THE POWER OF THE PRESS.

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Written for the Union and Times by Rev. J. Roche LL, D.

I believe that Catholics have it in their power to make their periodical press the best and strongest to be found in the country to-day. All this I believe, too, can be done within a very short space of time. The prescription is simple; the application is the difficult part of the proceeding. The reader will naturally ask, how can this be done? naturally ask, how can this be done? The answer is simplicity itself. Let Catholic business men advertise in Cath-olic papers, and let our people as a whole make it known that they will patronize those who advertise in such periodicals, and the rest is easy. This advertising business is the real keynote to success or failure. It furnishes the very life-blood—the sinews of war, so to speak blood-the sinews of war, so to speakof every journalistic enterprise. More than that, the radical weakness of ninetenths of our periodicals is a weakness in the advertising department. They do not receive the patronage to which they are justly entitled. It is hard to convince even Catholic business men that they are the very best kind of advertising mediums. In the business world itself, there is a silent boycott on religions periodicals. The advertising done in the scentar monthlies reaches fabulous figures. Our religious monthlies find it extremely difficult to break into this advertising field. The large agencies exercise a sort of monopoly, and the religious publications are in a certain sense barred. Personally I am firmly convinced that, as far as its circulation goes, there is to-day no bet-ter advertising medium than a Catholic paper. Our people read it through and through, from end to end — more than that, they save it for future reference, or pass it on to their friends and neighbors. It is not like the secular daily which is read and carelessly thrust aside I believe, too, that a business man, ad-vertising in Catholic periodicals will get better returns for his money, in pro portion to the circulation, than he from any secular periodical. will These are to my mind primary proposition which are not sufficiently insisted upon. These are statements which we are prenared to put to the test and to verify by practical results. Some of our advertis-ing managers have overlooked their opportunities. They have failed to take advantage of the unique position which Catholic newspapers occupy. In other words, the campaign for advertising has not been systematically worked.

