

The Catholic Journal

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New Times—New Methods

Rev. James M. Gillis, of the Paulist Fathers, at a recent meeting of the Converts' League in New York, pointed out in clear, terse, understandable language, why the Catholic Church, in its capacity of human institution, has survived for centuries. Although this address has been published as part of the National Catholic News Service, it is well to reproduce a few paragraphs therefrom for closer perusal and study:

"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 apparent 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.

"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 Catholic custom, or belief, or some historical fact relating to the credit of the Church, and then as a kind of filip 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, disjoined 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 homoeopathic 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 Quaker Oats, or Fairy Soap. The apostles never dreamed of such a thing, but I am confident they would have approved of it.

And Philip Donnelly takes hold of editorial work like a veteran.

Advertising

This is a day of publicity, of advertising. One might say it is an era when everybody believes and practices that he who tootheth not his own horn, by whom shall the horns be tooted?

There may be those who deprecate this publicity blare. There may be old-fashioned folk who shrink from the limelight of publicity, who prefer that others should seek out and publish their good points. Modesty is a commendable trait but modesty in respect to declination to self-advertise will result in permanent relegation to the background of oblivion.

Advertising has risen to the dignity of a profession, an art, a science. Advertising experts command higher salaries than editorial writers. Advertisements are models of diction, attractively written and as much skill is expended in their display as in making up the front news pages. Take the Catholic Journal's advertising pages. They are as interesting as the news pages and that says much as the National Catholic News Service, in its line, rivals the Associated Press as a news gathering medium while our presentation of local and diocesan Catholic news covers the entire field.

We are grateful for our advertising patronage. Advertisers are coming to realize the real value of Rochester's Catholic paper as an advertising medium.

To our readers we say: The advertisers in the Catholic Journal are reputable and dependable. They can be relied upon to give you a dollar in value for the dollar you pay them. Patronize the advertisers in the Catholic Journal. And if you let these firms know you saw their advertisement in the Catholic Journal they will realize still more the value of the Journal as an advertising medium. And the larger the volume of an advertising patronage, plus the increase in our circulation will be returned to you in the shape of a bigger and better Catholic paper.

Queries

Several pertinent queries are put by the "Union and Times" in the following editorial in a recent issue:

The Nordic craze that has swept over the United States and that has found full expression in the new immigration law is a direct and defiant discrimination, not only in matters of race but in matters of religion as well. There are questions which American citizens of certain racial ancestries may ask the congress that passed the law and the President who affixed his signature to it.—Questions which demand a satisfactory answer. These citizens naturally seek to know why the number of immigrants permitted to enter this country, after the law goes into full effect, will be greater from the north of Ireland, called the Ulster, than the number from the south of Ireland or the Free State. Again they may enquire why the number from Catholic sections of Germany is to be larger than in the Catholic sections of that country. There may be a plausible answer, but what is it?

Is it possible that even among the so-called Nordics there is a finer strain of blood in non-Catholic veins? Dean Inge, that irresponsible and irrespressible bigot, upon arriving again upon English soil was quick to impress upon the minds of his fellow countrymen that the United States had drawn a line of discrimination between the north and south of Ireland. "I was delighted to hear," he says, "that under the revised regulations which will shortly be enforced, the English contingent is to be largely augmented, the Italian reduced, and the Southern Irish, who are spoken of as an unmitigated nuisance, are to be cut down to a very small number."

The question is: does the government feel the same about it as the gloomy dean? No reason has so far been given for the discriminatory measure that affects the Catholics in both Nordic and Latin countries. Neither have the authorities responsible for the law come forward with an explanation of the purposes of the law except to state that they intend to close the gates of immigration to undesirables. And still, why worry about it? Birth control practiced by Americans of Nordic descent will weed out Nordic influence far faster than the government can import "Nordics" to take their places. And this because the Latin races and the Catholic Nordics have retained that sense of duty which comes to them from membership in a Church that commands obedience to the first Law of God to His people, "Increase and multiply."

The time speeds by! It does not seem three years since Franklin Judson was elected Sheriff and we must elect a new one as the sheriff is the only elective officer in New York State who cannot succeed himself.

Remember!

Supreme Director Frank J. Lonergan, of the Knights of Columbus, writing in "Columbia" emphasizes a point which too many of us are prone to forget. Mr. Lonergan says:—

"In the struggle for existence and the sharp competition in our industrial and political life, and the continual changing phases of civic activities, the organic law of our country is all too often forgotten. "It is, however, the Supreme Court of the United States, impervious to all sophistry and fallacious argument, that brings us to a renewed realization of what the Constitution means and what it stands for. The Oregon case proves beyond controversy how easy it is at times to become blinded as to the provisions of the Constitution and especially the liberty and property clause of the Fourteenth Amendment.

