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FRIDAY, JUNE 1, 1928.

TELEPHONE, MAIN 1567.

Entered as second class mail matter

Query?

Ambassador Morrow is returning to the United States on a brief vacation from Mexico.

According to the newspapers, Mr. Morrow has settled the oil controversy to the satisfaction of Mexicans and Americans.

There are hints floating around the accepted news centers that Mr. Morrow hopes to effect peace and reconciliation between the Mexican governmental forces and the Catholic hierarchy whereby freedom to worship God according to the dictates of his or her conscience may be restored.

In Europe last winter Cardinal Mundelein told the reporters that he had great faith in the diplomatic experience of Ambassador Morrow.

Let us hope that Mr. Morrow's forceful arguments may convince Mr. Calles that if he really wants the good opinion and favorable public sentiment of the world at large he must cease his futile efforts to obliterate God and Religion in Mexico.

"News Fakers".

In the course of a very interesting discussion of "News Fakers" of high and low degree, Edward McKernon, new publisher of the Rochester Journal and Post Express and formerly eastern manager of the Associated Press, makes these pertinent observations which are commended to many would be publicity procurers who ply their trade not so many miles from Rochester:—

The publicity crook who is dangerous is the one who occasionally does something for the money he receives. For the purpose of the moment we may designate him as the "news faker." It is his business to create artificial situations in the hope that they will be mistaken by the newspapers for matters of legitimate interest, and so permit him to foist on the public advertisements or publicity for his clients in the guise of "news." Nine times out of ten his effort is a "flop," but occasionally he gets over something, and to the extent that he is successful journalism is debased and the public misled. We have become so accustomed to the ballyhoo of public entertainers that I suppose even the morons accept any new "stunt" with the mental reservations of which they may be capable.

The sinister thing about it is that recently, through the allurements of the news faker, some men, business houses, and other organizations of standing and supposed integrity have been intrigued into publicity methods that are a menace to society.

But lest I leave a lasting impression unfavorable to a host of honest publicity men and women, I shall discuss long enough to make the distinction clear.

For the honest publicity representative who works in the open I have the greatest respect. Many such have done the newspapers an inestimable service by facilitating the work of reporters, and they have served both the papers and the reading public by making possible better, more intelligent, and more nearly accurate reports of the activities of the institutions they represent. They have brought to the press a technical knowledge that newspaper men could not be expected to possess, and through their cooperation have made it easier for reporters and editors to determine the news value and the "carrying power" of stories dealing with a thousand and one widely differing subjects.

Mrs. Alfred E. Smith left Rochester with a faint notion that her husband is not unknown to Rochester Republicans.

[illegible] that the Niagara [illegible] will send the [illegible] where they be[illegible] water frontier [illegible] state highways with the promise of full pay to those [illegible] kept on.

"Time to Burn"

Perhaps, the world would still revolve on its axis if there were more localities where the following news editorial could be written:—

Abner Bush lost his teeth. Sneezed them out of his cab window into a ditch. For Abner Bush is a veteran engineer on the Hodgenville and Elizabethtown Railroad. Hodgenville and Elizabethtown are 20 miles apart in Kentucky.

Now no matter what you might think of a set of false teeth sneezed out of the cab of the Twentieth Century Limited, you don't know your Kentucky if you think that making Elizabethtown was more important than getting back those tombstones.

Engineer Bush brought his train to a stop, backed her up, called out the crew and the passengers, and started the search for the missing molars. No use. No teeth.

Disconsolately climbing back in the cab, Bush gave her the throttle and the journey was resumed. But taking one last look on the scene of the tragedy, he saw frantic signals being displayed by the little company of local searchers who joined in the hunt. Good news. Back her up again. The teeth! the teeth!

Firmly clamping the set to his lower jaw, the veteran of the road registered five long blasts on the whistle as a chorus to the glad shouts of the passengers, and all was well.

Sometimes when we survey the mad traffic jams of our larger centers; sometimes when we reflect on the new national anthem, Step On It!, we long for a few weeks in a locality where teeth are teeth and where time is the stuff that eternity is made of. Just a few.

More Safety Problems.

We have our industrial safety councils, our automobile clubs, our school safety crusades and all sorts of safety movements but it becomes apparent that there is much remaining to be done to insure a modicum of safety for pedestrians along the public highways.

Our New York state roads, in the main, are designed and built with an eye solely to the comfort and convenience of the autos and auto passengers.

No provision has been made for pedestrians, yet it is apparent that men and women must travel afoot on these public highways.

Just what this means is set forth in this editorial in a recent issue of the Rochester "Times-Union":—

Our criminally careless method of constructing highways without safe provision for pedestrians has claimed another victim. Henry Walderly, 65, of Fisher Road, Rush, was struck by an automobile while walking in West Henrietta Road near Honeoye Creek Bridge at 7:30 o'clock yesterday morning, dying later in Highland Hospital.

It is extremely dangerous for pedestrians to use roads which carry motor vehicles. Yet, as things stand, where else can they walk?

Construction of sidepaths should be part of the accepted routine of road building. It is high time for those responsible for laying out and maintaining highways to give thought to this matter.