HOW THEY CAN HELP. the children in our streets are not play ng, but quiet. Our Catholic societies are sometim "Truly enough the dead is in our at a loss to discover new fields for their activity. Here is a great and practical field for future effort. We have, for inmidst. For their Roman Catholic cele-bration a new casket was made of glass stance, two million society members in the Catholic Federation movement. If and oak-as the old one was small and shabby—and carried to the church last night to put the body of our Lord in, these two million members would com one openly and make it known, first, that they were going to advertise their own business in Catholic papers, and, secondly, that they would patronize those business men who advertised in such papers, the dawn of the new era for Catholic periodicals would have already opened. It is only a practical newspaper man who can understand and appreciate the importance of such a suggestion. There is nothing like con crete examples. I know of one case in which a little society in a fair-sized western city passed a resolution to the effect that during the coming year, as loyal and devoted Catholics, they would could not be touched. Sunday morning very early there patronize those business men who ad-vertised in the local Catholic newspaper. They sent copies of this resolu-tion to the leading business men of the city. The pros and cons of this unusual proceeding were thrashed out in the ciety's rooms, but the results were : real surprise to the newspaper manager. It put him on "easy street" during the year that followed, and its effects are still visible in his advertising columns. I would like to see a resolution of thi kind passed in every branch of Catholic society in this country. The effect would be immediate and far-reaching. to these people, and the priest would have told the truth for once had he said : 'Jesus is dead to us.' Can't you imagine how weak and helpless we feel If business men can be made to under stand that our people are looking to se who advertises in Catholics journals, these journ ' are certain to get their share of this advertising patronage. at such times ? There was a good deal more to the letter and it hore the signature, "Jane RETAIL ADVERTISING. Pick up any of our Catholic papers owadays, and see how little space is A. McLiver. levoted to what is known as retail ad-Father Curry lost no time in com devoted to what is known as retail ad-vertising. Yet, this is the most pro-fitable of all the various forms of com-mercial publicity. It is the retailers who keep alive the metropolitan dailies. These people are looking for the very best mediums. The representatives of the daily papers have evidently con-vinced them that theirs are the best. It is high time that we plan a compaign ranger dury lost no time in com-municating with the Bishop of Porto Rico, the Right Rev. W. A. Jones, O. S. A., concerning this miscrable libel of a Catholic people. He has received the following letters from Bishop Jones : "San Juan, Porto Rico, July 17, 1908. "Rev. James B. Curry, St. James' rec-tory, New York City. "My dear Father: I received your letter yesterday, in which was the en-It is high time that we plan a campaign whereby retailers can be convinced that a Catholic weekly is an excellent medium the twhich to solicit Catho-lic trade. Is a matter of primary importance on the solicit catholosure herewith returned to you. I hank you for this information. "Fortunately the priest who cele-prated the Holy Week services in Fain ortanec, see retailers, particular-importance, see retailers, particular-ly the big retailers, must be reached in some way. To reach them effect-ively, a plan of eampaign must be mapped out and systemati-cally followed. Individuals can help. Societies can render practical aid ardo lives with me, Father Berrios, to whom I gave your letter and also the nelosure from 'Jane A.MeLiver' for his perusal. He was the former administraor of this diocese and now pastor of the Societies can render practical aid along lines suggested in the first part of this article. Newspaper mancathedral. He is our best and most zeal-Being a native of this island, ous priest. ie is known in all parts of the diocese. and greatly loved and venerated by the gers cannot sit down and expect adveragers cannot sit down and expect adver-tisers to come to them. They will get what is rightly theirs only by going after it in a business-like way. It is their duty to convince business men, that they will find it to their interest to ple. I will answer for the functions of the Church that are under the direc-tion of Father Berrios. "The fact is, his presence in Fajardo during Holy Week was the occasion of an unusual church attendance. Years purchase space in Catholic papers. I believe, too, that we can all help much ago he had been rector of that parish more effectively than we do at present. W tk business men plainly and blu they do not advertise in and is much loved by the faithful. " Now, on a study of the letter of this modern apostle, 'Jane A. McLiver,' you will find that she is endeavoring to ridi-Cathologian Jack and the occasion to tell those who do advertise that we cule the old custom here observed have seen their advertisements in such and such a periodical. I have heard it said time and again that Catholics will people, which is observed with great deand the analysis of the second an outsider. It is merely a matter of going after business in a business-like way. I am merely outlining ways in which every Catholic can help to a greater or less extent to put our own papers in a position of financial independence. The growth and prospective of the protestant missionary associations, sociations, sociations, sociations of the protestant missionary associations, sociations of the protestant missionary associations, sociations of the protestant missionary associations of the protestant missionary associations, sociations of the protestant missionary associations, sociations of the protestant missionary associations of the protestant missionary associations. endence. The growth and prosperity our periodical press is intimately It was the general belief among the new Gospel preachers here a few years bound up with the growth and prosper- ago that a goodly fling of mud at the

THE CATHOLIC RECORD

ity of the Church itself. Our papers are doing a good work—they should succeed —they will succeed, if our people as a whole can be aroused to the importance of their value as advertising mediums.

NOT FOR PUBLICATION." BUT THIS "MISSIONARY LETTER" FELI INTO THE HANDS OF A FIGHTING PRIEST, WHO EXPOSES A SECRET SYSTEM

OF SLANDER. From the Catholic News, New York Some time ago a young man in St. James' parish, this city, of which the Rev. James B. Curry is pastor, picked up in the street a typewritten cir-cular letter that proved to be an attack upon the Catholic Church. He turned it over to his pastor. Father Curry is not the kind of a man to let a thing ike that pass by without proper attention from him. More than once he has shown himself to be a valiant champion of the Catholic cause, and every time he has engaged in a battle in defense of

the Church he has emerged a victor. On this occasion he has come out successful, too, as this story will show. The circular bears this heading, "Field of the American Missionary As-sociation—Central Office, Fourth avenue and Twenty-second street, New York. Missionary Letter. Not for Publication." At the right hand corner in a border s the advice : Please take pains to have this letter

read, both in meetings and by individuals who may become interested in the work. It is not to be printed. It is for private circulation only, to in ease the support of the A. M. A. Missions.