"No amendment to the measure that can be devised will give it life. An amendment to the Constitution of the United States would be the only means whereby the rights or privileges of a minority can be wiped out and this, of course, is unthinkable. Minorities are not constant and stable, but shifting, and the minorities of today may be the majority of the morrow. It would be dangerous indeed to tinker with the Constitution in this regard for it would destroy every concept of the Fathers of this Republic, who made possible the guarantee contained in that great document, which has been said to be 'the greatest charter of human liberty ever devised by the mind of man'.

"The wave of bigotry and intolerance that swept through Oregon a few years ago, and especially in 1922, has subsided. May we not hope that this wave has spent itself upon the rocks and that it will return no more to bring about discord and enmity in an otherwise peaceful and happy State.

"May we not hope that as a result of this decision from that great guardian of the Constitution—the Supreme Court of the United States—where prejudice and bias, bigotry and intolerance may storm its citadels, but all in vain, education may go on free and untrammelled without unwarranted interference; that our schools may grow and expand and develop for the greater glory of God and to the honor of State and Nation.

May we not hope that in Oregon, as in every State of the Union, love and respect for the Constitution will increase and whatever our differences, whether religious or political, we will stand united in the great cause of upholding and defending the principles and ideals upon which this Republic was founded.

Foundation

Perhaps, one reason for the success of Roger Babson and his wonderful business and publicity organization is that he has foresight, vision and a religious sense. Witness this excerpt from one of his recent pronouncements:—

"We have forgotten the latent power in the human soul, in the individual, in the community, in the different parts of the country. We have forgotten those human possibilities upon which all prosperity ultimately depends. I cannot perhaps emphasize this any more than by saying that the foundation of progress is spiritual, not material. The greatest resources of the world today are human resources—not resources of iron, copper, and lumber. The great need of the hour is to strengthen this human foundation and revive in men a desire to produce and a joy in service. Business men are the one group that can do it. They understand the emotions, understand the importance of intangible things. They understand how to awaken in people new motives. So my appeal is not to wait too long to revive man and awaken the soul which is slumbering to-day."

William Jennings Bryan has an eye to business. It will be recalled that the Roosevelt books had a great sale after that libel suit in a little Michigan town so the erstwhile Boy Orator has butted into the evolution circus in Dayton, Tennessee, and the local bookstands are featuring the Bryan books.

Hon. Bill Anderson, of Yonkers and elsewhere, having failed to secure reinstatement in his lucrative Anti-Saloon League has organized a new organization of his own. It is to be "anti-everything" in general but pro-Protestant and pro-Bill Anderson in particular. Bill will find out that he is only a circus side show freak, not a big tent boss attraction.

Debate between former Governors Nathan Miller and Alfred Smith furnished entertainment for the audience but did it really settle anything?

Investigate!

In this day and age it is well to look into a new movement before you endorse it unreservedly.

"Give a bill or a movement a good name and thousands will endorse it without investigation," declared the Rev. Albert C. Fox, S. J., president of Marquette University, in a recent talk on "Reformers and Conformists" before the Marquette Women's League of Milwaukee.

The maternity bill, said the Marquette president, is an instance of a bill which has received support because it has a good name and not because it has been investigated and studied. The Child Labor Amendment is another, he added.

"Organizations of every kind urge their leadership upon us," declared Father Fox. "Never in the world's history has propaganda of all kinds been so rife. There is in Washington an organization known as the Women's Joint Congressional Committee which has one of the most powerful lobbies in that city. It claims to represent 12,000,000 American women and undertakes to bring enormous pressure on congress. Among the most influential women in this organization is Florence Kelly, a socialist, former president of the Inter-collegiate Socialist League, and a member of other radical groups, who has declared that 'We are now organized with a thousand ramifications and have more interlocking directorates than business has.'"

"Our women's organizations in America must come to realize more the responsibility of being led," Father Fox said. "They must hold those who assume to speak for them strictly to account."

William Randolph Hearst has entered the lists as a California boomer while William Jennings Bryan is a loud praiser of Florida climate and real estate while P. Henry Galvin is spreading abroad the splendid adaptability of Keuka lake as a summer and winter resort.

President Coolidge is showing himself to be impervious to the wiles of the dowagers who would make of him a lion to attract the fashionable elite to their stables and salons.

It worries William H. Craig not one whit whether "Willite" patents are exclusive. He and his partners have enough contracts clinched to keep the plant going for a while.

Would you increase the influence of the Catholic Journal. Induce another friend to subscribe for it.

Weekly Calendar Of Feast Days

Sunday, July 19.—St. Vincent de Paul, born in 1576, gave up his life to labor on behalf of the poor and to the instruction of the rich in the methods of charity. Shortly after his ordination to the priesthood he was captured by pirates and carried into captivity in Barbary. There he improved his time by converting his renegade master, and with the latter escaped into France. Later the Saint was made chaplain-general of the galleys of France, and his charity did much to alleviate the sad lot of the galley prisoners.

