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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.

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!" Repetition has made the phrase too standard! It is 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. 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. B. WHERE WERE THE FACTS? B. Misunderstanding always, false charges often, seen the continuing heritage of this Church of yours. For your self-respect, if for nothing else, you must answer them, justify yourself. Where, except in the Catholic Press, will you find the truth on these things? Where the facts not in the general press?

As for news—where, but in the Catholic Press, did you see the text of Pope Pius XI's latest world peace message? That a foreign Cabinet Minister's son and a woman courted by radio, had become priests, and a former Admiral had been discovered a hermit in the Sahara; the Austrian Hierarchy's pronouncement on a new social order; that a Methodist minister had lauded the Blessed Mother and the Japanese Government had recognized a Catholic university; how German Catholics are working for the Church's rights; the call for a National Eucharistic Congress; and most important—the texts of important Papal Encyclicals?

BEING SUPPORT TO YOU As for omitted truth, and misrepresentation—Your general press reader did not know this latest phase of persecution in Mexico existed until it had raged six months, half the Mexican States had expelled ministers of religion and facts given by the Catholic Press overflowed into the general press. Dejectedly speaking by the Catholic Press alone prevented a leading institution from robbing hundreds of orphans of their religious faith. Supporting the Bishops, it was the Catholic Press squeezed the alms from the firms to which your children were exposed. Only your own Press carried the considered and devastating reply of Father Burke on Mexican persecution. What of Rutherford, a Protestant leader's refutation of anti-Catholic canards in Austria, the truth on the India mass conversion movement, the garbled marriage decree, attacks on Catholic rights in the Holy Land? You saw the facts only if you read your own papers!

There is a good deal said—and often truly—about those engaged in the Catholic Press work being martyrs. In some fields, a species of martyrdom must be. In others in the Catholic Press, it is unnecessary. The Catholic Church still, as always, has in our time its annual roster of victims of the persecutor's bullet and the pagan's knife. Why add more, here in our own land?

This, I think, should be said in attestation of the courage, the faith and the devotion of Catholic editors in our country and in our day. In the rigors of the entire depression period thus far, only one Catholic paper has surrendered and discontinued publication. Eleven NEW Catholic newspapers and magazines have been founded in the same period, and set gallantly forth in the teeth of the gale.

Catholic editors generally, far from moaning over their trials, which are many and hazardous, are today valorously laying plans for expansion and for new and modern ways to serve better the general Catholic body of the country. Surely here there is inspiration to members of the Church generally—not to "support" such courage and enterprise merely as a pious work, but to second and soundly assist a brave will on the part of editors to support and aid all Catholics through a modern and ancient "weapon," as Pope Pius X called it—the Catholic Press.

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 Catholic papers 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.

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—

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 self 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.

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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. It will illustrate all the most vital problems, ethical, organizational, technical, etc., which may interest Catholics in the field of the Press. This result will be reached through photographic views, graphic demonstrations and statistical pictures. The exhibition will comprise three principal sections: The General Section, the Section of National Departments and Pavilions, and the Systematic Section.

The General Section will show the historical development of the periodical press in its technique, its ever-growing potentiality, and its increased social functions. It will make known the present state of the press all over the world, and above all illustrates the problems of religious, moral and social order which are connected with the daily and professional press. In this section the public will be able to examine all the "mechanisms" which constitute the "chassis" of a newspaper: the transmission of news and information, the service of correspondents, editing, features, and the technical and administrative organization.

In this way the intellectual, technical, and economic conditions in which Catholic journalists work today will be shown. Special prominence will be given to our own initiatives which tend to the perfection of the press in the national departments and pavilions. Each nation will have a department, which will be

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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 fullness of Easter Joy. More over, 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 Barriers Against Degrading Evil

By FRANK A. HALL, Director, NCWC News Service

The Catholic Press of the United States is entering a new phase in its history, says a leading member of the press group. "The time is ripe for a new phase in the history of the Catholic press in this country," he said. "It is no longer sufficient to merely report the news. The press must now become a powerful agent for the promotion of the Catholic faith and the eradication of the evils which threaten the soul of the nation."

The group believes that the press must fight truth barriers against degrading evil. "The press must become a powerful agent for the promotion of the Catholic faith and the eradication of the evils which threaten the soul of the nation," he said.

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