Evidently the persons who are interested in the circulation of the letter feared its publication, as they knew from past experience that such slanders on the Church were certain to be exposed promptly. Their plan, apparent y, was to spread the calumny in such : way that it would be impossible for well-informed Catholics to hear of it. Thus the lie would be certain of longer life than if it saw the light day. The circular, which bears the date of Fajardo, Porto Rico, April, 1908, s as follows :

"Dear Friends: "This is Good Friday. There is silence everywhere. Horses and oxen are resting, carriages and carts have not been seen or heard in the streets to-day. The stores are closed with no back doors open, even

and the tremendous procession to-day was sacrilegious and vulgar. I will not attempt to describe it, it was so disgusting, but it made my heart ache to see the hundreds of children following, not knowing where or what. If only they were being taught some truth instead of lies! No wonder the people here do not know what the truth is. The church bells will not be rung to-day or to-morrow. In Loquillo last night boys were going through the streets drumming old tin pans announcing the fact that there was Mass in the church, but the bell

will be two processions, coming from opposite directions one with the image of the Virgin Maria robed in a black velvet gown, and in the other an image of our risen Lord. When the processions meet the Mother and the Son will embrace and then there will be a great time; then they will have a Sunday dance, get drunk and do everything they like because they kept Holy Week. "Do you wonder that I had a peculiar shudder creep over me when some chil-dren said ! 'God is dead.' 'How do you know?' Why, the priest said so this morning.' Christ is truly a dead Christ

Catholie Church was sufficient to make half the inhabitants Protestants. Ac-cordingly, they pursued a policy of vili-fying the Church and the priesthood in Porto Rico. It went well in the United States : but the results in Porto Rico have been most unfortunate for their cause. The most indifferent sort of Catholie has not been drawn towards these new doctrines nor towards the preachers of the same by the wholesale abuse heaped upon the Church. They have not made good their promise to 'Protestantize' the people of Porto Rico. " Letters of the sort you have secured when published here stir the Porto Ricass against these sects and their abstors. I have just taken a copy of it to run it in some of our journals. I wish you would keep interested in matters of when published here stir the Porto Ricans against these sects and their abettors. I have just taken a copy of it to run it in some of our journals. I wish you would keep interested in matters of this sort i for it is a great excitators. ary and the perpetual, movement and fixity, are balanced in marvelous equilithis sort ; for it is a great assistance to fixity, are balanced in marvelous equili-brium. That equilibrium Pius X, has in his own mind and through it he works. Thus, too, he works for our own coun-try, for amid the ruins that threaten France the Church represents one of us to be supplied with such documents. "As soon as I learn the particulars of Jane A. McLiver' I will forward you the desired information. " Again thanking you, my dear father,

am very sincerely yours. "+ ?» "W. A. Jones, O. S. A., the ultimate elements of order-that against which the votes of deputies is of " Bishop of Porto Rico. no avail."-True Voice.

founded. These are a people not sin by that excess.

n the original 'Not for Publication.'

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THE POPE OF ORDER.

" Bishop of Porto Rico."

"San Juan, Porto Rico, July 29, 1908. "Rev. James B. Curry, New York. "My Dear Father: I concluded to hold your letter until I could get you . ONLY PRETENDEDIREVERENCE.

Some people have a very queer ne information in reference to 'Jane tion of what constitutes profane lan-guage. Here is William E. Curtis, an A. McLiver.' "She resides at Fajardo, being just experienced American journalist, who is travelling in Ireland and finds that the now in the United States. She is most active and aggressive in her efforts to win a following in Fajardo. Mr. Ed-wards is the minister in that locality and has a school established in connec-

travelling in Ireland and finds that the name of God so frequently invoked in blessing by the Irish people is a form of profanity. Writes Mr. Curtis : "The common use of the name of the Creator is often shocking to strangers and seems blasphemous, but it is an unconscious habit. The word is con-stantly on the tengua of the near and tion with his mission. With said Mr Edwards resides Miss Jane A. McLiver, who teaches in his school and also figures as an unqualified nurse among the people whom she visits. unconscious nabit. The word is con-stantly on the tongue of the poor, and not always in a profane sense. You hear, "God bless you," God prosper you," "Praise God," and similar ex-pressions continually. One neighbor It is worthy of notice that the indica-

tion in reference to the habits of drunkenness, charged to the people of Fajardo by Miss McLiver, is wholly un-

pressions continually. One neighbor seldom greets another good morning or good night without an appeal to the Almighty, or the Redeemer or the holy virgin. "Howly mother," is the commonest of ejaculations, but Irish profanity is always associated with prospins and not with curses You " Any information you can furnish m of the sort contained in the letter of Miss McLiver will be a help to us. Such ublications are injurious to the peopl f this country, who resent the insul plessings and not with curses. never hear the anathemas that are so common in the United States. Nobody ever damns you; if the name of the Almighty is appealed to it is always for his blowing and not feed. ontained ; hence the condition marked m 'glad your many home duties do not make you indifferent to the condition of the Church in Porto Rico. his blessing and not for condemnation.