We shall always have pedestrians, indeed their number is increasing as the population increases. Traffic on the highways is also increasing. Thus the danger grows.

How many more lives must be sacrificed in this county and other counties before action is taken to remove this menace?

Build sidepaths along all highways.

Rather well authenticated charges of graft in and about City Hall leave a bad taste in the mouth.

Jack Johnson was a very clever prohibition agent. But he could not pass the civil service examination.

Conviction of Mrs. Knapp is a sad episode but all women in public life must not be condemned because one makes a mistake.

While Civil war veterans are dying off their places in Memorial Day parade are taken by Spanish and World War veterans.

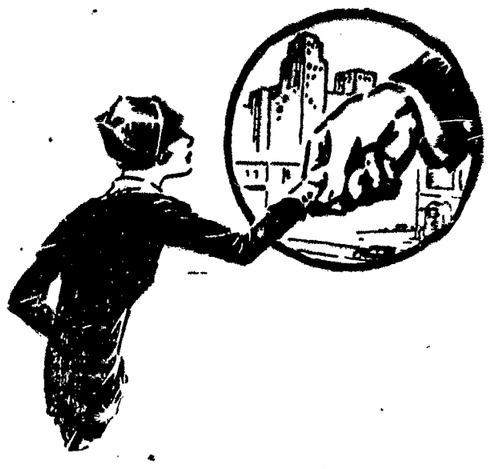
It would be funny if the deadlock of 1928, politically speaking, were at Kansas City and not at Houston.

Rochester did nobly in the 1928 Community Chest drive, under the circumstances.

Secretary Kellogg is arguing in favor of outlawing war whereupon the English secretary murmurs sweetly to the effect that the United States ought to put the Monroe doctrine in cold storage.

Colonel Lindbergh pushed aside the "easy money" offers of the publicity promoters to accept a responsible, respectable position in connection with the one branch in which he is qualified—aviation.

The efficiency experts assert that either production must be curtailed or wages must be reduced. The Rockefeller coal mines solve the problem by closing down ten mines, throwing 2,500 men out of work kept on.



Your Wife Will Need A Helping Hand... PROVIDE FOR IT NOW!

WHEN you are gone your wife will need someone to assist her in taking care of the business responsibilities you have left her.

You will want that someone to be considerate, capable and dependable, to act exactly according to your desires.

By naming the Central Trust Company the Executor or Trustee of your estate you will assure the protection of your wife and will be certain that your business affairs, no matter how varied or complex, will be carried on precisely according to your wishes.

You are cordially invited to come in and talk over this important question with any executive of this bank.

INTEREST PAID ON DEPOSITS
Money deposited on or before June 4th draws interest from June 1st

SAFE DEPOSIT BOXES
Both at our Main Office and Brighton Branch, $3.00 and upwards annually.

TRUST FEES

Remember, the fees by law are the same whether you name an individual or a sound banking institution as executor. There are no uncertainties, however, about a strong banking organization, but prompt, intelligent, dependable service, always.

Central Trust Company

Main Office
Central Trust Building
25 Main Street East

Brighton Branch
1806 East Avenue
Near Winton Road

"Never, No More".

Evidently, there is a fertile field for the incinerator or reclamation salesman in Africa, judging from the following editorial in the Rochester "Democrat and Chronicle":—

One of the bits of poetic imagery that has very wide circulation is that in which the Arabs are pictured as folding their tents and silently stealing away. If things go on as they have begun in Morocco of late, this noiseless mode of migration will be impossible. The modern Arab's tent will be unfoldable and if attempt were made to fold it, the result would be distinctly audible.

There is a town known as Casablanca and in it awhile ago lived an inventive genius. It seems that civilization as typified by the various kinds of canned products flourishes at Casablanca; and when the contents of cans are removed, the containers are tossed out on the sands, for the desert creeps close to Casablanca. One day an Arab found a goodly number of tin cans of large size; he had lost confidence in his tent as a rain-proof dwelling. He conceived the notion that, flattened out and fastened together, tin cans would make good tent walls, and he and his family built them a tin-can tent.

The neighbors were much interested in the result. A real search for building material was organized and rubbish heaps of towns, even up to the limits of Fes, were rifled of can contents. Now a traveler tells of whole villages spotting the desert with glinting splendor that is alluring, seen from distance, dwellings which are constructed from the cans in which milk and fruit, vegetables and oil were sent from other lands to the Morocco.

More and more the rule of economy asserts itself. The tin container has by report enriched and refreshed the diet of the goat; now in far off Africa it comes into its own as means for a new and more static architecture for the migrant Arab.

If it isn't a drive, it is an appeal or invitation to raise funds or aid in celebration of this or that anniversary.

State Game Protector Hamilton says when you destroy a fish net you should be sure you can prove it was your net.

War Horrors.

A faint idea of the horrors possible in the next world war—which we all hope and pray is years in the future—is gleaned by this peace period editorial in the Rochester "Journal-Post Express".—

Civilization may be destroyed by its own ingenuity.

That possibility was strikingly illustrated at Hamburg, Germany, where deadly phosgene gas accidentally escaped, killing twelve and seriously affecting more than two hundred.

