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Friday Nov. 13, 1914.

Advertising

While it may, perhaps be not stating the case accurately to say that advertising is the order of the day, there is no doubt that "publicity, directly or indirectly, is the order of the day."

To the uninitiated there may not be any apparent distinction between advertising and publicity but there is a deal of difference just the same. Advertising is the presentation of one's wares or qualities in a straightforward advertisement indicated and labeled as such and paid for at regular specified rates.

On the other hand, publicity may, include a certain amount of paid advertising but the real essential of publicity is to attract all possible attention to a given person, corporation, organization or candidate, preferably avoiding the usual medium of the advertising columns. The cleverst publicity manager is he who can so clothe the doings of his clients with such interest that the managers of the daily press and periodical publications are not only glad but eager to give columns of space to such doings.

The publicity man is an essential factor in every movement of today. The churches, the organized charities and philanthropies, the politicians, amusement enterprises of all sorts and descriptions and fraternal societies each has its publicity staff. Sometimes these publicity men are not always accurate in their statements, as instance the political publicity agent, but as a rule they are. The only question at issue is as to whether they should not employ the advertising columns directly as was done by the political parties in the local campaign just closed.

Some newspaper proprietors hold that the manufactured publicity material is read by many interested persons and hence that circulation is swelled and receipts thereby enhanced quite as much as if the advertising columns were employed. Other proprietors take the position that manufactured publicity shall be admitted to their columns at its face value as news and no more.

It is likely that this question of publicity will be a bone of dissension for many a day to come and that opinions always will differ thereon. There are those, however, who profess to believe that the day of the publicity man like that of the cheap magazine is passing.

Charity.

It was a happy suggestion, we think, to combine in one public appeal, the annual request for donations to carry on the work of the Catholic Charity Guild and St. Ann's Home for the Aged. Both charities are admirable and, in a sense, are correlated and interwoven one with the other. Both require more assistance than fixed endowments possibly can afford. In no one season can an absolutely accurate estimate be made of the amount needed to carry on the work.

It need not be said that 1914 is an exceptional season not only in the increased demands made upon the organized and private charities but also in the decrease in the amounts sent in by regular contributors due in great measure to the financial conditions of the times.

For these reasons and because of the one instead of two appeals this year, the Catholic Journal bespeaks a liberal and generous response to the appeal sent out by the Catholic ladies' for "Catholic Charity Day" on November 18th at Convention Hall.

To Settle All.

This despatch appeared in the daily papers last week:—

Kansas City, Nov. 5.—Promotion of the single standard of morals, eradication of white slavery, the annihilation of public vice, safe and sane instruction in sex hygiene and careful scientific study of all the phases of the social purity movements, was the aim of the World's Purity Congress which convened here to-day in a four days' session. Discussions by prominent men and women will cover all phases of these subjects in debates and arguments as well as addresses.

This is an ambitious program, but does it not embrace too much? Is there not a danger that promiscuous public discussion of certain social questions may promote, rather than deter, the evil sought to correct? We recall that such effect was charged against the Parkhurst crusaders. The earnest practice of one's religion, belief in inspired Christianity, reliance upon the assistance of Almighty God will do more to solve these vextatious social problems than all the public promiscuous discussion this side of Doomsday.

Sense of Humor

Judging from the press reports the "gentlemen who are out for the long green" have reaped a harvest from the ignorant bigots who can be aroused to frenzy by a fervid appeal to "organize and defeat the Pope." The organizers of the secret cabal in Rochester took away several thousand dollars, of the hard-earned money of the bigots just like the traveling circus.

Having pulled in the shekels from the neophytes in the first days degree the secret organizers are now trotting out the second installment—a military or uniformed order. Uniforms, swords, guns, bayonets, all will be needed to equip these "patriots" who must fight the Knighs of Columbus, the Ancient Order of Hibernians and other Catholic orders. Inasmuch as the states will not supply these equipments, the innocent dupes must do so out of their own pockets and the organizers are interested financially in a company formed to furnish equipments for fraternal military organizations. True, the swords may not be of Damascene, steel and the bayonets may be of malleable iron while the rifles may "kick" but the dupes will not find this out until they engage in action with the "terrible Catholics" which will be never.

