

THE CATHOLIC PAPER.

The authorities of the Catholic Church, from the Pope to the humblest priest, recognize and proclaim the necessity of a Catholic press. Catholics are advised to read Catholic newspapers and magazines as a part of their religious duties. "In vain will you build churches, give missions, found schools—all your works, all your efforts will be in vain if you are not able to wield the defensive and offensive weapon of a loyal and sincere Catholic Press," declared the late Pope Pius X. Hence, the Catholic Press has a mission and a distinct place in the religious plan of the Catholic Church.

A Catholic paper, like any other publication, depends for financial success not only upon the funds it receives from subscriptions, but in a very large measure upon the money derived from advertising. The subscription receipts would not begin to pay the expenses of publication. Furthermore, unlike most publications, the Catholic paper feels it a duty to send copies to many persons who are unable to pay for them; and, unfortunately, to many persons unwilling to pay for them. That is a part of the mission of the Catholic press, to spread the truth about Catholicism. Even though this practice cuts down the income and increases the expenses, it must be continued. Therefore, revenue from advertising becomes even more necessary than in the case of the ordinary publication.

Since Catholics believe that the Catholic press is a necessary institution in the Church, what more natural than that they should give preference to those who support it by advertising. The business houses which spend money to place their claims for patronage before Catholic readers deserve the support of Catholics. They have sought Catholic patronage through the very legitimate and most direct means at their disposal, the columns of the Catholic press. They are disposed to consider the Catholic paper a good advertising medium, or they would have spent their advertising appropriations elsewhere.

The best way to prove to these advertisers that their belief in the

value of a Catholic publication as an advertising medium is well grounded, is for you, the subscriber, to give them business when you can, and to bring to their attention, when possible, the fact that you know they are advertising in it.

The Catholic weekly goes into the home and is read in the home—not in the shop, the office or on the street car. It remains in the home for one whole week—not until the evening paper arrives, or until bedtime. It does not aim to present its messages by means of headlines. It carries articles of sound, solid advice, gained from the experiences of the Catholic Church in nineteen hundred years of labor and investigation in every part of the globe. These articles are read, page by page, as the week goes along. If you know anything at all about the Catholic Church you know that the great majority of its members are practical Catholics, as we call them, that is, they attend services regularly, and keep themselves informed on the best Catholic thought and opinion, on the Catholic news of their locality, their country, of the world. They get this information from their Catholic papers.

The Catholic weekly is read, perhaps, more thoroughly by its subscribers than any other paper, and the advertiser knows that his message is seen and read.

Again, the Catholic weekly makes a stronger appeal on behalf of the advertiser than any other medium, because of the influence it has with its reader. It does not exclude all but advertisements of Catholic firms from its columns. Any firm desiring to reach a certain portion of the buying public can advertise in its columns, provided the advertising be legitimate.

Catholic papers, generally, are not subsidized or supported by the Church, despite the fact that many advertisers believe such is the case, and they appeal to reputable firms in all lines of business for patronage and ask their readers to be mindful of these firms when making purchases.

FINKELSTEIN AND RUBEN
TWIN CITY ENTERPRISES

SELF - CENSORED PLAY HOUSES
OF THE HIGHEST CLASS

NEW PALACE
4th St. and Hennepin Ave.
VAUDEVILLE AND PHOTO-PLAYS
Prices Always 10c and 20c

NEW GARRICK
On 7th Street
PARAMOUNT PICTURES
ALL THE BIG STARS IN ALL THE BIG PRODUCTIONS

NEW ASTER
6th St. and Hennepin Ave.
ALWAYS THE BEST PHOTO-PLAYS
Any Seat 10c

NEW GRAND
Near 7th St. on Hennepin Ave.
VAUDEVILLE AND PHOTO-PLAYS
Any Seat 10c

ST. PAUL'S BIGGEST AND BEST THEATRE
THE NEW PALACE
VAUDEVILLE AND PHOTO-PLAYS
Prices Always 10c and 15c

NEW PRINCESS
PARAMOUNT PICTURES
ALL THE BIG ONES ALL THE TIME
Any Seat 10c

NEW MAJESTIC
PHOTO-PLAYS
Pleasing Pictures At All Times
Any Seat 10c

NORTHWESTERN
FIRE & MARINE INSURANCE CO.

MINNEAPOLIS, MINNESOTA
Financial Condition December 31st, 1915

Assets	\$1,005,241.31
Liabilities	381,323.47
Cash Capital	400,000.00
Net Surplus	223,917.84

FIRE, LIGHTNING, TORNADO
HAIL and AUTOMOBILE INSURANCE

OFFICERS
C. T. JAFFRAY, President
E. C. WARNER, Vice President
JOHN H. GRIFFIN, Vice Pres't and Sec'y
WM. COLLINS, Treas. and Ass't Sec'y
HERBERT J. GIBSON, Ass't Secretary

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A. A. CRANE, Vice Pres't First & Security Nat'l. Bank, Minneapolis.
ISAAC HAZLETT, Banker, Minneapolis.
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D. L. CASE, Secretary Minneapolis Trust Company, Minneapolis.
EARLE BROWN, Capitalist and Banker, Minneapolis.
JOHN H. GRIFFIN, Vice Pres't and Sec'y, Minneapolis.
WM. COLLINS, Treas. and Ass't Sec'y, Minneapolis.

CARNEGIE DOCK & FUEL CO.

WHOLESALE AND RETAIL **COAL**

ANTHRACITE AND BITUMINOUS

General Offices, 1132 First National, Soo Line Bldg., Minneapolis

Retail Agencies, Minneapolis, Minn. St. Paul, Minn. Duluth, Minn.

Quality and Service

This has always been our Slogan and is worth considering when selecting Heating and Plumbing Supplies. Boilers for Steam, Water, Vapor and Vacuum heating. Kewanee Radiators.

"KELMAC" VAPOR SYSTEM —

Ask us for catalog and information on this most successful method of heating.

THE BEST PLUMBING FIXTURES MADE.

We invite you to visit our show rooms.

WE SELL TO THE TRADE ONLY

THE KELLOGG-MACKAY COMPANY

Heating and Plumbing Supplies

820 to 828 South Fourth St.

MINNEAPOLIS



This breakfast makes boys keen and strong

The most economical and dependable year-in-and-year-out food is wheat! Wheat cakes

provide this rich nourishment in its most appetizing form when served with

TOWLE'S LOG CABIN
CANE AND MAPLE SYRUP

The pure syrup not only adds wonderful enjoyment, but balances the ration. Makes a perfect food for the growing boy and his dad, too, and one that they simply love.

The Towle Maple Products Company

St. Paul, Minn.
Offices: 42nd Street Building, New York City

AMERICAN TENT & AWNING CO.

C. M. RAWITZER, Proprietor

TENTS AND AWNINGS,
PAULINS, WAGON COVERS,
HORSE COVERS AND BLANKETS,
AUTO COVERS, WATER BAGS,
CANVAS APRONS, AND BAGS,
SLEEPING PORCH CURTAINS,
CANOE AND AUTO TENTS,
COTTON AND ROLL DUCK,
LAWN FOLDING FURNITURE,
COW COVERS AND BLANKETS,
FEED BAGS, OILED CLOTHING,
SAILS, FLAGS, UMBRELLAS,
WATERPROOF COVERS,
LAMBING TENTS.



TENTS FOR RENT

BOTH PHONES NUMBER 1662
18-20 West Third Street
St. Paul, Minn.

BOTH PHONES NUMBER 777
307-309-311 Wash. Ave. N.
Minneapolis, Minn.