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Known Before Now

Not only Catholics but the world at large is indebted to Dr. James J. Walsh for his research work to prove that the so-called "Dark Ages" are being drawn upon to-day by philanthropists and scientists while the ignorant public accepts the work of the latter day persons as new and remarkable discoveries.

In the current "Catholic World", Dr. Walsh shows that the so-called "Dark Ages" set the pace in the treatment of insane persons and in the care for defectives. He admits that in the eighteenth and nineteenth centuries the treatment of the mentally defective and insane was disgraceful but rebukes the popular belief that a much worse condition existed in the sixteenth and seventeenth centuries.

In the Middle Ages the poor insane were at first kept at home. Later on they were placed in farm colonies where outdoor work and recreation helped to keep their minds off their illusions. Monasteries and convents took upon themselves the care of the insane. Hydrotherapy, diet, exercise and air were recognized as cardinal features of treatment of chronic diseases.

Dr. Walsh avers that in the prevention of insanity, the medieval period was far ahead of our own. In those days the insanity rate was very much lower than at the present day. Dr. Walsh then gives an interesting description of the famous defective colony at Ghent in Belgium and other similar institutions that followed in Northern France. The Doctor, in conclusion says that it is a fact worth bringing to the notice of the people that not one happy accident but only genius could take full advantage of the people enabled them to take over 13,000 children, and it is advantage of circumstances that gratifying to know that the cleanliness and sanitary precautions prevailing in the institutions have ultimately developed.

Possibly prison reformers of the Thomas M. Osborne type will not relish this story told by George Fitch, the Illinois humorist.

ist, who has his own ideas on prison reform:—

"Osborne's ideas may work out all right," said Fitch, "but whenever I hear of a warden holding surprise parties and rainbow teas in his penitentiary I think of what happened when Tim Cullinan was chief of police in Junction City, Kans. Tim, in fact, was the whole police force. He had eleven prisoners on his hands, and was anxious to get rid of them, for they were a heavy responsibility. Tim having to keep watch over the actions of all Junction City. When you feed the critters," he said to the jailer one day, "just accidentally leave the door open and get out of sight for a while. But times were hard and picking up a living outside wasn't so easy. Tim hadn't figured on that, but he did when he came back that evening and found the eleven prisoners still there and seven more who had slipped in while the jailer wasn't looking. Living was better and cheaper inside the jail than outside."

On the Right Track

While it may be "going the limit", the "Morning Star" of New Orleans is on the right track as indicated in the following editorial from the esteemed "Western Watchman":

The Morning Star of New Orleans has adopted a drastic procedure toward Catholic societies. That ably edited organ announces that henceforth it is going to charge for the insertion of all society items not strictly of general interest. In justification of its action the paper states that for years it has been lavish both of its news space and of editorial encomium where these organizations have been concerned, but that the societies have in no way reciprocated. One and all have passed resolutions praising it; not one cent, however, of their members, excluding the officers, are actual subscribers. This apathy is not peculiar to New Orleans nor is its object limited to the Catholic press. The fundamental trouble is that our Catholics as a body lack zeal; their love of God and neighbor has not been kindled into a blaze by good works.

They have grown up in the midst of comforts and most of them have not offset the corrupting influence of these comforts by the practice of positive self-denial. They have not learned the meaning of the words, "He pleased not himself." A typical instance of this strangeness to self-sacrifice lately fell under our notice. In one of our big city parishes it was decided to substitute a house to house collection for the annual bazaar. The ones who gave the very least were the young men and young women earning good salaries and having no one depending upon them. Some contributed nothing at all; others gave only a miserable fraction of what might be rightly expected.

Pretty Good Proof

Splendid proof of the falsity of the charges made by the slanderers of the Church that Catholic charitable institutions in New York city and vicinity are unclean and unsanitary is offered in the following editorial from the "Catholic News":—

Now that the dreadful epidemic of infantile paralysis is waning, it is a fact worth bringing to the notice of the people that not one single case of the disease was found in any Catholic charitable institution of this city. These institutions provide a home for over 13,000 children, and it is gratifying to know that the cleanliness and sanitary precautions prevailing in the institutions have served to protect the little charges from the dreadful disease. Could any fact more completely refute the charges of uncleanness that were recently published broadcast against the Catholic institutions?

