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Problem and Remedy

It is an encouraging sign to read the Catholic press and note the vigorous and concerted attacks upon and expose of the specious and pretentious claims put forth by the Socialists agitators. Such a battle will win notice and favorable comment from those who do not know just what the Church stands for in humanitarian movements. We have no doubt that there are persons who have a vague notion that the Catholic Church and Socialism are somewhat akin because the Church stands for equal rights and equal treatment to all men, be they rich or poor. These persons do not make a deep study of Socialism, they may not have noticed that the Socialists look upon the Catholic Church as his bitterest opponent, thereby giving the lie to what he thinks is strongest argument for his cult because if the Socialist be sincere he would welcome as his ally the force which supports his own claim of equal rights.

We have just finished reading of an admirable article in the August Columbia by Most Rev. James J. Keane, entitled "The Social Problem and a Remedy." It appeals to us as one of the most convincing arguments against Socialism, condensed in so short space, we have read in many a day. It is couched in language easily understood even by the wayfaring man. In opening Archbishop Keane cites over 100 communistic experiments which have been tried out in the last hundred years and all failed. Let us then quote this short paragraph: "Now here are the confessed difficulties experienced by the promoters of the Socialistic enterprise:—first, despite the best efforts of the communistic tendencies there were the director and the directed. The director grew in importance, because indispensable until his government became absolute and the thing died in the morning. The second source of failure was that innate and uncontrollable longing for individual possession, which asserted itself in the unequal principles of the socialistic community and was suppressed because in socialistic life exceptional worth and gain have no reward, otherwise you would destroy the very principle of socialism. The result was that the level of efficiency was lowered until the enterprise became a commercial failure and disbanded. The third cause of failure was the impossibility to find in the community men competent to direct and others willing to obey."

Does not that constitute a direct knockout blow to the pretensions of the socialists that their cult can produce the millennium except for the cult boosters? Is there or would there be any appreciable difference between the ordinary political boss and a socialistic boss?

Advertising!

A shrewd observer remarked the other day that in 1912 and in

the future in his opinion at least, political campaigning would turn less on the line of hard-headed argument and platform oratory than along lines of latter-day advertising. He thinks that advertising experts are to take the place of the old time political chairmen and advertisement writers are to step into the shoes of the old-fashioned pamphlet-peters who furnished the campaign literature. Display advertisements are to supplant the political editorials and campaign novelties are to be the means to raise campaign funds.

There is a measure of truth in what this man says. The day of the old-fashioned ironclad "party organ" is passing. The sturdy partisan editor of a quarter of a century ago seems to have passed out of style if not out of existence. Persuad of the city papers at least leaves one bewildered as to what party they favor. Twenty-five years ago a republican paper published very little democratic news and no democratic political advertisements or vice versa. To-day exactly a reverse condition prevails. Distasteful as the fact may be to the owners and editors of the daily papers, it is a fact that the editorial pages are not generally read while their advice is rarely followed. Instance the Hearst-Hughes campaign of 1906. Every one of the five daily papers in Rochester opposed Hearst with all the vigor at their command. Result:—Hearst polled a majority of the votes cast in Rochester. Evidently, the people took stock in the self-advertising of Hearst printed in the Hearst papers. If that happened in 1906 it may happen again in 1912 with the many more cheap magazines of the literary quality of Hearst yellows that are issued. Men who spend their money for cheap magazines are apt to be influenced by them.

The report of the organization of a vast advertising campaign in behalf of Theodore Roosevelt may easily prove to be true. And it may have its effect if its opponents do not inaugurate a counter advertising campaign of their own.

Honesty in political as in commercial advertising may easily be the issue of political campaigning in the near future.

Indifferent

Our esteemed contemporary, the Catholic Universe, wonders, if the apparent decline in bigotry toward things Catholic is really that or if it is simply indifference toward all churches, all forms of Christianity, all forms of Religion. The Universe is curious to know whether the reaction among Protestants from stern Puritanism has not resulted in absolute indifference toward Religion if not to total unbelief.

There is much to ponder over in our contemporary's queries. Indeed there is much in the spirit of the times to warrant an affirmative answer.

And yet, what of it? So long as the Catholic Church is not molested, so long as the Church grows, and thrives it is well. But we must not be lulled into a feeling of false security. If all Religion is menaced, we may have yet to fight and fight hard because there are many many more indifferent Protestants than there are real "Evangelical Christians" as classified by the standards of Calvin of Knox or of Luther.

Read good books. And it is also well to read a Catholic paper.

Rochester Council, Knights of Columbus is to be represented in the Centennial parade by a splendid float.

National conventions of political parties hardly seem to finish before the state conventions are on hand.

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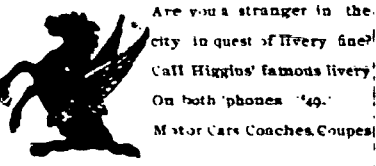
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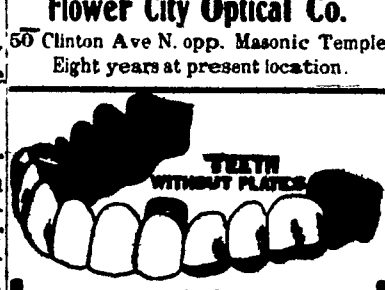
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