## The Catholic Record

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H. F. Mackintosa

In St. John, N. B., single copies may be purchase of Mrs. M. A. McGuire, 249 Maine street LETTERS OF RECOMMENDATION

Apostolic Delegation
mas Coffey Ottawa, June 13th, 1905mas Sar Bir-Since coming to Canada I have
adder of your paper. I have noted with asts
that it is directed with intelligence an
and, above all, that it is imbued with
attail to the company defends Cath ability, and, above all, that it is imbued with a strong Catholic spirit. It strenuously defends Catholic principles and rights, and stands firmly by the seachings and authority of the Church, at the same time promoting the best interests of the country. Fellowing these lines it has done a great deal of good for the welfare of religion and country, and it will do more and more as its wholesome influence reaches more Catholic homes. I therefore, earnestly recommend it to Catholic families. With my blessing on your work, and best wishes for its con-

Yours very sincerely in Christ, Donatus, Archbishop of Ephesus, Apostolic Delegat UNIVERSITY OF OTTAWA Ottawa, Canada, March 7th, 1900.

Mr. Thomas Codey:

Dear Sir: For some time past I have read your stimable paper the CATHOLIC RECORD, and congravalate you upon the manner in which it is published its matter and form are both good; and a truly Catholic spirit pervades the whole. Therefore, with pleasure, I can recommend it to the faithful. Blessing you and wishing you success, believe me to remain.

Your Statiffully in Jesus Christ.

† D. FALCONIO, Arch. of Larissa, Apos. Deleg.

LONDON, SATURDAY, AUGUST 2, 1918

THE CATHOLIC RECORD AND THE CATHOLIC PEOPLE

27,400; at the close of this year we hope it will have reached 30,000. The advertising space has become im-THE BUSINESS SIDE OF THE MATTER mensely more valuable. But adver-An old and very intelligent friend, tising with the RECORD is a secondwriting from the prairies of Saskatary consideration. Its circulation chewan, sends us some words of apwas built up slowly through a long preciation and encouragement, but at period when the utmost prudence the same time gives forceful and was necessary to keep it afloat as a pointed expression to a complaint business concern. It was, however we have sometimes heard from other always true to its ideals. When its sources. He encloses a clipping of character and standing were firmly an advertisement which offers an established its circulation increased eighteen page Western Weekly and much more rapidly. It would be that enormous Family Herald and quite possible now to multiply many Weekly Star, with a premium (which times its revenue from advertising alone would bring \$2 in any store) But how long would it last? all for \$1.25 a year." This he con-Among our most enthusiastic and trasts with the eight page CATHOLIC helpful friends we are happy to count RECORD at \$1.50. He makes out a the Bishops and priests of Canada. good case. There is no question of We have endeavored to merit their the spirit in which he writes. After cordial support. To change the charquoting Bishop McFaul's urgent acter of the RECORD from what it is appeal for better support of the Cathat present, that is, a Catholic paper olic press, he indicates what in his published primarily in the interests opinion may be one of the reasons of the Catholic people and dependent why the CATHOLIC RECORD has not primarily and chiefly on its subscribthe widespread circulation and iners, might forfeit that cordial support fluence that he heartily wishes it to which after long years of fidelity to enjoy. Fifty cents in itself is not a ideals the RECORD has fairly won. consideration with our friendly cor-As a purely business proposition it respondent, but he justly observes might be very imprudent to change that many who take or should take the RECORD must look closely to every item of expenditure in these times when the high cost of living thrusts itself on our consideration. Moreover, he adds, we resent being asked what appears to be an exorbi tant price for something which our other political party. With the ups