Designed as an instrument of war, it descended as a genuine cloud of death on an innocent population, killing some it was created to protect. In that it paralleled the exploit of the Frankenstein monster.

You remember how the student, Frankenstein, discovered the means for the artificial creation of life. And that he did create a terrible, although pathetic, monster.

Not only did the monster murder the closest friend of the inventor, but pursued Frankenstein from one country to another as a veritable plague, appealing for the creation of a mate to end its loneliness.

Phosgene gas is a monster more terrible than the Frankenstein.

Multiply a hundred times the tragedy enacted at Hamburg and you will have a dim outline of the tragic picture of the use of phosgene gas in the next war.

Clouds of poison gas will not only wipe out contending armies, but civilian populations. It will make the warfare of "civilized" countries less humane than that of barbarians. With the latter only the combatants are killed.

The Hamburg disaster vividly illustrates the Frankenstein mankind has prepared for itself.

China Honors School Of Canadian Sisters

(By N. C. W. C. News Service)

Kweiyang, China, May 14.—The Catholic girls' school at Kweiyang, in the Province of Kweichow, has been recognized by the Chinese Government and has been awarded the diploma of a first class school.

This school is conducted by a pioneer band of Canadian Sisters, Missionaries of Our Lady of the Angels, from the Diocese of Sherbrooke.

Weekly Calendar Of Feast Days

Sunday, June 3.—St. Clotilda, Queen, was the wife of Clovis, King of the Franks. By her virtue and wisdom she converted her husband to the Faith and with him the entire nation. She died in 545.

Monday, June 4.—St. Francis Caracciolo, born of a princely family, after being miraculously cured of leprosy left his home to study for the priesthood. He founded an Order of Clerks Regular who maintained one of their number always in perpetual adoration before the Blessed Sacrament. He died in 1608.

Tuesday, June 5.—St. Boniface, Bishop and Martyr, was born in Devonshire in 680. Receiving authority from the Pope he preached the Faith in Bavaria, Thuringia, Hesse, Friesland, and Saxony. While waiting to administer confirmation to some newly-baptized Christians, he and his attendants were attacked by a troop of pagans. The Saint forbade his attendants to offer resistance and he and fifty-one others were slain.

Wednesday, June 6.—St. Norbert, Bishop, after leading a life of dissipation at the Court of the Emperor Henry IV that was a scandal to his sacred calling, repented and established the Canons Regular or Premonstratensians who were to unite the active work of the country clergy with the obligations of the monastic life. In 1126 he was namde Bishop of Magdeburg.

Thursday, June 7.—St. Robert of Newminster while a monk at Whitby heard that thirteen religious had been expelled from the Abbey of St. Mary in York, for having propsed to restore the strict Benedictine rule. He joined the expelled religious and later became Abbot of a monastery built for them at Newminster.

Friday, June 8.—St. Medard, Bishop, was one of the most illustrious prelates of the Church in France. He was consecrated by St. Remigius who had baptized King Clovis. After a life noted for devotion to the poor, he died at Noyon in 545.

Saturday, June 9.—Sts. Primus and Felicianus, martyrs, were brothers who lived in Rome toward the latter part of the third century. Because they professed the Faith they were cruelly tortured and finally beheaded.

Msgr. P. J. McGivney, Chaplain of K. of C. Rests by Brother

(By N. C. W. C. News Service)

Bridgeport, Ct., May 24.—Funeral services for the Rt. Rev. Msgr. Patrick J. McGivney, pastor of St. Charles church of this city, and supreme chaplain of the Knights of Columbus, who died in Paris on May 8, were held in the church which he created following his arrival here eighteen years ago with a solemn Mass of requiem, at which the Rt. Rev. John J. Nilan, Bishop of Hartford, pontificated. Burial will be at Waterbury Conn., beside the grave of the late Rev. Michael J. McGivney, a brother, and founder of the Knights of Columbus.

The body of the late chaplain arrived in New York on Wednesday, aboard the French liner France. It was met there by a delegation of Knights of Columbus and Bridgeport friends, and then conveyed by automobile here.

During the services the church was crowded to the doors, where Protestant and Jew as well as Catholic gathered to pay their last respects to the man who in a comparatively short time had grown to be a leader in the civic and religious life of the community.

Fund of $1,500,000 For New Cincinnati Seminary Sought

(By N. C. W. C. News Service)

Cincinnati, May 22.—Funds for the new $1,500,000 St. Gregory Seminary project of Mt. Washington will be raised through efforts of priests of the Archdiocese of Cincinnati, in answer to an appeal made by the Most Rev. John T. McNicholas, Archbishop, for generous support of the annual archdiocesan seminary collection to be taken up on Sunday.

"The construction of the new St. Gregory Preparatory Seminary at Mt. Washington began last November, and we are about to begin the superstructure of the high school section at a cost of more than $600,000," the Archbishop's message said.

"It is hoped to have this portion of the building completed by October 1, 1928. No gift could possibly be more useful to religion, and none more appreciated by our priests."

Monsignor Whelan presided as pastor for 33 years.