

their attention was called to the vendor's particular line of business through our advertising columns.

3rd. Let them advertise their own business if they be engaged in anything which calls for advertising.

In the newspaper business we get all kinds of cheering words. We are praised, patted on the back and told to go ahead with the assurance that the people are behind us. Now, we are candid enough to admit we would be satisfied with less talk and more action. If our readers will just go to the trouble of following out the three suggestions made above, they can dispense with the cheering messages.

Is There Any Use?

"There is no use in talking," said an old priest in our hearing a few days ago. "I have talked about these things until I am black in the face. I have done my best to get my people to take Catholic papers, but my arguments seems to have no effect. They have grown set in their ways, and believe they know more about these things than I do. There is no use in talking."

We do not believe it. In these matters, as in many other things, we must keep everlastingly at it. We must not grow discouraged by apparent reverses. It is a work of education, which takes root slowly and wins its way only through persevering efforts. We have come to the end of our theme and wish, in conclusion, to point a little moral. The moral as usual is for those who don't, and not for those who do—for Catholics who go through life blissfully uncon-