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TO FOSTER CATHOLIC ACTION, SUPPORT PRESS—QUINN

RUTHERFORD GROUP CLAIMS EUROPE GAIN

Booklets Centering Attacks Upon Catholics Distributed Widely

By DR. FREDERIC FUNDER (Vienna Correspondent, NCWC News Service)

Vienna—The "International Society of Bible Students," which has its headquarters in Brooklyn, N.Y., has been active in Austria in the last year and its officials boast of having flooded Austria with 200,000 books and 100,000 copies of their periodical, Joseph F. Rutherford, of Brooklyn, is the head of the organization.

The press products of the organization are issued from Switzerland. The books adorned with fantastic illustrations in which the clergy of the Christian churches, above all Catholic priests, are presented as the helpers and friends of capitalism and militarism.

In a paper, entitled "Proclamation," said to have been printed in 1,400,000 copies in Switzerland, the following is stated: "The pagan religions are devils of the most horrible and a defamations of God as well. But Christianity is far worse and casts still greater disgrace on the name of God. Therefore the demand is made over and over again that the power of Christianity be broken as it is a horror in the eyes of God."

The Year Book of the group, just published, deals with its activities in the various countries of the world. It contained the statement on Mexico: "For centuries the Roman Catholic Church wielded absolute power. In recent years however, the people freed themselves of those fetters, yet the cunning influence of those religious fanatics is still remarkable. 1934 was a blessed year and the result went beyond our expectations."

Of Austria, the Year Book says: "Austria continues to take place amidst great difficulties. Wherever the devil's black representatives are at work, there is darkness and gloom."

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Subscribers Grow, New Press Installed By Diocesan Weekly

Albany (NCWC)—A new high speed printing press, made necessary by its growing list of subscribers, is being installed in the pressroom of the Evangelist, diocesan weekly.

The new equipment will provide the Evangelist with facilities for more rapid production and a higher grade of printing. It was said that the dismantling of the old press and changes in the plant to accommodate the new one have made it necessary to print the Evangelist in other quarters for two or three weeks. It is expected that the paper's new equipment will be in operation about the middle of April.

READERS as Readers

Addressed solely to readers who do not regularly receive the CATHOLIC COURIER.

EDITING and publishing a newspaper is far more than a mere matter of type and paper and ink, or of pastepot and shears.

A GOOD newspaper prints reading matter that suits the tastes and serves the needs of the public for which it is published.

THE QUESTIONNAIRE on Page 5 of this issue is printed to enlist your aid in making this more than ever

THE GREATER

Catholic Courier Official Newspaper of the Rochester Diocese

A Catholic Press Idea Turned Inside Out

By FRANK A. HALL, Director, NCWC News Service

"Support the Catholic Press!" "Repellition has made the phrase too standard! It is as sound as 'Promote Good Citizenship.' And I fear just as sterile in stirring the soul!" More: It invites to smugness. As if the Catholic Press should beg aid of your charity or of your piety. Which idea is rubbish!

Americans are called realists. Let's be realistic about this. First let's turn the expression inside-out, and consider the Catholic Press as supporting YOU; then let's take a look at your own paper:

I. You belong to an organization of tremendous importance to you personally, of vast scope, of amazing vitality. This body is doing things daily, of world import, inspiring, often downright thrilling. Now—A. These things are news, needful to your knowledge as a member, and of intense interest to you. You will not find them in the general press; they aren't there.

II. That's all very well, it may be said, but what about my own paper? Let's be realistic again. Either a Catholic paper or magazine is, you think, inferior, uninteresting, stodgy—not worth reading; as it is sound, interesting, valuable reading—worth more than the money. So, what?

A. If it's the first, is the blame (Catholic through when he has damned the editor?) IF YOU WANT A GOOD PAPER, let him examine his conscience. He protests he wants a good paper. What has he been doing to get it? Did he get a few others like himself and go to the editor? Was he told that with a few thousand more subscribers and a few columns more advertising the paper could be vastly improved? Then did he and his friends start the ball rolling?

Probably not. "That the paper's good; not as a philanthropy—wants an important industry to move to its territory, do its worth-while citizens say. 'That's the factory's affair!' They do not. They encourage the move and help it. They want something for their own sake, and they work to get it. Well, if a Catholic wants a good Catholic paper—

What's the thinking?" It is not in the last year, two Catholic papers have been at least doubled in attractiveness by small groups who wanted good papers and had the consistency to do something about it.