So it has come to this that to invoke the name of God in blessing is shocking to Americans and seems blasphemous! Are we as a people growing so reveren-tial that all mention of the Creator 'The Protestant organizations have taken hold of this island with a force of men, women and money, the like of which you will not find in any other country. It would seem they had selected this little island as an entrance to Latinmust be excluded from our language Is it not rather a false pretence of reverence that would ban the invocation the blessing of God upon a fellow being? Yet Mr. Curtis, we are afraid, is not ception. Their campaign seems to stir as to new life. In saying this I must not be unmindful of the power of money, alone in his peculiar views. Last year when the motto: "In God We Trust," was removed from American coins by executive order the reason assigned was that the motto was executive interview here. "Please to consider me at your disthat the motto was sacrilegious because posal in all matters bearing upon the subject of our present correspondence, and believe me, yours very gratefully, "W. A. JONES, O. S. A.. it gave occasion for irreverent remarks Pretty soon it will be considered "bad form" to even think of God and

we are coming dangerously close to that when it is considered "shocking" to use His name in blessing. We wish Americans as a whole were as reverential in their attitude towards for destingtions of the state of the

God as the people of Ireland. The ex-pressions that Mr. Curtis regards as profane display a beautiful faith in the presence of God and in His providence. That beautiful phress "phone God" or Paul Bourget, one of the most briliant of French contemporary writers, pays a striking tribute to Pope Pius X, as the "great Pope who will be known in history as the Pope of Order," "For consider," he says, "the end to which all the acts of this Pope of Order have That beautiful phrase, "please God" or "God willing," which is a recognition of God's supreme dominion and of our dependence on Him, is seldom heard in this contract. been directed since his accession: solely this country. Is it because we were too and indefatigably to maintain coherence reverential to use it ? No, Is it because in our everyday affairs we leave God out between men's minds and wills. He is like those clear-sighted physicians whose diagnosis goes straight for the disof account altogether. We never think of acknowledging our dependence on His eased part of the organism. He has divined at a glance that the real danger help as do the people with whom Mr. Curtis finds fault. Are we the better for our neglect of God ? Or are we not for the Church lay in the secret, hidden menace of an anarchy all the more dan-gerous from the fact that it was latent. rather to be blamed for it and the Irish people commended for their ac-kowledgment of Him ? That anarchy has its cause in that spirit of adaptation to the age which so many of the faithful honestly profess, but

This squeamishness about the use of God's name in the connection which offended Mr. Curtis' pious ears does not indicate any deep religious senti-ment or conviction. On the contrary, it bespeaks a sad lack of religion when we



The Ladies' Home Journal has the following, which provides much food for thought : "This expression of both points of

"This expression of both points on view takes on a curious study of human nature when one sits in an editorial chair and watches the effects. We may publish, for example, a pictorial article describing the life of Pope Pius X. at the Vatiean. Immediately there issues a stream of letters from readers of all shades of Protestant beliefs protesting against what they call our 'indorsement of Roman Catholicism.' 'Yours is a Protestant magazine' (mind you, we have never said that it was !) says the writer, and you have no right to enter our homes and advocate a religion in which we do not believe.'

"But suppose we turn the matter around, and how about the scores of articles voicing Protestant beliefs entering the homes of our Roman Catholic subscribers ? Yet it is a significant fact never a word of protest comes to us from the thousands of our Roma Catholic readers with regard to a single article that we have ever published voicing Protestant beliefs !" ----

BORN. VALLIQUETTE.-At Douglas, Ont., on August 27 998, to Mr. and Mrs. Robert Valliquette, a daughter

DIOCESE OF SAULT STE. MARIE.