Monday, July 20.—St. Margaret, virgin and martyr, was one of the victims of the last general persecution of the early Church. It is said that one of her chief persecutors was her own father, a pagan priest. After suffering many tortments, she gained the crown of martyrdom at Antioch in Pisidia.

Tuesday, July 21.—St. Victor, martyr, was an officer in the army of the Emperor Maximian. His perseverance in the faith and his encouragement of the Christians of Marseilles after the slaughter of the Theban Legion, aroused the wrath of the pagan authorities and he was put to death after terrible tortures.

Wednesday, July 22.—St. Mary Magdalen. It was St. Mary Magdalen, whom Jesus raised from a life of sin to take her place among the Saints of the Church. She stood at the foot of the Cross with the Blessed Virgin and St. John. After the death of the Savior, when the faithful were scattered by persecution, she found refuge, according to tradition, in a cave in Provence where she lived for thirty years.

Thursday, July 23.—St. Apollinaris, bishop and martyr, became the first Bishop of the See of Ravenna. He was a disciple of St. Peter. In the reign of Vespasian he won his martyr's crown.

Friday, July 24.—St. Christian, virgin and martyr, was cruelly tortured because she had destroyed some golden idols belonging to her father, a rich and powerful pagan magistrate. On several occasions she was miraculously preserved from death, but finally suffered martyrdom at Tyro, a city which formerly stood on an island in the lake of Bolsena.

Saturday, July 25.—St. James, Apostle, was one of the three intimate companions of the Saviour. He met his martyrdom by orders of Herod Agrippa. When the saint was brought before Herod, his fearless confession of his belief in Jesus so moved the public prosecutor that he declared himself a Christian on the spot. Thereupon the accused and accuser were both put to death.

Cardinal Logue Is Eulogized By Irish Hierarchy

(By N. C. W. C. News Service) Dublin, June 28.—At the annual assembly of the Irish Catholic clergy, reverent tribute was paid to the memory of Cardinal Logue.

"Looking around the platform to-day", said Dr. McCaffrey, "we miss one familiar figure, one kindly face, one who for close on forty years presided always on occasions such as this.

"Cardinal Logue was ever and in all circumstances a priest. He never pocketed his principles. He never bent them to suit the passing hour. And only when it was necessary did he thrust himself before the public. People disagreed at times with his views. But no man could have questioned the motives that inspired them.

"Throughout the changeful decades, here at our meetings he addressed to generations of priests young and old his words of encouragement and advice. He was, from first to last, a Christian gentleman, and his memory will be cherished as a brilliant student, an able professor, a diligent parochial pastor, and one of his country's most worthy contributions to the College of Cardinals.

Notre Dame Alumnae To Unite With Belgian And English Sisters

(By N. C. W. C. News Service) Washington, July.—The National Federation of Alumnae of Notre Dame de Namur hereafter will be known as the "International Federation", and immediate steps will be taken to unite with the alumnae in Belgium and England.

This decision was reached at the third triennial convention of the Federation held here. Approximately 400 attended, from all parts of the country.

Archbishop Curley of Baltimore greeted the delegates, admonishing them to love of home-making, and Bishop Shanley, Rector of the Catholic University, celebrated an opening Mass in the beautiful new chapel of Trinity College, a Notre Dame institution, to which the Federation gave its main altar.

The next convention will be held in Philadelphia in 1928, and the Board of Governors will meet in Pittsburgh in 1927.

Mrs. William F. O'Donnell of Washington was chosen president; Mrs. Francis McManus of Philadelphia, first vice-president, Mrs. John J. Hickey, Boston, second vice-president; Mrs. Martin Gumber, Ohio, treasurer; Miss Veronica Quinn, Washington, corresponding secretary and Mrs. John Wulfstange, Ohio, recounting secretary.

Dr. Charles F. Aiken, Apologetics Writer Of Catholic U., Dead

(By N. C. W. C. News Service) Boston, July 10.—The Very Rev. Charles Francis Aiken, S. T. D., Professor of Apologetics at the Catholic University of American Washington, died in a hospital here Wednesday.

He was noted as a writer and was an authority on religious subjects.

Dr. Aiken had been ill for more than a year, and some months ago was forced to give up his work at the University to enter a Washington Hospital.

He was the author of "The Dhamma of Gotama the Buddha and the Gospel of Jesus the Christ", in which he analyzes the assumed dependence of Christianity on Buddhism. He also contributed numerous articles to the Catholic Encyclopedia and to theological reviews on topics of an apologetic character.

Born in Somerville, Mass., Dr. Aiken was graduated from Harvard College in 1894. Later he studied at the Catholic University. For several years he was Dean of the Faculty of Theology at the latter institution.