friends have for sale and which we

cludes by saying that if a satisfactory

explanation can be given he feels

that he shall have done a good work

in having such explanation made

public. We agree with him. The weekly papers in question are merely reprints of the daily editions. Dailies are necessarily limited in their circulation. A daily paper must reach its readers the same day that it is published. Practically its circulation is limited to its own city and immediate vicinity. Toronto dailies are not read in Ottawa. Montreal cannot supply the demand for newspapers in Ottawa or Kingston or Toronto or London any more than it can supply Winnipeg. The chief source of revenue of the daily newspaper is the advertising. The greater the circulation the more valuable the advertising space. Weekly or semi-weekly reprints of articles and advertising that have already appeared in the daily edition are obviously very cheaply made They may be sold very cheaply at a profit. Even if sold at or under cost the enhanced value of advertising will provide the profit. For the same reason, outside the radius where it circulates at the ordinary price, the daily edition is often sold at less than cost, sometimes at less than the cost of the un printed white paper. The advertisers pay. Large advertisers often circulate at their own expense much advertising literature. The daily newspaper, on account of its special postal rates, is a cheaper medium. Neither the RECORD nor any other weekly paper can pretend to compete in price with the cheap reprints of the daily newspapers. Nor does any weekly of the standing of the RECORD offer premiums.

scriptions cannot be too squeamish Publishing a Catholic newspaper as to the advertising they admit into is a business proposition. It must their columns. be conducted on business principles. The writer of these lines remembers the Montreal True Witness when it was a live Catholic paper wielding a widespread Catholic influence. The True Witness is dead. It was re-

placed by the Tribune, which after a

ew years also died, or at least sus-

pended publication. Whether or not

t will be revived depends not so

much on the good that might be

accomplished by an English Catholic

paper in Montreal, as on the ability

of its promoters to interest capital in

the business proposition. We also

remember the widely read Irish Cana-

dian of Toronto. It died years ago.

The Toronto Tribune lived for many

years, but was a losing business pro-

position. Its promoters lost all the

money they put into it before allow-

ing it to go out of existence. We

might give many other instances to

show that Catholic journalism is not

necessarily a money-making busi-

ness; and that business principles

alone, prudently applied in the light

of the wisdom gained from experi-

ence, will ensure the success of the

Advertising, of course, is a con-

sideration with a Catholic paper.

Its value is determined by the

circulation of the paper and the class

of its subscribers. The circulation

of the CATHOLIC RECORD was less

than 10,000 in 1900; in 1906 it was

18,600; at the end of 1912 it was

materially the financial basis on

which the publication now securely

Then there is advertising and ad-

ertising. Most of the papers in this

country are affiliated with one or the

and downs, the ins and outs of poli-

But if not a constant source of

revenue, political support is generous.

ly paid for when the party harvest

comes in. Political bias would be

spicidal for the CATHOLIC RECORD.

That source of revenue is and will

Another sort of advertising the

RECORD is obliged consistently to re-

ect. Thousands of dollars a year

from people who thrust their adver-

tisements on us are refused because

of the nature of the things they seek

Answering the unfair charge of

"Of the daily papers published in

publish liquor advertise-ts. Notwithstanding a most

the important centres of popula-

tion in Canada, only one — The Montreal Witness — has refused

urgent appeal from the publisher for

the support of friends of moral re-

form The Witness was left to die in the ditch while the priest and levite

passed by on the other side. Mr. Dougall's battle to prolong the life

of a metropolitan paper that would come up to the standard of The

Christian Guardian has been a losing

one. It would be interesting to

learn how many good Christian people within the territorial field of The Witness chose that paper be-

cause it kept out liquor advertise-

ments, theatre notices, and horse racing reports. The Witness has

given up the fight, and there is not

now in any large Canadian city a

advertisements.'

newspaper that does not print liquor

There are patent medicine adver-

tisements that are a thousand times

worse than liquor advertisements.

The point, however, is that papers

which depend primarily and chiefly

the Christian Guardian that the

to advertise in our columns.

ments.

remain closed to us.

can procure nowhere else. He con- tical parties their revenues fluctuate.

business side of the question.

Our correspondent mentions the high cost of living. Does it not occur to him that this weighs on the publisher quite as much as on the subscriber?