JUST SHOWING INTELLIGENCE R. Suppose the paper is well edited and printed—attractive in material and appearance. Get out of your mind that of your goodness you're "supporting" such a paper. You are getting more than your money's worth when you subscribe. You are showing intelligent self-interest and doing your own justice—that's all.

When you mention what's in such a paper to your friends, when you quote it, when you check the glib critic who hasn't looked at it in two years, when you patronize its advertisers and speak a good word to potential advertisers—you are doing yourself a favor by having the common sense to keep a good thing when you have it, and by doing an inexpensive thing to better it.

That's not just realism. It's common sense.

IMPORTANT—Be Sure To Read—NOW 'Family Talk' and 'A Call To Action' On Pages 14 and 15 This Issue

SEES STRONG PRESS VITAL CHURCH NEED

Bishop Cites Importance In Offsetting Evil Effects Of Public Press

By DR. FREDERIC FUNDER (Vienna Correspondent, NCWC News Service)

Vienna—The importance of the good and the bad press, its enormous influence on family, people and nation is the subject of the Lenten Pastoral of the Most Rev. Ferdinand Pawlikowski, Bishop of Secovia.

With a knowledge, the thoroughness of which could hardly be surpassed even by the most experienced journalist, the Bishop reveals the power of the press, and shows the duty of the Catholics to support and defend their own newspaper system.

The pastoral contains encouragement for every Catholic newspaperman who, in the course of harassing professional work, has had occasion to learn that many Catholics fail to realize the importance of a strong and independent Catholic Press.

"You have only to look at one of the modern newspaper-palaces, you have only to inspect only one of those huge printing-presses, the motor vans and airplanes by which newspapers are transported to all parts of the world to understand the power of the modern press," the Bishop said. "In Europe alone there are some 10,000 dailies, some of the English or French papers have a circulation of from two to three million copies a day. What irresistible effect either of constructive or destructive nature must be produced on the readers and by this daily torrent of printed paper! How must it come down on the millions of readers either as a refreshing rain or a devastating hail storm!"

"Poison, Or Nourishment? Which of us, who is in his senses, without knowing whether it contained poisonous or good mushrooms? Yet, as a daily food for our minds are we to take something when we are not convinced whether it is good or bad for our souls, whether it nourishes or kills? And are we to suffer in our home, in the nursery, a daily companion who does not know himself, whether in the important questions of the day he means well or ill with the family?"

"A contemplation of the world have a department, which will be

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VATICAN CITY PRESS DISPLAY PLANS READY

Catholic Press International Exposition to Have 3-Fold Purpose

By MGR. ENRICO PUCCI (Vatican City Correspondent, NCWC News Service)

Vatican City—The organizing committee of the International Exhibition of the Catholic Press, to be held here from April to October, 1936, has drawn up complete plans for the exhibition.

The exhibition will be a universal review of the Catholic Apostolate in the field of the periodical press with the three-fold aim: Firstly, that of making its importance and necessity better understood; secondly, of drawing attention to the best institutions in the most fruitful realizations in this field; thirdly, of giving an efficacious impulse to new progress of the Catholic press.

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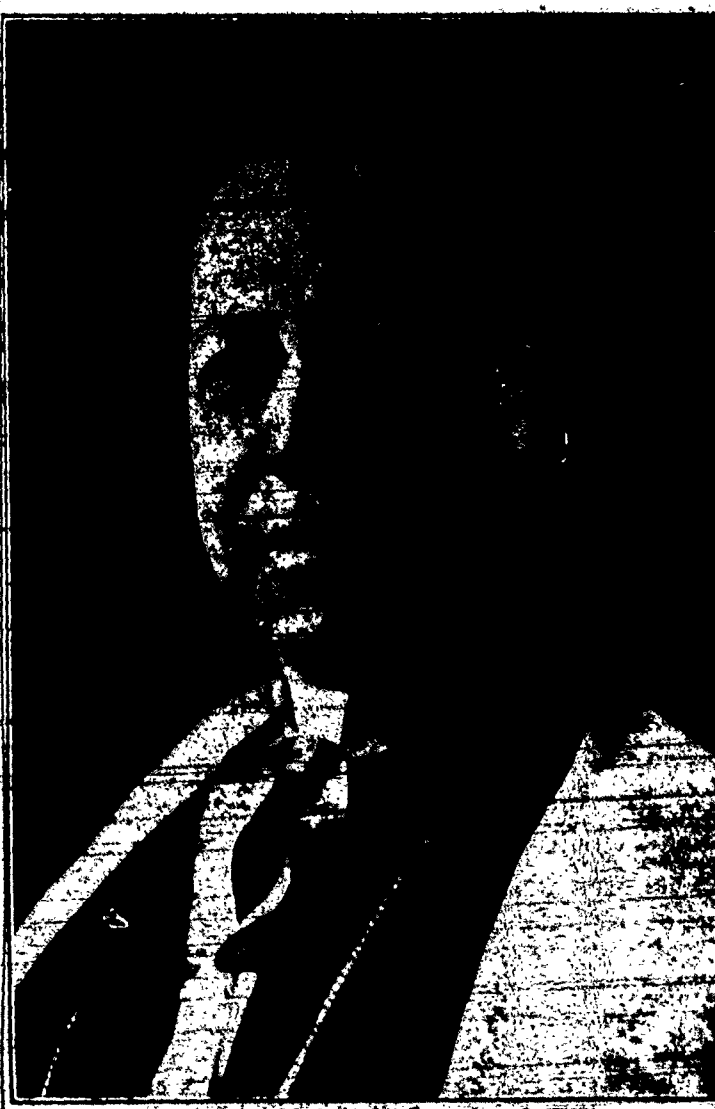
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'The Fulness of Easter Joy'



