

THE CATHOLIC JOURNAL

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Friday, November 5, 1915.

Advertising.

One development in political campaigns in the East has been the employment of the advertising columns of the daily and weekly newspapers to convey to an anxious public the affirmative virtues of the candidate of the Blank party for public office and the adverse qualities of the opposition manikin.

A great deal of this new condition, undoubtedly, was created directly by the direct primary law and the growing fondness to employ printers' ink to boost anything and everything under the sun from a new brand of breakfast food to a brand new cult for the heather and, yes, the Anglo-Saxon inhabitants of the big cities of this country.

However the condition, it cannot be gainsaid that the newspapers to-day are printing as paid advertisements a deal of matter that years ago was published as free boasts for candidates and political campaign committees. This, undoubtedly, marks the passing of the "party organs", pure and simple that used to carry party nominations at their mast-head and, indirectly, called upon all party men to vote for these candidates on election-day. As a matter of fact, when the party circles and party levers on voting machines were abandoned, this straight party voting began to wane. It is a question if the latter condition ever prevails again as a general rule.

Newspaper publishers, too, are winking to the fact that their space is too valuable to be employed for political advertising under the guise of news, for which the recipients paid nothing, while legitimate advertisers paid high rates. Moreover, newspaper readers, these days, are not confined exclusively to the adherents of the political party whose tenets the paper espouses editorially, common council, or aldermen, or Political opponents used to be angered, when a campaign was on, to find their paper filled with boasts of the party they did not like.

Under the new order, newspaper readers know that most political matter appearing in a newspaper, outside the editorial columns and the ordinary reports of the day, is political advertising, pure and simple, and entitled to the same consideration, no more and no less, as attaches to ordinary display advertising matter.

There is another and very important advantage:—the papers realize some money in political campaigns, instead of nothing and, occasionally, adverse benefit.

Whether politics, in the broad sense, will be elevated or lowered by the new order of things remains to be seen.

It is indeed sad to read in the esteemed Rochester Herald under the caption "Suspicious Enthusiasm", such a terrific arraignment of two noted American educators as appears in the following paragraphs:—

ment of two noted American educators as appears in the following paragraphs:—

"Dr. Nicholas Murray Butler, who as the agent of corporate influence in constitution-making is as deservedly esteemed as he is in his more constant role of apostle of corporate ideals in education, is convinced that the new Constitution contains the most far-reaching reforms that have been on proposed in this country for two generations."

"Let us remind the learned Dr. Butler, who, next to Dr. Jacob Gould Schurman, is capable of uttering with perfect solemnity the greatest variety of claptrap to be heard from a faculty seat in America, that the abolition of slavery, the adoption of the form of civil service in nation and state, the regulation of the rates of public service corporations, the adoption of a scientific curriculum system, have all come within two generations and some of them in one."

We take it that our esteemed friend of the Herald has little regard for President Schurman and President Butler. We assume, because of absence of adverse comment, that the work of President Rhees, of the University of Rochester, as a delegate to the recent Constitutional Convention, meets with Herald approval.

Let's see:—Was it not President Butler who was accused of concealing or suppressing a letter from a former fellow college president, Dr. David Jayne Hill, in which the latter manifested a desire to be a United States senatorial candidate against Dr. Butler's favorite, the Hon. James W. Wadsworth?

Incidentally, we do not recall that any president of a Catholic university came in for such a verbal castigation as the Herald administers to the two mentioned. They do not meddle in politics.

Let Us Have Peace.

Now that election of 1915 is over, let us have peace in Rochester!

True, there were important issues to be determined and some important offices to be filled. But was there any real necessity for the columns upon columns of political stuff which filled our papers every night and morning, to the exclusion of world-wide topics of interest?

Was there any real necessity for the diatribes, and abuse, and calumny which were poured forth on stump, in the press, in the pulpit, and whispered from one to another in mysterious hints that this or that fellow was not fit to be voted for?

Worst of all, was there any necessity in an enlightened American community, for the injection of religious bigotry into the municipal campaign here? What difference whether the mayor, or the political party whose tenets the paper espouses editorially, common council, or aldermen, or supervisor, were a Jew or Gentile, Methodist or Baptist, Presbyterian or Catholic? Do they not, one and all, pay taxes and contribute in one way or another to the support of government?