John McBain, in the London Daily Mail, has an interesting and instructive article on the cost of newspapers in England as compared with America. Here the great dailies have no such circulation as in England. The reason is obvious. America is a land of magnificent distances as compared with little England. Nevertheless the cost of production, including machinery, labor, raw material and distribution is contin ually rising. Even in England in creasing the price is a question that is becoming insistent. He then goes on to say :

"The American publisher has met the difficulty in several ways. In many localities the newspapers are combining to increase their price from a halfpenny to a penny. This the leading industrial cities of the United States, where the inhabitants on going to purchase their halfpenny morning newspaper were surprise to find that its price had suddenly doubled. Scores of other communi ties have experienced the same un happening with so many newspapers is also happening with the popular American magazines, which have been increased in price from 5d. to 7 1-2d. and more. A notable instance is the case of the 'Ladies' Home Journal,' which was compelled to increase its price some years ago from

10 cents (5d.) to 15 cents (7 1 2d.) 'It is not likely that the movement will be confined to the United States, for the newspaper and magazine palance sheets on this side of the Atlantic have suffered as heavily as on the other, as can easily be proved f the facts are questioned.

The CATHOLIC RECORD will reduce its price to one dollar just as soon as this can prudently be done. But in the meantime we must be guided by the business principles that apply to the publication of a Catholic weekly quite as urgently as to any other venture in the business world. Next week we shall consider another phase of the question.

THE HIGH SCHOOL ENTRANCE EXAMINATION

A good deal of utter nonsense for profoundly intelligent criticism of the Entrance Examina tion. In Ottawa the teacher's recommendation replaces to a very large extent the written test. The Journal apparently feels obliged to defend the change and proceeds to do so in

"The written test is a 'catch test. The pupil who has idled for weeks may 'plug' at the last mo-ment and pass it. Anyone who has been to school or college knows how often and successfully this is and how it leads to much unfortunate use of stimulants, while the suc cessful students soon forget what they have hurriedly stored in their

"No written examination can comprehensively cover the whole subject. At best, the test is on what the examination sets forth. If the promotion of pupils depends upon the recommendation of their teachers there should be better order observed in the class rooms and better work done, for the pupil will be on trial every day. The number of trial every day. those who start to do real work only a couple of weeks before examin tion time, which formerly was great, will be smaller, and the nerves delicate pupils will not be subject to the annual ordeal. Will favoritism and parental influence exerted upon the teachers operate to lower the efficiency of the new scheme? reputation of school teachers is high enough to discredit that idea." Globe is a liquor organ because it publishes liquor advertisements, the

If the written test is a "catch test, the fault lies entirely with those who set the papers. But there is not even a pretence on the part of the humanitarian critics to show that the Entrance papers are anything other than a fair, straightforward examination on the ordinary work of the elementary school, an examination that any pupil can pass if the work has been done with a fair degree of thoroughness.

What "catch" is there in these questions?

What will be the cost (to the near est cent) of 18 2½ inch planks 16 feet long and 10 inches wide, and 33 pieces of 2x4 scantling 16 feet long, at \$22 per M., board measure?

A coal dealer bought 400 tons of coal at \$4.75 a long ton (2240 pounds). He paid 75 cents a ton for freighting. and sold the coal for \$6 a short ton (2000 pounds). What was his gain per cent ?

Write a composition of at least thirty lines on "A Canadian Christmas" or any one of a list of six subon advertising instead of on sub- jects.

Write a letter to Edwonton describng a home gathering.

Describe Manitoba under the following headings; (a) the soil, (b) the climate, (c) the products.

Go through every question on every paper and then ask yourself what people mean by referring to this common-place test of ordinary work as a nerve-wracking annual ordeal. Try to imagine how one could "plug" at the last moment and pass it.

Mr. Balfour is quoted as opposed to written examinations. Mr. Balfour expressly recognized their necessity. but deprecated the tendency to re gard the passing of examinations as the sole test of a teacher's efficiency. The greatest and most valuable influence of a good teacher is not measured by the written test of the pupil's ordinary school work. Mr. Balfour calls attention to this fact, which is one of the basic facts Catholics take into consideration when they insist on having their own schools.

Abolish the written test for Enrance to High Schools and we shall have a "checker-board" standard in good earnest. Every school in the Province takes or should take this examination, though, as we have already pointed out, it should be a primary school leaving examination. It should not be for those only who wish to enter the High schools but for all who attend the elementary schools. Let it be modified in any way that experience may suggest-Let it be supplemented by the recommendation of the teacher, by an oral examination or in any other way. But give us a sensible and uniform standard.