The chapel of Reparation to the Sacred Hear esus which is being built on St. Joseph's Island to romaly visited on Sunday by Hi. Lordship Bisk collard. The first Mass at 8 o'clock was celebra by the Bishop, and the second Mass at trogo was a w Rev. Father Descoteaux, S. J. In the course of loquent serion, and in fact at every one of the f ervices which made memorable the day. His Lords ook occasion to warmly thank Mme. Roa d'Er and her husband Mr. Vontom to whose indefatiga florts the beautiful chapel is due and ervlorted ople to always remember these be ayers. The chapel is built to ar ndred worshippers, and through s great Insh singer. Rosa d'Erina, rade with series a, is well equ The san escription. The chapel boasts three altar ad Heart, Our Lady and St. Joseph and is action that a minimum of the second s

NOTICE.

For the next few weeks we intend offering spe

horses to advertise and introduce our guar stock and poultry specialties. No exia necessary; we lay out your work for you, week and expenses. Position permanent W. A. JENKINS alaulacturing Co., Londo MISSION SUPPLIES A Specialty made

of Mission Articles Send in for prices and J. J. M. LANDY

00 416 Queen St. west TORONTO, Ont. Try This Boyril Recine

e following children : Five boys to nine years, two girls and one b and three girls aged two, nine a ly to Wm. O'Connor, Inspecto h Parliament Buildings, Toronto. years, and the Apply to Branch Parli

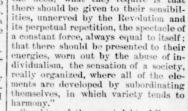
BUSINESS OPENING WANTED-LADY, UNMARRIED, OR WIDOW and Catholic, with from \$500 to \$2,000 to invest, business paying 30 per cent. and upwards, security. Address F. O'Reilly, 13 Irwin Ave, To Ont.

TORONTO

lled pan put two ponful of bread of butter, and a squeezed femon juic. Season epper and salt. Thoroughly mix the whole er and then spread on thin slices of bread, a simple recipe but provides a really nutritious wy appetizing " tit-bit" for a fermoon tess " all fresco" meals. I is the quintessence of beef—it drives away ie and gives vigor and tone to the whole . Added to canned meats, pork and beans makes them ever so much more tasty, appein-duutitious. The 8 and fo oz. sizes are more nical than the smaller bottles. TEACHERS WANTED. WANTED CATHOLIC TEACHER WITH Surd and Himsworth. Salary \$350 per year. Address Casper Verslegers, Sec., Trout Creek, Ont. 1559 ff. WANTED A CATHOLIC TEACHER HAVING Separate school. Must be able to teach Salary \$350. School reopens on Oct. 1st. See ences and apply to Arthur Brouillard, Se Severn P. O., Ont. HOMES WANTED GOOD GATHOLIC HOMES WANTED FOR the following children : Five boys, aged from



by the 'critical spirit,' a fixed point above all discussion of which they feel the need; what they require is that



which is just the surest way not to be able to act on the age. What these

able to act on the age. What these children of the age ask of the Church is

Speaking of the great debt of France to the present Pontiff, M. Bourget con-

" Pius X., contemptuously described 'country parish priest,' just as though the qualities of a parish priest are not those of an apostle, this great Pope has spoken, and Modernism has seen its day. Catholic thought has suddenly taken on new vigor, and the has unity of doctrine has been once again consolidated. He has spoken and the danger of schism has disappeared—of that schism, for which the way was prepared by a law devised with such skill that we should all have become the victims of it were it not for acute diagnosis of the Vatican. Behind those associations cultelles' which seemed to offer so many advantages, he has shown us where anarchy lurked;





secular as v The priest scho and self, had as men and w taken later l were availa America rai for the cau such as Mot the Sisters Md., of who kinsman; th Ladies of th ville, N. Y., of the supre Miss Allen Vermont, of and Sister Ind., cousin families, the women who of superior by reason o their virtu were leade tion of yo academies a The par mainly con Brothers, t ers taught were condi and Augus and Franc the .Fath Whether w for boys on we find ev priests and work, spen and to the their piety owe everyt the Cathol Rememb founding of the rearing and practic realizing readily un both know at and the said one (driving av had come children t

VOLUME

The time will come. grass so green Will grow, where Upon that mound, t be seen. That grows upon

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