Let us hope and pray that we have heard the last of this bigoted prejudice in Rochester politics. Perhaps, this is too much to hope for, but we may hope just the same. Bigotry has no place in an enlightened American community like Rochester.

Carranza.

The New York "Evening Sun" is not a Catholic paper. It is a secular sheet, and never has been accused of pronouncedly Catholic leanings or sympathies.

This is what the "Evening Sun" thinks of the recognition of Carranza by President Wilson and his administration:—"Venustiano Carranza, who it appears is to be recognized at an

early date as Dictator of Mexico, upon the men we are asked to vote for, as well as, upon the years or so, the period of his

chieftaincy over a revolutionary faction, a jealous hostility toward the United States and an angry contempt for its Government. He has made no concealment of his feelings even while making the fullest use of the facilities for building up his power which President Wilson has furnished to him.

"This same Carranza has made, during this same period of shifting dictatorship over various parts of his country, most perfect demonstration of his unfitness to rule. The system of misgovernment over which he presides has been marked by tyranny, cruelty and plunder in a degree which not even the bandit Villa or the brigand Zapata and their wild bands have been able to surpass. To what extent the atrocities of the Carranzista regime are due to the evil instincts of the man himself it is useless to inquire. So far as he is not directly responsible for them they are due to his hopeless incompetence which, coupled with his inflated ambition and his egregious vanity, render him the cat's paw of miscreants of coarser grain.

Well, did election suit you? If you did not like the candidates who were successful last Tuesday, just remember that you will have a chance two years hence.

For the next two years, you will sit on the bleachers and poke fun or worse at the municipal administration.

What will Clubb and Joel Baggs do now for butts upon which to hang their quips?

What so rare as the opening days of November?

President Wilson should worry about what the critics say about him. He will soon be a happy bridegroom and lay aside the cares of state between whites.

While it may be legal for America to furnish the Allies with munitions of war there are those who never will be convinced that the United States would have more nearly observed strict neutrality, and furthered an early peace far more if we had acted as we did in Mexico and shut off the supplies.

The forthcoming session of Congress is likely to be more than a perfunctory talkfest. There are weighty problems pressing for settlement.

The fraternal orders of the United States constitute a mightier army fighting for real progress and aid to humanity than all the armies of Europe.

The ice man still has his innings while the coal man waits to go to the bat. Just the same, the latter hopes he will make a home run in 1916.

Governor Whitman did not hanker for the Constitution because the chief Constitution makers did not care for two years more of Whitman. Not that they loved Whitman less, but Henry L. Stimson more.

Do not forget the Poor Souls during November.

If you have no departed loved one of your own to pray for during this November, then offer up a prayer for the Poor Souls.

Political advertising season comes but once a year, for which we suppose newspaper readers are profoundly thankful. On the other hand, we never frown upon commercial advertising. Then why should we feel differently about political advertising? Should we not wish expert information

It was a deserved tribute that was paid by the Supreme Council of the C. M. B. A., in its recent session in New York City in electing Martin Cameron as supreme recorder of that important fraternal society.

While it is true that Martin Cameron, by reason of his long connection with the recorder's office during the incumbency of his lamented father, "Honest Joe. Cameron", had equipped himself for the office as few, if any men could be found to-day, nevertheless it is oftener the rule than the exception that the young man is passed by and the appointment given to one who has a "stronger pull". The present case, we are happy to say, proved the exception.

The Catholic Mutual Benefit Association cannot help but be run honestly and economically with such sterling men and sound Catholics at its head as John J. Hynes and Martin Cameron, to say nothing of that sturdy Syracusean, William Muench, as supreme treasurer.

The Catholic Journal congratulates both the officers mentioned and the Supreme Council as well!

Congressman-Elect Siegel, of New York, announces that he will introduce in the next Congress a law to prohibit the use of the mails to any publication making it a practice to defame any creed, race or religion.