The Globe, referring editorially for the second time to the question, has this to say that may be of more than ordinary interest to readers of the RECORD :

"At a recent High school entrance examination in Toronto the candi dates from the Roman Catholic Separ ate schools secured a considerably higher percentage of marks than the candidates from the Public schools obtained. This is not the first time such an incident has occurred, but it has not happened so frequently as to become anything like a general rule. Toronto is not the only city in which this has taken place this year, however, and it may not be amiss for the public inspectors, principals and fourth-class teachers of Toronto to look carefully into the educational situation to ascertain whether they are working at any removable disadvantage. It must be borne in mind that the entrance examination is fixed at the close of the fourth year of the Public school course, and that failure to pass it debars a pupil from the privilege of attending a High ool in Toronto or anywhere else in Ontario for the following year The average age of entrance candidates is about thirteen, and any child who is to have a chance of a liberal education should not be older than hat when he makes his transition from the elementary to the second This is especially true of those who expect to learn foreign languages, ancient or modern, for the mastering of a new vocabulary is a work of memorization, and in childhood the memory is at its maximum.

The fourth form is not the fourth year. Very frequently the entrance examination comes at the close of the eighth year, when the pupils are 14 or 15 years old ! Sometimes the delicate little infants are 16 before submitting to the awful ordeal of an examination that others take at 10, 11, or 12 without shock to their nervous system or injury to their health.

SEPARATE SCHOOL WORK

In making comparison of the splendid showing made by Separate schools, as compared with Public schools, it is not our desire to cast any odium on the latter. We wish them every success, and the more efficient they become the better we will like it. There is one point, however, to which we wish to draw attention. Our non-Catholic fellowcitizens, with few exceptions, for long years have been ringing the changes upon the refrain that a satisfactory education of the rising generation could not be attained were the attempt made to combine religious and secular training. The results in the Separate schools prove beyond question that the teaching of religion is no bar to efficiency. Let us look at the facts. In the province of Ontario, where Catholics are not conspicuous for the possession of this world's goods to any great extent. and where they form but a comparatively small proportion of the population, and where, too, they receive no aid for their schools save the small allotment which is given to all schools by the government, their school system, which combines secular and religious training, has they were it is a local matter

the Public schools in which secular training alone is given. It is worth while here to remark also that in nearly all quarters the Separate schools are looked at askance. They receive no friendly, open-hearted encouragement. They are merely tolerated because the Confederation Act guarantees them, and Orange orators make no secret of their in tention to wipe them out of existence by asking for an amendment to our national charter. The Ottawa Citi zen, a paper not at all friendly to Catholics or Catholic schools, makes this candid admission:

"The Separate school scholars Toronto are said to have made a better showing at the entrance examinations than those of the Public schools. This calls for congratulations, and possible revision of sundry previous judgments.'

Is it not time, then, that our non Catholic neighbors would cease their unfriendly attitude towards the Separate school system and endeavor to discover some means of bringing the Public schools up to the same degree of excellence.

Rev. Father Minehan, that public spirited and exemplary priest of Toronto, has written a letter to the Globe on this question which is of considerable interest. In making comparison of the two systems of education he has this to say:

"The Public school teachers of Toronto, for whom I have the highest regard and no little sympathy are hampered for lack of that authority and driving power which a strong and definite religious teaching alone can supply. The Separate school pupil has obedience toward, and reverence for, his teachers drilled into him as a fundamental moral obligation, whilst for the teachers themselves their avocation is a voca ion with opportunities and responsi bilities of a never-ending character attached. The pupil who shirks his work is guilty of a serious moral

