CATHOLIC JOURNALPUBLISHING

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#### Good Advice.

series of "advice" from the pen Church itself Our papers are do root." lowed all over the country:

great and practical fieldfor future effort. We have, for instance, two it known, first that they were public generally, as to the per-in less than a half decade, is obgoing to advertise their own nicious effects Socialism would vious from the fact admitted by

copies of this resolution to the In support of this assertion of Australia went after him this leading business men of the city. let us quote from Ernest Poole's wise: The pros and cons of this unusual article on "Harnessing Socialism"

The proceeding were thrushed out in which appeared in the September capital city of a great European placed them on the reception combine society's rooms. but the receissue of the American Magazine. Power be "obliterated" by total mittee for Judge Taft. But it is sults were a real surprise to the A fragment of a conversation lof strangers on a point of religious more probable that they thought

on "casy street" during the year ist party organizers will serve to insectarian paper's schemes are of the Catholic laity. that followed, and its effects are illustrate our point.

mostly along grandiose lines of However no matter what the still visible in his advertising columns. I would like to see a resolution of this kind passed in every the trusts but every man's pri-aud-Safran! "Safran" signifies the Catholic priests of Rochester branch of Catholic society in this vate business, give it all to the "yellow" in French: "Maraud" because it is the duty of every country. The effect would be impoliticans. How about the far means "pup." A Gaul afflicted Catholic priest to be in his con-

ness men can be made to under-squirmed. stand that our people are looking "That's way off in the future." The paper has had its leg dragto see who advertises in the Cath-he said "We're busy these days ged badly by someone, and the priest went out last Saturday olic journals, these journals are with a string of concrets issues. Solemn reference to Mr. Yellow night to see Judge Taft however certain to get their share of this Times have changed. We're get-Pup is a hilarious item.

advertising patronage. Pick up any of our Catholic pa-to enough. pers nowadays, and see how little "'Fust,' said one old fellow, 'I bits of confort:

A correspondent of the 'Cathoretail advertising. Yet, this is put under the government, but I lic Press" who "knows every the most profitable of all the var-do like the idea of Uncle Sam be-yard of the Duche country" de-

that theirs are the best. It is high I'm with you hard." time that we plan a campaign 'You took him on that basis?' name of the editor of "L'Eclair" Saturday 14-St. Stanislaus Kostka, whereby retailers can be convinc-I asked. He nodded. "Isn't that is, by the way, another gem of ed that a Catholic weekly is an stretching, Marx a bit?"

excellent medium through which "Let him stretch," said the interpreted, meaneth (in English) to solicit Catholic trade. This is a socialist, stoutly. "Stretching interpreted, meaneth (in English) matter of primary importance means growth, does'nt it? On the matter of primary importance means growth, does'nt it? On the Mr. Henry Monkey-Monk.

The "Catholic Standard and

The retailers, particularly the big road I'm always picking up ratt- The "Catholic Standard retailers, must be reached in some ling good points from new kinds Times" adds this comment: way. To reach them effectively, a of recruits." plan of campaign must be map. This is carrying out rather too wags are everywhere alike. They ned out and systematically fol-literally the biblical injunction to love to tickle a dull field till it

stong lines suggested in the first masquerades as patriotism while pups." Left of the article. Newspaper striking at the nation's heart' managers cannot sit down and expect advertisers to come to them. They will get what is rightly theirs only hy going after it in a November 15 St. Patrick's, Dansville; business like way. It is their duty

Forty Hours Devotion

#### Hoaxed.

o convince business men that they will find it to their interest to Rev. Dill Mackay, the name is purchase space in Catholic papers. curiously suggestive, is editor of I believe, too that we can all help "the Watchman", an Australian much more effectively than we do Orange organ. He must also be an it present. We can ask business unsophisticated sort of person. nen plainly and bluntly why they Possibly he is not as learned as he lo not advertise in Catholic pa-would let on to his less learned oers. We can take occasion to tell followers. Certainly he has perthose who do advertise that we mitted himself to be hoaxed fin :have seen their advertisements ly and completly.

have heard it said time and again Rev. Dill Mackey told his readers instances the saving to you will be over \$100.00 that Catholics will not patronize that 'Hilsire Maraud-Safran, one a fellow Catholic. I fbelieve that of the most gifted of France's such people have no one but them-polemical writers, has written an selves to blame. All things else article in the Revue des Deux being equal, people would rather Mondes' advocating the resumppatronize a co-religionist than a tion and purchase of every inch stranger and an outsider. It is of the city of Rome, with a view merely a matter of going after to complete destruction and with business in a business-like way. I it the destruction of Papacy. Reaam merely outlining ways in sonable compensation is to be paid which every Catholic can help to to the present owners-a matter to a greater or less extent to put our which the Protestants of the own papers in a position of finan-world would gladly subscribe. cual independence. The growth Even the name of the city would While it would mean the mil- and prosperity of our periodical vanish, and the Roman Catholic lenuim still every Catholic Editor press is intimately bound up with Church would then become a could wish that the following the growth and prosperity of the homeless creed cut away from the

of Rev. J. T. Roche might be foling a good work they should So delighted was Rev. Dillsucceed-they will succeed, if Mackey with this suggestion that Our Catholic societies are some our people as a whole can be a he wrote as follows in his paper: times at a loss to discover new roused to the importance of their That-given publicity- the Profields for their activity. Here is a value as advertising mediums. testants of the British Empire.

Misleading.

