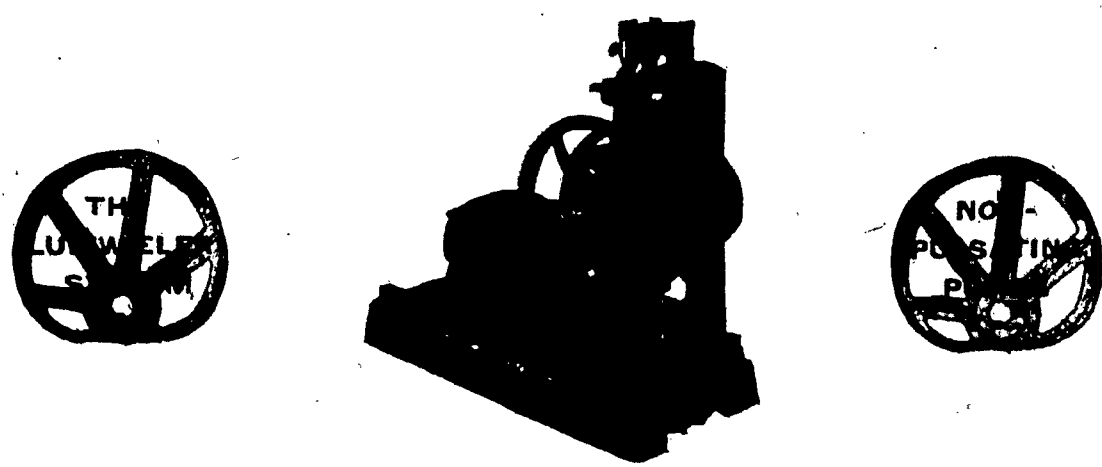


THOSE WOMEN WHO
have been most expert and
successful in baking their
own bread are the first to
adopt
DURMHIERR'S
CREAM BREAD
And grocers say:
"They never regret it."

WEIGHT
1 1/2 LBS.



LUITWIELER NON-PULSATING DEEP WELL PUMPS

AUTOMATIC ELECTRIC STARTING, STOPPING, OILING

Hydro-Pneumatic Pressure Water Systems

Adapted to all Deep Well and Pressure Pumping for
Manufacturers, Chemical Works, Cotton Mills, Laundries,
Irrigation, Village Water Works, Railroads, Pressure Sys-
tems, Private Water Works.

**"We speak with authority"—
43 Years Experience.**

Catalogues and literature free upon request.

Pumps—ten sizes; Working Barrels—thirty sizes.

The Luitwieler Pumping Engine Company

123 AMES ST.

ROCHESTER, N. Y.

The Tide in Europe has Turned.

By Hilaire Belloc

(Written for N. C. W. C. News Ser.)

The most important element in the settlement of Europe following upon the great war has been left out of most of our discussions. But it will appear very vividly and inevitably in the near future because it is vital and permanent. It is the element of religious division. Modern patriotism is a very great force, but it is a force less permanent—more fluctuating than the force of religious division, and it is also a force more variable in its definition. The force of religious division is very slow-changing, all-permeating, subtle, and yet determinate in its effects, and it has been left out.

The Force of Religious Culture

Men have been quick to recognize—not in the settlement at least in the discussion of it—other forces than that of modern patriotism. Thus they recognize and try to deal with the opposing categories of possessors and dispossessed, or as they call it, "Capital and Labor." They recognize the opposition of races not exactly co-terminous with the opposition of patriotism. They recognize the cross-category of language. But they shirk the underlying distinction, the fundamental cause of contrast and division in Europe, which is the division of religion.

The religion of a population, when it has moulded all their past for centuries and has sunk into their bones, is the main cause of all they think and do. It creates a particular type of culture far more than does race; infinitely more than does the mechanical link of a common language. A passing or even serious indifference to ritual and practice does not gravely affect the truth. Differences between nations, or rather, cultures; contrasts in ways of going on, ways of thinking, all habits, and hence all major contrasts and all the strongest motives for conflict, are the product of differences in religion more than of any other social cause, for this is the most profound and the most lasting.

Now the Europe of the nineteenth century, the modern Europe which we all knew and reckoned upon as a permanent thing in the world, was divided into three great religious sections. Ireland, with most of the west and the south, had retained the roots of our old European culture and had preserved the tradition by which Europe lives—which is that of the Catholic Church. France, Belgium, the valleys of the Rhine and Danube, Italy, the Iberian Peninsula—all this formed the Catholic and traditional mass of Europe. The chance (though serious) political quarrels which put power often into anti-Catholic hands did not affect very deeply the structure of society. All that traditional backbone of European culture was in touch with its past. To the north lay populations which had broken off in the storm of the Reformation. These had a Protestant culture. Although the various Protestant doctrines were decayed and they were for the most part grown indifferent to them, yet the effects of the Protestant spirit in their way of governing themselves and others was most marked. This region included Great Britain, Holland, the Scandinavians of all kinds (with Finland) and the northern Germans. Its two pillars were England and Prussia. To the east lay a mass of orthodox or Greek culture wholly dominated by Tsarist Russia and bitterly opposed to the Catholic Church.