ECHOES OF THE TWELFTH

The midsummer madness which takes possession of our Orange neighbors has now passed for another year. We are still, however, receiving exchanges by the dozen from all over the Dominion asking us to notice this or that utterance of some orator, principally a preacher of some of the sects who is over fond of notoriety. The Patriot, of Charlottetown, P. E. I., contained a long account of a demonstration in that place. The orator on this occasion was Rev. George Orman. The rev. gentleman is, it seems, Past Grand Master of the Provincial Grand Lodge. He began by saying that the day was one of good fellowship and general rejoicing, and he hoped that nothing would be said to raise any feeling of "irritation." We take it that Mr. Orman must be a humorist, because straightway he proceeded to "irritate." Nothwithstanding the fact that

in Belfast, have driven their Catholic fellow workmen from the shipyards, ev Mr Orman still contends tha the followers of William preach peace on earth and good will to all men. They were banded together, he furthermore assures us, for the purpose of securing the free and unfettered circulation of the word of God. We might here 1emark that we would like to see a more free circulation of the holy book and a closer study of it on the part of the Orangemen themselves. Its perusal might soften the tone of the speeches delivered upon the Orange anniversary. We have not space to notice Mr. Orman's delivery at length but feel we should take cognizance of some questions put by him to his audience which are hardly in keeping with his desire to put down feelings of irritation. Here are his questions:

Orangemen in some places, notably

"Why are there eight thousand miles of railway in Ontario and only four thousand in Quebec?"

Mr Orman's question is that of a shallow rustic, betraying want of an ordinary strength of mind. We will answer it by quoting the observation of one of Mr. Orman's brother Orangemen to us while strolling about Parliament Hill in Ottawa. It was a beautiful summer evening and our Orange friend asked us indignantly, as he looked over toward Hull, how it was that the sun always set in the Province of Quebec.

Why do teachers in Quebec province get only \$133 per year whilst teachers doing the same work in Ontario get \$483 ?"

Why does Rev. Mr. Orman and his fellow Orangemen persist in meddling with other people's business? We believe Mr. Orman's figures are not correct; but even if

of Quebec. Mr. Orman ought to success of these schools conducted by know if he reads the papers that not long since there was an uprising against the Protestant Separate schools of Quebec because of their inefficiency. We know of no Catho lic who on this account endeavored to cast a slur upon Protestantism But we will ask him another question. How comes it that in the cities of Ontario where Catholic religious teachers get from \$200 to \$300 in the Separate schools and the teachers in the Public schools get from \$600 to \$1,000, the Separate schools are far more efficient than the Public schools. In Toronto the per centage was as 86 to 72 in favor of the former. In the next question Mr. Orman deals with the compara tive criminality of Montreal and l'oronto, but as he has not given his authority for what is on its face a ridiculously exaggerated statement. we will not deal with it. His next interrogation is:

"Why does a marriage license in Montreal cost \$8.00 and in Toronto \$2.00 ?"

Perhaps the high cost of living would account for this. But, seriously, this is also a very silly question. How will Mr. Orman account for the fact that there are as many divorce cases in Toronto alone as in all other parts of the Dominion combined, and that there are comparatively none in the great Catholic city of Montreal.

Mr. Orman concluded his speech by asking why there were two hundred and fifty thousand people in Quebec who could not read or write and one hundred and fifty thousand who do not attend schools. As press agents are in the habit of saying, this report needs confirmation, as also some other statements which Mr. Orman advanced at the celebration. We hope he will take it kindly if we offer him a little advice: "Give up your Orangeism and preach Christian charity. You cannot combine the two. The man who is known as a firebrand in a community may on occasion receive the plaudits of an unthinking multitude, but he grades very low in the minds of the most worthy citizens."

ST. ANGELA'S COLLEGE

LONDON The opening of St. Angela's College, the announcement of which will be found in another column will be hailed with pleasure by the Catholics of London. It will offer them a select Day School in which that thorough education in all the branches of the Ontario school curricula which will enable them to become practical women, will at the same time receive that excellent culture of heart and mind and the aids in the formation of character and exterior deportment which will fit them to fill honorably and usefully any vocation in life.

