

THE CATHOLIC JOURNAL

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Friday, October 1, 1915.

Twenty-Seventh Anniversary.

With this issue the Catholic Journal begins its twenty-seventh year of journalistic life. We turn our grateful appreciation to the courtesies and assistance accorded us by our many friends and patrons throughout these years and assure them that they never will be forgotten.

Not so many Catholic papers in the United States can point to a career passing the silver jubilee mark, especially with original owners and editors in active management. Such of our contemporaries with rare exceptions as equal the Catholic Journal in point of journalistic age, have changed owners, managers and editors several times in that space of years.

Although it was predicted that the Catholic Journal could not live in such a comparatively small diocese as Rochester, although at first it was uphill work, not withstanding that often carping criticism was encountered instead of the friendly smile and kind word that might have been expected and would have been so much appreciated, nevertheless, we persevered and in the end we won the day. The Catholic Journal today is firmly established on a sure foundation. Our friends have stood at our back. We realize that perhaps the Journal has fallen somewhat short of our early expectations. But we have striven earnestly to publish a Catholic paper for the Catholics of the Diocese of Rochester, giving the current Catholic happenings in correct, concise and readable style. That we have done this is evidenced by our constantly increasing subscription list and advertising patronage. As our resources grow, it is our aim to return part of this increase in improvement of the paper itself. We can only go so far with the resources at our command. True, we might increase our subscription price, because not many Catholic papers in the United States are published at one dollar per year. But it has been our aim to place our paper within the reach of all the Catholics of the Diocese and this might not happen were the price increased.

To those friends who have stood by us in the past, we are sincerely grateful. To the new friends constantly manifesting themselves, we promise not to forfeit that confidence. God willing we hope that the Catholic Journal will celebrate its golden jubilee.

What are we doing, what have we Catholics of Rochester done to prune out the nasty film, or to weed out the objectionable play...

Right and Wrong.

We hate to differ with such noted and experienced Catholic editor as Father Burke, of the Catholic World, but we cannot agree with all his conclusions in an article of his which appeared in a recent issue of "America", critical of the Catholic press of the United States, as a whole, and expressing the opinion that fewer and stronger Catholic papers would be better and serve the purpose to better advantage.

Father Burke accords a generous meed of praise to the Catholic press for many good qualities, but argues that lack of support is mainly due to lack of quality on the part of the Catholic press, this lack of quality not appealing to a discriminating and appreciative Catholic reading public.

In our opinion, Father Burke is not well acquainted with the field outside of New York city. The Catholic men and women of literary taste are appreciative subscribers to the Catholic paper, but they do not number enough in any given city, or even diocese, to support a Catholic paper. Moreover, these are far more apt to subscribe to a high class Catholic magazine that caters especially to those of a literary turn than to the local weekly. The local diocesan weekly must appeal to as many Catholic readers as possible, else it cannot exist, and appealing to as many as possible does not always insure swollen incomes to the editor or proprietor.

We cannot subscribe to Father Burke's suggestion that "No one journal is supported too well. But if the moneys given in support of all our journals be added up, we are no longer justified in saying that the Catholic press is not supported. But in these very numbers, we find an obstacle to the intelligently effective power of the Catholic press. Efficiency is the watchword of the day and often, will be retained attachments, while the changing policy and management may lose older friends and well-wishers.

Diocesan Catholic weeklies there are not many dioceses able to support more than one, Catholic weekly - are taken as much to learn what is going on in other parts of the diocese as to learn the Catholic news of the day, domestic and foreign. Parochial calendars interest the parishioners of a given territory and, as a rule, reach only those who worship in that parish. We cheerfully concede that some Catholic papers print minor items that do not interest all their readers, items that everybody who attends Mass on a given Sunday in a given church, know all about long before the Catholic paper goes to press.

No, we cannot agree that Catholic papers should be confined, even in large measure, to literary articles and foreign news or articles and very little space given up to what the average newspaper reader calls "Catholic news." Precious little of the latter is published in the average daily newspaper. Consequently, it must be found in the Catholic weekly or not at all.

The bigot is unwilling to concede to his fellow the right he himself proclaims in a loud voice.

While the bigots rave and scream, the procession of converts to Holy Mother Church grows longer and longer.

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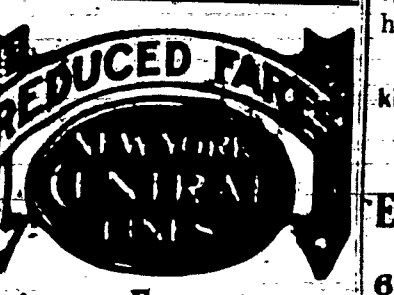
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