MOST REVEREND EDWARD MOONEY

CATHOLIC COURIER A Cooperative Enterprise

Diocese of Rochester OFFICE OF THE BISHOP

REVEREND LEO C. MOONEY, Managing Editor, CATHOLIC COURIER

My dear Father Mooney:

I gladly avail myself of the columns of the Catholic Courier to wish its readers the fulness of Easter Joy. Moreover, this strikes me as an appropriate occasion to give public expression to my own deep gratification at the marked advance which the Courier has made in the past year.

Easter is the feast of Life. It commemorates the Resurrection of Our Blessed Lord which is both the proof of the faith that guides our spiritual life and the pledge of the hope that sustains it. It is therefore quite in accord with the spirit of Easter to rejoice over the revitalizing progress of an agency which means so much to the faith of our people as their Catholic newspaper.

Let me, then, congratulate you on the enlarged staff, the improved format, and the increased circulation which are the Courier's evidences of expanding life. A special word of praise is due to all those who under the leadership of the Diocesan Holy Name Union brought the Courier into thousands of new homes during the past year. It is my fervent hope that it has found a permanent place in those homes and that from them it will spread to thousands of others in this city and diocese.

I thus solicit the active interest of the Courier's readers because, in a very high sense, it is a cooperative enterprise. This is true not only because its aim is the common good to the utter exclusion of private profit, but also because its maintenance and growth depend chiefly on the active interest of its subscribers.

Let me explain by saying that while the Courier is not in the ordinary sense a business project, its management must be conducted on sound principles that hold in the newspaper business. Thus like any other newspaper, the Catholic Courier must look to the sale of advertising space for by far the largest part of its revenue. The value of its advertising space depends on two factors—on the circulation of the paper and on the proof of the fact that its readers look to its columns for their shopping information as well as for news that is of special interest to them as Catholics. That the readers of the Courier do this, we firmly believe; for it is essentially a home paper which is attentively read and not merely glanced over.

But it is the proof of this in the minds of advertisers which more than anything else strengthens the financial position of the paper. Only the readers of the Courier can most effectively give this proof.

With the earnest prayer that all your readers will, in this simple and easy way, make the Courier in reality a cooperative enterprise and thus enable you and your colleagues to carry out your plans for its continued improvement as a medium of Catholic news and an exponent of Catholic principles; I am, Cordially yours in Christ, +EDWARD MOONEY, Archbishop, Bishop of Rochester.

PRESS GROUP HEAD DEEMS TIME IS RIFE

Group Believes Press Must Fight Truth Against Degrading Evil

By FRANK A. HALL, Director, NCWC News Service

The Catholic Press of the United States is entering a new epoch, the head of the press group believes. The group, which includes the Catholic Courier, the Catholic Worker, and the Catholic Worker, believes that the time is ripe for a new era of Catholic journalism.

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READERS as People

Addressed solely to readers who do not regularly receive the CATHOLIC COURIER.

SOME of the questions in the Questionnaire on Page 5 are being used to help us to better understand you and your needs. BUT BEFORE you fill in the questionnaire, please take a moment to read the questions and see that the name of the paper is clearly written.

THE QUESTIONNAIRE on Page 5 of this issue is printed to enlist your aid in making this more than ever

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