FIRST ADVERTISING

It Was Done In Egypt, on Papyrus, Thirty Centuries Ago.

ANCIENT PUBLICITY DEVICES.

The Greeks Used Town Criers and Music, and Then Came Symbols and Signboards—The Revolution That Accompanied the Art of Printing.

The Egyptian gentleman who sought a runaway slave 3000 years ago and advertised on a bit of papyrus for his recovery turned out the first piece of advertising copy.

Whoever he was, he was a genius in more than a small way. His copy still lives, preserved in the British museum as an exhibit of considerable archaeological importance and as an example of what our advertising experts of today would do if they, like the Egyptian, did not have the benefit of up-to-date information.

The Egyptians knew nothing about the topography of advertising nor the effect of different colors. He did know, for instance, that red is the most effective eye-catching color and that green is second and black third. Of these and a thousand other things that influence the character of present-day advertisements he was totally ignorant. But he gets full credit for making the first attempt at a written advertisement.

The Greeks with a fine regard for art, usually made music a part of their advertising program. They even used the idea of employing bands to attract attention, undoubtedly one of the most successful methods of drawing a crowd of any place and time.

At first a town crier would announce by a noisy cry a lyre or a horn, mingled among the Greek phrases and used only the best and choicest Greek in his extravagant praise of the product he was expounding. He, however, probably mistook the value of the lyre for the value of the product. He failed to take into account the fact that the town crier's cry was heard by all ears, but only the ears of the interested party were open.

The Romans are commonly credited with the origin of the sign board. They have the Etruscan board, which bore the name of the product, and the Etruscan board, which bore the name of the product, and the Etruscan board, which bore the name of the product.

Advertising met the same fate as the Romans did, when the Middle Ages sweeping down from the north. For the middle ages were little of it. But with the appearance of the printing press, which led with the customary boom, whined declaration of a new era of advertising, and the printing press to make first of all in the world of business affairs. The public here began to take notice of the signs, and the signs began to be made of a more durable material.

From then on newspapers, mostly weekly publications, began to appear from time to time in increasing numbers. Advertisements of modest size can be inserted in the newspapers at an early date. The insertion of the first real newspaper advertisement, however, is credited to Nathaniel Butcher, who advertised books.

The first two magazines to carry advertisements were Godey's Lady Book and Peterson's. It was not until 1822 that magazine advertising really began, and it was not until 1838 that general use was made of magazine advertising purposes. The Philadelphia Press

of course with the development of the printing press advertising took a great stride. The use of posters came into vogue and all kinds of pamphlets were printed and distributed. Printing gradually became supersede the letter press in its use.

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LuNette SHOP For Women
Special After - Thanksgiving Sale
At Reductions of 1-3 to 1-2 former Prices
Including Tailored Suits, Coats, Dresses and Skirts
To those who have waited till now we promise unusual values and savings. Wearing time has only begun, but it's also our clearing stock time and we let no odd lots interfere with our showing of new, fresh garments, which must always be shown here early.

BRONZONE for painless extraction of TEETH by DR. J. H. BROWN DENTIST
64 Clinton Avenue South

BURRITT'S TWO STORES
42 Main Street East 104 State Street
Make These Your Christmas Gift Stores
Diamonds, Watches and Jewelfry
See my line before purchasing Special Prices on DIAMOND JEWELLERS \$4.00 to \$25.00
Toilet Sets in Silver, Ivory and Ebony
Prices from \$3.50 up
A fine line of solid gold and gold-filled Jewelfry
Colburn's Square Deal Jewelry Store 67 1-2 North St.

Jenkins & Macy Co.
The Best Remedy Jackson's Cough Syrup 25c
George Hahn Prescriptions Druggist 561 State Street
If you need Chairs, Canebeds, Pianos Tuned, Flaxing Extracts, Toilet Articles or Brooms call Stone 3533.