Is it not all provocative of laughter were it not fraught with frightful possibilities? Can one imagine supposedly sane Americans swallowing such trash—hook, line and sinker? The civil authorities can discover in an hour whether any Catholic organization is armed in defiance of law. If such does not exist—and of course it does not—then the "Knights Patriot Army" is like Don Quixote, tilting at the wind mills.

It is a mighty good thing to be possessed of the saving sense of humor. If the bigots possessed the faintest spark of humor they would not be making such jackasses of themselves.

Malicious Falsehood!

It is not the habit of the Catholic Journal to notice or assist in promulgating the filthy lies and insinuations put forth against our Catholic clergy, nuns and laity by the low-browed bigots because we felt sure that Catholics knew better and as for the non-Catholics we also felt most of them knew better.

There is one story afloat in Rochester however which is put forward so insistently, that many have been led to wonder if there might not be an element of truth in it.

We beg to assure our readers that this story, like all the others of its type, is a malicious falsehood, manufactured entirely out of whole cloth and that some of those who have circulated it already have confessed that they know nothing of their own personal knowledge and have made abject apologies to the person most intimately interested.

This sentiment from the New York "Times" should be indorsed by every self-respecting citizen of New York state:—

Usually the persons who drag religion into politics work in secret and very little is said about them or their tactics in the public prints. There is a natural disinclination to recognize the existence of such abhorrent force. But since the creeping thing has here and there shown itself, not in this city, but up the state, it is better that it should be dragged into light in all its scaly length and openly talked about.

Says the Providence Visitor:—

Some "Hogans" in Boston desired to change their name to "Homans," and petitioned the court to that effect. For "business and social reasons" was the basis of the plea. A representative of the the original Homans" opposed the change for the same reason, and fought the case, with the result that a compromise was effected and "Hogan" became "Homan." The gratitude of the Irish is due to the court.

Cardinal Falconio, who is an American citizen, has been appointed a member of the Sacred Consistorial Congregation.

Perhaps Theodore Roosevelt has been eliminated as a political factor but they used to say the same thing about every four years or so about Williams Jennings Bryan.

If the United States is drawn into war, it will be because of its interference in Mexico in favor of the Carranzas and the Villas.

Those armies, it appears, are like the lamb in the lion's cage—they have to be renewed frequently

If everybody at all times said every thing that came to his mind there would be no more friendship

Wherever a house is being built all the neighbors disagree upon how it could have been better planned

Jamaica has had a slight earthquake by way of contributing its quota to the general disturbances of the day

That new king of Albania ought to insist on the regular two weeks' notification clause in his contract.

Those deep trenches are great things for the Scotch highlanders They save so much of them from exposure.

It seems to be impossible to find a place to have a fight in Europe where there has not been a fight before

Ostend is thinking regretfully of the time when efforts to reach it were made mainly by pleasure seekers

Mars is the proper name for the god of battle, for that is what he does to the peace and happiness of humanity

Even the pessimists must admit some cheer in the news that this is going to be a fine season for chestnuts

What is happening to the fish in the North sea? The finny tribe, according to tradition, is easily killed by explosions.

When the war is over many will lay the foundation of fortunes by assaying the dirt of battlefields for the metal wasted.

Those Dreadnoughts and super-Dreadnoughts and other terrible ships of war appear to be having fairly good luck in keeping out of each other's way.

Whether the British-American peace centenary plans proceed or not, it is becoming evident that Ghent was an unfortunate choice for the central celebration.

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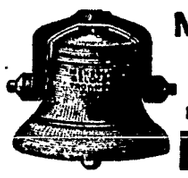

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