It is reported that one of the noted leaders of the "Guardians", an ex-governor of one of the States by the way, brags that he pocketed eighty-cent per head for all candidates initiated into the sub-cellular organization. He added, or is said to have added when reproached that "you wouldn't do such a thing for money", with, "Sure I'd invite the Pope for eighty cents." Of such caliber are the "Guardians" that they fall for such a scalawag and for eighty cents at that!

Deserved Tribute.

E. W. Edwards & Son

Shoe Bargains for This Week

Men's Shoes, all sizes 6 to 11

- \$3.00 gun metal calfskin button Shoes. \$1.98
\$3.00 gun metal calfskin blucher, medium toes. 1.98
\$3.00 dull calfskin blucher, broad toes. 1.98
\$3.00 glazed kid blucher, tipped toes, medium toes. 1.98
\$3.00 glazed kid lace and congress, plain toes. 1.98

Women's \$3.00 Shoes \$1.98

- \$3.00 patent leather, cloth top, Cuban heels, button style. \$1.98
\$3.00 patent leather, dull kid top, low heel, button style. 1.98
\$3.00 patent leather, mat kid top, blucher style, Cuban heels. 1.98
\$3.00 patent leather, dull kid top, Cuban heels, button style. 1.98
\$3.00 glazed kid, plain toe, Cuban heels, button style. 1.98
\$3.00 gun metal calf button Shoes, low and Cuban heels. 1.98

Misses and Children's Shoes

- \$2.00 glazed kid, patent leather tip, button Shoes, sizes 11 1-2 to 2. \$1.75
\$2.00 patent leather vamp, cloth top, button Shoes, sizes 11 1-2 to 2. \$1.75
\$1.75 patent leather vamp, dull kid top, button sizes, 8 1-2 to 11. \$1.29

Boys' Shoes

- \$2.50 gun metal calf blucher and button Shoes, solid soles and counters; sizes 2 1-2 to 5 1-2. \$1.98
\$2.00 satin calfskin blucher Shoes, sizes 2 1-2 to 5 1-2. 1.49
\$2.25 gun metal calfskin button Shoes; sizes 1 to 2. 1.75
\$1.75 satin calf blucher Shoes, solid throughout; sizes 9-2. 1.49

- Women's Rubbers, all sizes. 49c
Misses' Rubbers, sizes 11 1-2 to 2. 49c
Children's Rubbers, sizes 6 to 11. 39c

Basement—The Edwards Store.

E. W. Edwards & Son

Tailored Suits, Street Coats, Street Dresses. Evening Dresses, New Silk Blouses, Sweater and Toques.

So Many New Tailored Suits Have Come to Us Recently that We Take this Means to Tell You of Them



It is our constant aim to keep our stocks up to the minute in style at all times and to do this we have new garments arriving every day from our representatives in the market.

Tailored Suits Among the new things are suits of broadcloth in black, navy, field mouse, brown, African brown, and green; trimmed with fur as in those pictured above, natural skunk, skunk opossum, Hudson seal and mole skin. Prices are 29.50, 35.00, 39.50, 42.50, 45.00 and 50.00.

New Winter Coats—You will find in broadcloth, bolivia cloth, suede cloth, duvetyne, cheviot, heavy tweed mixtures and plushes. Fur collars and cuffs and some with fur around the bottoms; mostly lined throughout and interlined. Prices, 16.50, 18.50, 25.00, 29.90, 35.00, 45.00 and 55.00.

Dresses for Girls in sizes for misses of 16 to 20 years. Some pretty serge dresses or serge and silk combinations and the ever popular regulation sailor dress. Navy or black with varied colored braids. 12.50, 15.00, 16.50 to 25.00.

LuNette Shop for Women Thirty-five East Avenue

Send us your Job Printing

Advertisement for BIG VALUES ALL LEATHER BOY'S SHOES. LATEST STYLES. MAIL ORDERS SENT FREE. GUN-METAL AND PATENT LEATHER. BUTTON AND BLUCHER CUT. LITTLE CENT'S TO 1 1/2 Price, 2.00. BOY'S SHOES \$4 Price, 2.00. Patent Wire Button Fasteners on all Button Shoes. PIGEON'S, 19 FRONT ST.