The college will be conducted by Ursuline religious of "The Pines," a teaching communit greatest bodies of educators in Ontario. Glancing over the history of the Ursuline Order, we find that it was founded in Brescia, in 1535, by St. Angela Merici, who sought, by the education of young girls, to check and counteract the evils of that epoch. With a prudence truly inspired she moulded her society into a perfect instrument for the needs of her time while leaving it free to adapt itself to the altered conditions which its world-wide distribution and timelong endurance would inevitably occasion. For St. Angela was building not for her own day alone, but for all time, according to the promise given her by God Himself that her order would continue to exist as long as the Church, She established its spirit of mutual charity and zeal for God through the education of youth; its form she left to the exigencies of time and circumstances. Thus it is that while the spirit of her constitutions remains and ever will remain intact, the intervening centuries have revealed the wonderful facility of the Order for adapting itself to the everchanging demands upon its resources occasioned by the advance of time and its own distribution over all the civilized countries of the globe. It was in 1639 that Ven. Mother

Mary of the Incarnation founded the first monastery in the New World. at Quebec. At present there are numerous communities in the United States and Canada, each carrying out the designs of St. Angela according as the times and locality require The community at Chatham conduct an excellent academy, while its members have charge also of several proved to be far more efficient than which pertains only to the people Separate schools in the diocese. The which the deplorable conditions

the Ursulines in other places, leads us to predict for St. Angela's College of London a career of steady achieve ment in the great work of education.

> ANGLICAN CLERGYMAN CONVERTED

Our Newfoundland correspondent states that recently Rev. Mr. Dall, Anglican clergyman at St. Anthony, in that province, severed his connection with that church. He has had interviews with the Catholic Church authorities in St. John's and gave assurance that his intention was to study for the Catholic priesthood. May he be given the grace to persevere and finally seek rest in the 'City of Peace" like many more of his brother Anglican clergymen. St. Anthony is about three hundred miles north-east of St. John's, on the Newfoundland sea coast, and is the headquarters of the Grenfell mission, which is charged with being somewhat of a proselytizing agency.

THE TURN OF THE TIDE The population of Ireland is in creasing. For the first time in many years the Registrar-General reports

a gain of 1,102 in the year ending June 1912.

In any normal country such an increase, so far from being regarded as a matter for congratulation, would be calculated to cause uneasiness and depression. A gain of only 1,000 within a year would be looked upon as no gain at all. But Ireland is not a normal country-and has not been so for more than half a century. With a high birth rate and a very low death rate, the country has steadily declined in population ever since the famine of "Black 47." The natural increase was not able to compensate for the loss by emigration, and year after year the Registrar-General's Report recorded the same dreary fact of a declining population, until it began to be considered as inevitable. In the words of the London Times, "the Celts were going with a vengeance." Ireland was bleeding to death at every pore, and the great English newspaper chuckled at the thought that the day was fast approaching when an Irishman would be as rare on the banks of the Shannon as a red Indian on the shores of Manhattan. In fifty years the population decreased by half dropping from more than eight millions to a little better than four. their daughters, while acquiring Now, at last the tide has turned. The decrease has been arrested, and although the gain is small numerically, it is big with significance. Considered in conjunction with the near approach of Home Rule, it is surely an augury of the future, and we may now look forward with confidence to the day when such an increase will excite no astonishment, and when, instead of a population of four millions, the Green Isle will number within its shore, twice, and it may be three times, that number that is well known as one of the Everything comes in God's good time, and the Irish people, having fulfilled their mission as anostles of the English-speaking world, will now proceed to build anew the vanished greatness of their motherland.

NOTES AND COMMENTS

ACCORDING TO Associated Press despatches, the English Methodists will not press the heresy charges preferred against Rev. Dr. Jackson, whose rationalistic teachings in Victoria College, Toronto, have received much publicity through Canadian papers within the past two years. It would take a wise man to distinguish heresy from ordinary Methodist theology these days. And if appearances count for anything, Dr. Jackson certainly had popular ministerial opinion with him.

In CHRONICLING the death of a reverend educator of some celebrity in Methodist circles, the Christian Guardian remarked that his life had been largely devoted to warning Protestant parents against sending their daughters to Catholic schools and convents. Of course it was not necessary to inform its readers at the same time that in residential schools which the deceased gentlemen had himself conducted, the payment of covenanted salaries was a minor consideration. Perhaps he wished to give to economy a new and practical demonstration.

THE MAIL AND EMPIRE had an

article last week on "Sing Sing Prison: a House of Horrors," in