Scouts Build Church Beside Own Cottage

(By N. C. W. C. News Service) London, July 7.—Scouts and "rovers" are making themselves responsible for a new church in the London area, at Kingsbury. It is being built in the grounds of a cottage used by the "Cardinal's Own" rover scouts, and the foundation stone was laid a few days ago by Father J. P. Collins, himself a rover, who was assisted by the troop's chaplain, Father W. Wood.

For the present, only the sanctuary will be built. When that is completed, there will be accommodation for about sixty persons. The edifice, which will be dedicated to St. Sebastian and St. Pancras, will be enlarged as the local Catholic community grows.

Convent Fire Alarm Given By Child of 9

(By N. C. W. C. News Service) London, June 26.—A child of nine gave the alarm at St. Edith's convent, Leigh-on-Sea, this week. In the early hours of the morning, when the fuel house near the main building tower was found to be on fire.

Nuns and children were paraded in the open in their night attire. Neighbors took charge of them until the fire was extinguished. The convent was not damaged, though it was in danger.

New French Catholic Newspaper Society Provides For Its Sick

(N. C. W. C. News Service) Paris, July 13.—The Syndicate of Catholic Journalists recently organized a religious concert in one of the Paris parishes to raise money for a relief fund for sick and needy newspaper men. The attention of the public was called to the merit, and at times the distress, of these publicists who, to remain faithful to a vocation and a cause, often refuse the most advantageous offers from secular papers only to find themselves late in life in a position of actual want.

Several touching responses were received. The pastor of the parish of Saint Francis de Sales, where the concert was given, a priest who is himself an eminent newspaper writer received from a woman some valuable jewels which she asked him to sell for the benefit of the newspaper men's fund.

Another woman, a modest village postmistress in Auvergne, had an inspiration of even more touching delicacy. She wrote as follows to the president of the Syndicate of Journalists:

"I have a little house in the country, in a very agreeable part of Auvergne. I should be glad to place it at the disposal of the Syndicate during four months of the year for the benefit of newspaper men who need a rest with their families.

I feel that I should be benefiting the people of this whole district by bringing down here among them scholars, would edify us by the affirmation of their Catholic faith."

Fr. Elder Mullan Noted Jesuit, Dead

(By N. C. W. C. News Service) Philadelphia, July 10.—The Rev. Elder Mullan, S. J., one of the most prominent members of the Society of Jesus in America, died Monday at St. Joseph's College here, where he was serving as a member of the faculty. The funeral was held here Thursday.

Father Mullan was once secretary to the General of the Jesuit Order for the English-speaking countries. He revised the history of the order in Maryland. He also revised the rules of several congregations of Sisters, and wrote several books on sodalities, among them being a sodality manual. Deeply interested in sodality work, he organized a teachers' sodality.

He was born in Baltimore, and attended Loyola College there. He entered the Jesuit Order in 1882, studying at Woodstock College, Georgetown University and Boston College. He was ordained in 1896, and taught for several years at Woodstock and Frederick.

He was the author of "The Dhamma of Gotama the Buddha and the Gospel of Jesus the Christ", in which he analyzes the assumed dependence of Christianity on Buddhism. He also contributed numerous articles to the Catholic Encyclopedia and to theological reviews on topics of an apologetic character.

Plattsburg Camp Religious Services

(By N. C. W. C. News Service) Plattsburg, N. Y., July 10.—Orders have been issued here providing for the regular attendance of members of the Citizens' Military Training Camp on Sundays at church services of their various faiths. Provision has been made for Catholic, Protestant and Jewish services, so as to accommodate all.

It also is stipulated that all youths under 21 must attend these Sunday services unless excused by written permission of their parents or guardians.

Circulation Bureau Of Catholic Press Launches Into Task

(By N. C. W. C. News Service) Chicago, July 10.—George J. Lillig, who is thoroughly familiar with the task facing him, has been few days ago by Father J. P. Collins, himself a rover, who was assisted by the troop's chaplain, Father W. Wood.

The Central Bureau has been established at 610 Tacoma Building, Chicago, and already is at work. Its task will be to cooperate with the publishers for the standardization of practices to increase the circulation of Catholic publications. Mr. Lillig is giving publishers detailed information regarding the proposition at hand, and the Committee has urged all publishers to get in touch with him and the Bureau. Some publications and agencies have elected to send in the full dues for the entire year in advance, to facilitate the work. A thoroughly businesslike procedure has been mapped out for the Bureau, with the arranging of bands and the engagement of legal authority.

The Rt. Rev. Philip R. McDevitte, Bishop of Harrisburg, Chairman of the Department of Press and Publicity, N. C. W. C., after receiving a personal report from the Committee, has expressed himself as much pleased with the steps taken, and has pledged his hearty support.