

fically devoted to the furthering of their particular interests. They find these publications to pay, and pay well in the increased knowledge of business, which they convey to their readers. It has been said time and again that this is the age of advertising par excellence. Even a soap factory, nowadays, would be forced out of business if the proprietors did not do a certain amount of judicious advertising. It is the same all along the line. 'The purse of the public can be reached only through the medium of Printers' Ink. The idea which prevails in certain quarters to the effect that the Catholic Church can grow and prosper without using this medium, is so ridiculous and so out of date that the surprise is that it is entertained by apparently sensible and practical men. They are not sensible and practical. They are as much out of date as the rail fence and the Buckeye reaper with which our fathers cut their harvests fifty years ago.

The late Bishop Tierney, of Hartford, Conn., evolved a plan for placing his diocesan paper in every Catholic home within the limits of his jurisdiction. He ordered that the pastors send him the lists of their families, and the paper was sent out with the understanding that there would be an annual collection taken in every parish for the support of the paper. As far as we are able to learn the plan has worked admirably and has been productive of very beneficial results. There are many pastors who feel themselves justified in investing parish funds for papers which are thus sent out to all the heads of families. If it be the proper thing to take up collections for missionary purposes of