



THE

CANADIAN MAGAZINE

VOL. LIV.

TORONTO, FEBRUARY, 1920

No. 4

THE BIGGEST BUSINESS IN CANADA

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THINK of a business that has fifteen thousand branches or factories, each with a manager, a staff and a large working force—a volunteer force, be it remembered, serving for the love of it and for the most part not looking for or expecting any reward, financial or otherwise. Of no other business in the world can this be said. Then think of more than a million shareholders in this biggest business, all drawing dividends, even in a poor year, and with something placed to the rest account.

Next, consider the industry this business represents. It takes material, more or less raw, and works it over by a series of moulding, polishing and refining processes until there is a more or less finished product. It is however, a product that varies in its finish. It is, moreover, a product that is in special demand in many another country, and for which orders

are almost always booked ahead.

This biggest business in all Canada is the Church.

What! the Church? Come the interrogations from many quarters.

Yes, the Church—in the widest, deepest and broadest meaning of the word and the institution; wider than any sectarian boundaries, broader than any one creed or set of rules.

"I thought the Church was virtually dead," frankly asserts one man. I think he's sometimes called "the man-on-the-street", who is supposed to be a depository of wisdom beyond the ordinary and an unerring judge of other men, events, institutions and movements. "In fact, I've understood the Church is dead," continues this typical observer, "and only awaits burial; that it has ceased to function; that it repels rather than attracts discerning people, and that the only use for a parson is to marry a couple according to law (for a modest fee that keeps his wife in pin money), or