Major Results of War

Now the war has done this: (1) It has defeated Prussia and established a cleavage which is destined to grow between the already distinct divisions of Protestant Europe. It has weakened, by defeating Prussia, all that tradition on the continent, and weakened it for good. The weakness will increase. (2) It has developed Orthodox Tsarism in Russia, united the Catholic Croats and Slovenes with the Serbs and in general immensely weakened the old orthodox bloc; one might almost say destroyed it. (3) It has left all Catholic Europe intact, with the Rhine Valley largely dominated from the east, with a stronger Italy and in the long run a stronger France, a far richer Spain, and Ireland already nearly free, and a resurrected Poland—the last, the symbol of the whole. Consider the effect of so vast a change and ask yourself if it does not warrant the statement that "The Tide Has Turned"—after three hundred years.

THE MEN WANTED TO-DAY

Men of courage, who are not cowards in any part of their nature.
Men who are larger than their business; who overtop their vocation.
Men who will give thirty-two quarts for a bushel.
Men who will not have one brand of honesty for business purposes and another for private life.
Young men who will be true to their higher ideals in spite of the sneers and laughter of their companions.

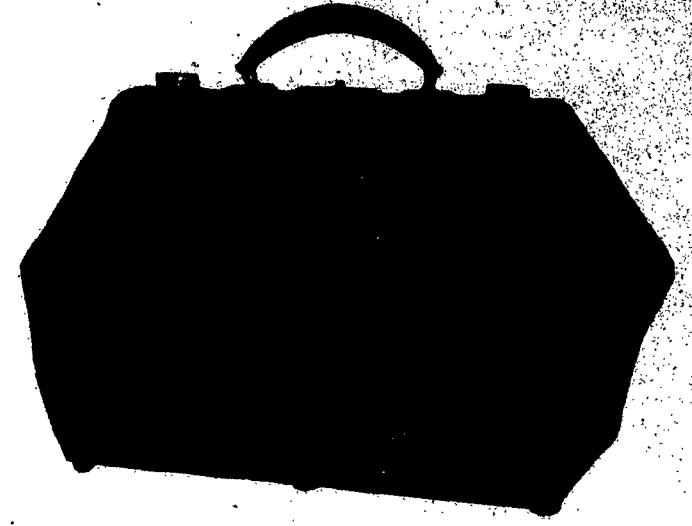
Honest Goods at Honest Prices Sold by Honest Methods

JOSEPH ZICK

Established 1943

"Not How Cheap But How Good"

QUALITY IN GOODS



EXPERT WORKMANSHIP

Manufacturer and Dealer in

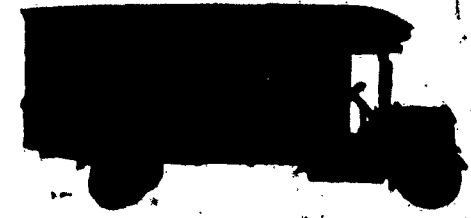
TRAVELING BAGS, SUIT CASES, AND SAMPLE CASES

12 WALNUT ST. COR. CAMPBELL ROCHESTER, N. Y.
Home Phone 4545 Stone Wholesale and Retail.

WEST CARTING & STORAGE CO.

84 HAMILTON STREET

OUR POLICY:
LIVE AND
LET LIVE



OUR AIM:
BETTER
SERVICE

Stone 3289

ESTABLISHED SINCE 1895

Chase 1738

OMEGA WATCHES

The
peculiar product
of a WATCH
FACTORY which has made
the finest watches for
more than half a century—A
FACTORY manned and equipped
for the production of a high-grade
watch in a high-grade way.

The Watch of Matchless Merit.

FOR six dollars you can buy a 15-jewel Omega army wrist watch. This sport model was formerly sold for \$25. It makes a fine watch for boys and girls to carry to school; we guarantee it, too.

\$6

A 15-jewel Omega wrist watch with a twenty-year guaranteed gold-filled case, is an exceptional value. We have them for both ladies and gentlemen and the price is but fifteen dollars, originally priced at \$30.

\$15

AT twenty-five dollars you can buy her a guaranteed 15-jewel lady's Omega wrist watch with a 14k solid gold case. A watch that any lady would be proud to wear and that we can unhesitatingly recommend. A watch that we formerly sold for \$40.

\$25

S. D. BURRITT

42 MAIN ST. EAST

"The House of 1,000 Watches"

John Collins

George Collins

COLLINS BROS.

Bakers and Confectioners

All Kinds of Baked Goods Made to Order

BRANCHES:

294 Main St. East
108 Caledonia Avenue
654 Monroe Avenue

PHONES:

Stone 4759
Stone 4325
Stone 3305

W. W. Bellows, official watch inspector Buffalo, Rochester & Pittsburgh Railway Company

Roy R. Howden

Bell Phone, Gen. 1088

BELLOWS & HOWDEN

Watchmakers and Jewelers

All Kinds of Watch, Clock and Jewelry Repairs

195 GENESEE STREET

ROCHESTER