

**Father Gillis Explains How Laymen Can Assist In Converting America**

(By N. C. W. C. News Service).  
New York, June 25.—At a meeting of the Catholic Convert's League of New York, held in the Plaza Hotel, recently, Rev. James M. Gillis, C. S. P., spoke on "New Times and New Methods in Convert Making."  
"The Catholic Church," he said, "is an anomalous institution. She is not subject to the laws that govern purely human organizations. She is superior even to the laws of nature. Her very existence is a continuous paradox. She is a synthesis of old and new, of ancient and modern, of parent contradictions. She is old, but always new, tenacious of tradition, yet prompt to adopt reasonable innovations: semper eadem, yet adaptable to circumstances. Her constitution is as hard as granite, yet flexible as a willow wand. She never quite abandons a tradition, yet she does not stagnate, or crystallize or fossilize. She has not gone the way of Confucianism, or Buddhism, or any other Oriental religion, though she herself is of Oriental origin. In a word the Church is a paradox, rigid and flexible; conservative, but progressive; old but young."  
"Hence it is to be expected that the Church shall use even the most novel methods of winning souls and making converts."

**Apostolate Of The Press**  
"Take, for example, the apostolate of the Press. In itself that apostolate is old, but recently it has taken on new forms. In the city of Pittsburgh, a few years ago, a couple of young business men who had been phenomenally successful, set aside \$10,000,000 for a campaign of 'advertising' the Catholic Church. They inserted in the daily newspapers a short, pithy paragraph, on some historical fact, or belief, or some kind of allusion to the little paragraph a solitary sentence, such as: 'The First Public Library in America was in a Catholic University.' 'Ampere, the discoverer of the Unit of Electric current was a Catholic.' 'Pope Gregory XV gave the world its present Calendar, and a hundred other similar items.'"

"These pithy paragraphs and sentences, disjointed as they are, are quite in the manner of the information that millions of persons absorb from the newspapers. They will not read books; their mental attention flags even when they read one chapter of a book. Their power of thinking has been all but destroyed by the movies; they can absorb mental pabulum only in homeopathic doses. So the young men of Pittsburgh, who thoroughly knew the advertising 'game', presented those fragmentary paragraphs, one each day, as though to say 'that's all this time; more tomorrow'. And the success of the venture was so great that all Pittsburgh was on edge, delegations of Protestants stormed the editorial rooms, the editors took alarm and the 'Ads' were discontinued. But the scheme will be tried again at a more convenient time. It has been tried in as many as 125 cities. The Catholic Church will be advertised in the same way as Coca-Cola, or Uneda Biscuit, or Fairy Soap. The apostles never dreamed of such a thing, but I am confident they would have approved of it."

"Another phase of the apostolate of the Press is one that has been used with most conspicuous ability by Mr. Benedict Elder of Louisville, who persistently writes to the daily papers of his city, setting them right, politely, wisely, discreetly, whenever any statement misrepresenting Catholicism appears in their pages. It is no small task, for the newspapers are notoriously careless and uninformed about Catholic doctrine and Catholic history, but Mr. Elder keeps relentlessly on their trail. They have come to fear him and respect him. If we had a few such scholarly gentlemen, with an equally ready pen, in every city, we might almost succeed in working the miracle of making the newspapers reliable in Catholic matters."

**Miracle In Georgia.**  
"In Georgia, the Laymen's League has actually wrought a seeming miracle, an almost incredible revolution, by the same means: patient, polite, painstaking letters writing to the papers. In 1916 Georgia was a horrible example of unfairness to Catholics. To quote from a report of the secretary of the League, 'There was only one newspaper in the whole state of Georgia that was fair to us. Catholics were vilified on nearly every political soap-box in the state. They were boycotted. The Veasey Bill providing for the inspection of certain institutions, and admittedly aimed at convents, was passed after a series of anti-Catholic orations almost unparalleled in the history of supposedly Christian Commonwealths. Today, the newspapers are as free from matters objectionable to Catholics as are any in the United States. Objectable articles have dwindled from as many as a hundred a week, to an average last year of two a month. Many papers, formerly very critical and hostile are now friendly. Catholics are no longer boycotted.'"

"The corroding influence of irreligion and infidelity must be constantly counteracted. Religion, deep and broad, is needed today as never before."

**St. John's Brooklyn, Graduates 75 Sisters**

(By N. C. W. C. News Service).  
New York, June 25.—St. John's College of Brooklyn recently conferred its first time in its history conferred degrees on 75 Sisters. The ceremony was a part of the annual commencement at which 135 were graduated. Rev. Thomas P. Malloy, pastor of St. John's, presided, and the Rev. James M. Gillis, C. S. P., secretary of the National Council of Catholic Men, made the address.

**American Reports On Farming Trial In The County Sligo**

(N. C. W. C. News Service).  
Dublin, June 20.—An American, W. F. Simpson, who is trying to farm in Sligo County, has given the newspapers an outline of his own experience. "Public men," he says, "have been advising us to till the soil, and I should like to take that advice if possible. Given a New Zealand, French, Canadian, Australian, or American climate, although I am not conceded, I believe I could hold my end up against any man. But the Irish climate is like none of these. In my district the crops are mostly in a condition that the average man would have been ashamed of a few years ago; but it could not be helped on account of the excessive moisture. The Irish fields have not dried out since last July."

Recently the N. C. W. C. News Service gave details of the self-help scheme which is being tried in the Irish parishes with a view to providing penniless farmers with the money to re-stock and carry on. The general principle is that the more fortunate people of each parish shall subscribe money to form a little agricultural bank, to which the State will lend a capital sum equal to the sum locally subscribed, the full amount to be let out in small loans repayable within three years with 5 per cent interest.

