readers as a class have it in their power to render us the greatest possible service by doing one or all of the following:—

1st. Let them look over the ads. carefully to see who those people are who are soliciting their patronage. The mere fact that they advertise is a tribute of their confidence in Catholic journalism.

2nd. When they go to a store or place of business to make their purchases, or when they write for information to our advertisers, let them make it known that