Europe, America, Scandinavia and the Continent of Europe million society members in the Not once, but many times the would come forward with a sum Catholic Federation movement. Not once, but many times the would come for ward with a sum. If these two million members Catholic Journal has endeavored sufficient to carry out Maraudwould come out openly and make to enlighten its readers and the Safran's scheme, and that with-

business in Catholic papers and, have upon the community at large the rabid little Romanist rag. the secondly, that they would patron-if it ever became the vogue. 'Era,' published from Oscott ize those business men who ad. Although some of those who are College that in the last nine vertised in such papers; the dawn following the false gods of Social months four French papers and we will sell them at \$1.25 a week. If you want of the new era for Catholic persists would have already opens and what they are about two Swiss ones have alone collecta fine piano for your children to practice on until iodicals would have already opens and what the new "ism" really ted £40,000. We are also informed you feel able to purchase a new one, call and that "37,500 francs were collectant make your selection or fill out blank herewith paper man who can understand Again those who are leaders in ted during the last two months carriage.

There is no paper to be entirely from the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to be entirely from to the local Protestant are not to the series of the new economic nostrum do not in the little Canton of Bale by such a suggestion. There is no appear to be entirely frank in the local Protestant organ and thing like concrete examples. I their presentation of its doctrines, forwarded to the 'Eclair' to add know of one case in which a little In short, when one is met who is to its fund" For the destruction

society in a fair-sized western discontented with his lot, two is of Rome. French papers (we are city passed a resolution to the eff-envious of his neighbor, who assured) have thrown themselves would like to see his enemy huminto "the cause" and are "meeting with good success."

They would patronize those business men who advertised in the assures the listener that Social-joy his idea very long. "The Bullocal Catholica papers." local Catholic paper. They sent ism means all that he wants done. letin" a non-sectarian publication

newspaper manager. It put him the writer with one of the Social prejudice may pass muster. The to influence indirectly, the vote

mediate and far-reaching. If busi-mer's vote then?" The prophet with a name like Mr. Yel!ow Pup fessional Saturday evening hearwould destroy himself.

ting votes. And the farmer agrees Following up the trail, the New Taft as a citizen and a man.

Zealand "Tablet" added these

the most profitable of all the vardo like the idea of Uncle Sam befour forms of commercial publicin' the big dog again an' Wall St.
ity. It is the retailers who keep bein' the pup. Second, I don't bealive the 'metropolitan dailies, lieve in this here class struggle
These people are looking for the if you mean only them union
very best mediums. The representatives of the daily paper ocracy agin the men who are
have evidently convinced the big dog again an' Wall St.
ity. It is the retailers who keep bein' the big dog again an' Wall St.
ithat ''(1) there is no paper named
'L'Eclair' published in or near
Moinday 9-St. Theodore Tyro, martyr.
Dijon; (2) that Dijon would not
support an anti-Catholic publication for a moment.'' He also adds
bishop and confessor.
Thursday 11-St. Martin of Tours,
bishop and confessor.
Thursday 12-St. Martin, pope and
martyr. college for many years." The Friday 13-St. Diego, confessor. nomenclature. He is called M

"Those pestiferous, irreverent lowed. Individuals can help. So be all things to all men. Socialism laughs a harvest of yellow creties can render pratical aidis never so dengerous as when it guineas with stories of yellow

> The Catholic Journal would suggest that Safran-Maraud, M Henri Singemoine and Rev. Dill Mackey would be fitting and time ly additions to the staff of one of WINES America's 'yellow journals.''

# ALTERATION

We are making extensive alterations to our building and to clear the floors in such and such e periodical. I In a recent issue of his paper quickly we offer every instrument in stock at a great reduction—in some

# These Prices Should Interest You:

ve Octave Organ, Goes for	1 Lindeman & Son Piano. In excellent condition	\$85 Mathushek Upright. Cost \$400	\$215
e Packard Organ, Goes for 1	2 Chickering & Sons Up- right. Used	Cost \$400 - 135 Clinton Upright. Cost \$425	220
e Needham Organ, Goes for	L Draper Bros. manogany	155 Lester Upright. Exchanged for player	240
e Fischer Piano, Rosewood case	case Chickering Bros. Up- right. Walnut case	185 Poole Upright.	275
mahogany, fine tone	Kroeger Upright. Wal- nut case, cost \$350	200 Chapman Upright. The musician's choice	350
o. Vogt Piano. Been 3 tuned and polished	5 Harrington Upright. Sweet tone. Rare bargan	n205 Sohmer Upright.	375
hning Piano. Very sweet tone. Cost 6600 7	Martin Bros. Used	210 Sohmer Grand.	485

Terms Can Be Made on Any of the Above to Suit Your Convenience. We are exclusive representatives for Following Celebrated Makes:

		•				
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Fischer	. 454	Behning		Chapman		425
Kurtzman .	. 400	Mathushek .	. 400	Poole .		400
Needham .	, 400	Lester .	. 375	Harrington		. 350
Kroeger	. 37	Kohler & Campbell.		Clinton .	•	275
Hensel .	32	Martin Bros.	275	Draper Bros.		275
Cambridge .	. 25	Frederick .	. 250	Baus .	•	250

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E. J. CHAPMAN, 68 State etreet.  Please deliver to me a Piano for free use. I agree to take good care of same and to recommend you house to any of my friends who wish to purchase a plano.					
Mame					
Address	Catholic Jones	nal			

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# An Outrage.

Possibly the politicans thought they were honoring the Catholic

much they may respect Judge

Let us hope no such move will be made again.

# Weekly Church Calendar



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ome Phone 1464 Bell Phones 9391 No Bar Kentucky Bourbo

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Russian Blended Squirrel Coats \$60.00 to \$175.00 Pine Persian Lamb Coata \$200.00 to \$100.00 Aleutino Seal Coat \$35 00 to \$75.00 Natural Beaver Coats \$100.00 to \$175.00 ..\$75.00 to \$150.00 Pine Battern Mink Coats

Men s Cloth Coats, fur Haed

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ordinary merits or write us for free specially illustrated booklet.

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