The President of the Free State and other Ministers, when lately in Ennis, Clare County, were told by the people that this dollar-for-dollar State aid was not sufficient for the present emergency, and they were strongly urged to provide more substantial help before the season advances too far, as belated efforts would be almost useless.

**Men's Council Fixes Convention Date**

(By N. C. W. C. News Service).  
Washington, June 25.—The fifth annual convention of the National Council of Catholic Men will be held in Washington September 18 and 19. It was announced here recently by the Executive Committee, in whose hands the arrangements for the convention were placed at the last annual gathering.

Following the procedure of former years, a special invitation will be extended to each organization affiliated with the N.C.C.M. to send a representative to the convention. Last year some of the most interesting and helpful reports came from these representatives.

Sessions will be held in the national headquarters of the Council here, and a solemn High Mass will open the conclave. Other arrangements are not yet completed.

It is announced that a much larger number of prominent Catholic laymen from all parts of the country probably will attend this year than has ever attended before, because of an invitation of a special character that will be sent out shortly.

**Ars Hold Ceremony When Canonization Of Cure Is Announced**

(N. C. W. C. News Service).  
Paris, June 20.—All through France impressive ceremonies have been held in honor of the canonization of Saint Jean Baptiste Vianney, Cure d'Ars. In the village of Ars these ceremonies were particularly impressive and were attended by large crowds from the whole Lyons district and from Burgundy, Mass and Vespers were celebrated in the open air. The Municipal Council came in a body to participate in the glorification of the parish priest whose admirable life has forever rendered their little parish famous throughout the world.

The Mass was followed by a procession in which the fire brigade, in uniform, carried the dais used by the holy cure.

About twenty members of the Chamber of Deputies went to Rome to witness the canonization ceremonies. A place was reserved for them near the papal altar.

**Parents Must Stem Tide Of Paganism Says Dr. Sullivan**

(By N. C. W. C. News Service).  
Pittsburgh, Pa., June 25.—Not at the door of the youth of today but at the door of parents is to be placed the blame "if marriage be without honor, the state without moral force, the school powerless to stem the pagan tide, and the Church reduced to a Kiwanis society," the Rev. Daniel Richard Sullivan, president of Seton Hill College, Greensburg, Pa., told the graduates of Duquesne University in his baccalaureate address at the commencement here.

North America was colonized at the time of a pagan revival, Dr. Sullivan declared, and while the development of atheism was retarded while the continent was subdued, it is now going forward again. He admonished the youth of today that while their fathers might be responsible for what their offspring are today, on the new generation lies the responsibility of what their children in turn will be tomorrow.

"The foremost duty of intelligent men today is to dig again the wells of Philistines have filled," he said, "to restore the ancient landmarks of the moral world, and to remove the rubbish with which they have littered the road to life." He pleaded that his hearers undertake the task, to avoid leading a new generation to ruin.

**ONE HUNDRED ELEVENTH SEMI-ANNUAL STATEMENT**

of

**THE EAST SIDE SAVINGS BANK.**

OF ROCHESTER

July 1, 1925

**RESOURCES**

Mortgages	-----	\$20,045,115.00
United States Bonds	(Market Value) -----	4,132,104.25
Massachusetts State Bonds	(Market Value) -----	139,500.00
Wyoming State Bonds	(Market Value) -----	5,200.00
Alabama State Bonds	(Market Value) -----	97,000.00
Maryland State Bonds	(Market Value) -----	50,000.00
City of Boston, Mass., Bonds	(Market Value) -----	98,880.00
City of New York Bonds	(Market Value) -----	654,000.00
City of Rochester, N. Y., Bonds	(Market Value) -----	828,000.00
City of Albany, N. Y., Bonds	(Market Value) -----	50,155.00
City of Buffalo, N. Y., Bonds	(Market Value) -----	442,500.00
City of Syracuse, N. Y., Bonds	(Market Value) -----	50,000.00
City of Troy, N. Y., Bonds	(Market Value) -----	37,550.00
Railroad First Mortgage Bonds	-----	330,000.00
Banking House	-----	499,981.46
Cash on Hand and in Banks	-----	641,897.35
Collectible Interest Due and Accrued	-----	249,121.20
		<u>\$28,351,004.26</u>

**LIABILITIES**

Due Depositors	-----	\$26,018,896.05
Dividends Accrued to Depositors	-----	83,907.15
Reserved for Taxes and Other Expenses	-----	26,406.42
Surplus	-----	2,221,794.64
		<u>\$28,351,004.26</u>

Surplus (Bonds at Market Value) ----- \$ 2,221,794.64

Surplus (Bonds at Par Value) ----- 2,186,905.39

Surplus (Bonds at Amortized Value) ----- 2,188,510.94

Dividends Credited 55,485 Depositors June 1, 1925 at the Rate of 4% Per Annum.

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<b>W. HENRY MATHEWS</b>	.....	<b>PRESIDENT</b>
<b>WILLIAM BAUSCH</b>	.....	<b>VICE-PRESIDENT</b>
<b>WILLIAM H. DUNN</b>	.....	<b>VICE-PRESIDENT</b>
<b>AUSTIN C. JACKSON</b>	.....	<b>SEC'Y and TREAS.</b>
<b>CASSIUS C. DAVY</b>	.....	<b>ATTORNEY</b>

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<b>FRANK A. BROWNELL</b> Manufacturer.	<b>LEON STERN</b> Architect.

**The East Side Savings Bank of Rochester**

Corner Main Street East and Clinton Avenue South

Incorporated November 1, 1869