

Comparative statistical tables will subdivide the readers according to age, sex, profession, and other tables will classify their preference for the different departments of the newspapers. The same analysis will be made for magazines.

The very instructive theme, "The Catholic as a reader of the non-Catholic Press," will be illustrated. Effort will be made to show the influence of the press on the reader and vice-versa, the attention of Catholics to the moral aspect of these relations.

#### Journalists

Another department will be dedicated to the journalists, publicists and editors of the periodical press. How are they organized in the different countries? What is the aim and what is the activity of their associations? What provisions for classes, or corporatives, render this profession less uncertain? Here first of all the attention of the visitors must be called to the training of journalists.

We shall pass in review what has been done in this field in the different countries, schools, university faculties, special courses, and we shall see also what works and initiatives have been created for the spiritual and material assistance of Catholic journalists.

### Section Two

Vatican City—The second section of the World Catholic Press Exhibition at Vatican City will offer a universal review of the activities of Catholics, past and present, in the field of the periodical press. The Vatican Exhibition will be the most universal of all the exhibitions hitherto held, as there will be represented all the countries wherein Catholic periodical publications are published.

The central Executive Committee has promoted in each nation the constitution of a Center for the propaganda of the Exhibition, and for the collection and preparations of the material to be exhibited.

The National Centers have diverse forms. In several countries a special National Committee has been formed, in others the charge has been assumed by the national Office of Catholic Action, or by a Press Association, or by the direction of the most important periodical publications. The National Centers are fully developing their activity.

The Executive Committee has placed at their disposal ample information, with the object of precisely defining their tasks and facilitating their work.

Two-fold is the field of activity wherein their work is carried on. One is a work of propaganda to render the idea of the Exhibition known and popular in their country; the other is of organization to solicit adherence and to collect, elaborate and arrange the material.

In order to facilitate this second task, the Executive Committee has sent the National Centers many questionnaires forming the framework of an inquiry, which must comprise as much the general situation of the periodical press as the single categories of exhibitors.

A program for a study of the periodical press of the country will furnish the elements for the total figures of the First section of the Exhibition, and at the same time will render it possible for the National Centers to elaborate the historic and descriptive syntheses on the press of each country provided for in the program.

Other questionnaires will then serve the National Centers to give precisely the character, the importance, the particular field of each exhibitor. They concern: newspapers (daily or weekly); magazines and reviews (every kind of periodical); the institutions, works and associations at the service of the Catholic Press; the associations of editors, journalists and publicists; information agencies; publicity agents. The Executive Committee has asked the National Centers to distribute these questionnaires and also to send them a copy of the replies.

#### Arrangement of Material

Besides, the Executive Committee has prepared information concerning the disposal of the area reserved for the national departments, and the arrangement of the material to be exhibited therein. In sending these designs and rules to the National Centers, the Central Committee took care to give assurance that the National Committees are free to choose and present the material in the way they

believe best adapted to the special conditions of their press.

The National Centers should prepare the program of their own national departments themselves, and then present it for the approval of the central Executive Committee.

In the elaboration of this program the National Centers will bear in mind the quite singular character of the Vatican Exhibition, which because of its nature, aims and the place where it will be held, must remain quite distinct from other similar contemporary manifestations, of a character more or less of publicity.

All the halls of the Vatican Exhibition must breathe order, precision and balanced artistic sense. Owing to the fact that the visitors to the Exhibition will be international, it is necessary to accentuate the figurative character, comprehensible to all, and to limit the directions or written explanations. These, at least the principle, must be written in the five best known languages: French, English, Italian, Spanish and German.

The central Executive Committee places itself at the disposal of the National Centers to assist them, in an integral and supplemental way, in the arrangement of the Hall, as also in the presentation of material on the Exhibition premises.

#### Arrangement of Material

In regard to the arrangement and presentation of material, the central Executive Committee has suggested distributing it in the following categories:

1. *Historical*—This category will illustrate the historical development of the national periodical press, with original copies, facsimiles, photographic reproductions, diagrams, drawings, maps, etc., giving particular prominence to the great press campaigns in defense of Catholic doctrine, of the rights of the Church, etc.

Nearly all this material must appear on the surface of the wall, or in any case vertically. All the figurative part will be harmoniously colored. The diagrams and artistic graphs will be made with tracings or symbols, slightly and clear.

Photographs (statues, busts, etc., are not advisable) of the great deceased journalists will be shown in this part.

2. *Descriptive*—This category will present the actual state and efficacy of the Catholic Press, by means of maps (to show distribution) and of diagrams and statistical graphs, with figures absolute and relative (proportional to the Catholic population and to the non-Catholic press, etc.)

The maps will be in clear and harmonious colors. The diagrams and artistic drawings may be illustrated with symbolic figuration, simple and clear.

The present state of the press could also be represented with a suggestive vision of the whole on a wall.

3. *Newspapers*—Collection of copies of daily and weekly papers, arranged so as to occupy the smallest space possible, but so that they may be consulted.

For each of the most important papers a distinct space is to be reserved, to illustrate the history, organization, function, special characteristics, etc.

4. *Reviews (every kind of periodical)*—The reviews of the greatest importance will be exhibited and illustrated singularly, as has been said for newspapers. Other periodicals will be grouped differently, according to their specific functions, the various forms of activity which they serve, the different movements which they represent. Care will be taken to illustrate the exhibits with suggestive figures, photographs, drawings, etc., and the activities, works, associations, specialized movements, etc., of which the periodicals are organs will be treated.

5. *Press Works and Characteristic Initiatives*—This category will exhibit and illustrate all a country does for the production and circulation of the Catholic Press (press works, information bureaus, consortiums of common services, journalistic associations, etc.), giving special prominence to the most characteristic activities (organization, technical, administrative, propaganda, etc.), which have given the best results and may be of example to other countries.

#### Press of Mission Countries

In the Second section of the Exhibition will also be exhibited all the periodical press coming from the mission countries.

By means of journals and periodicals

it will show the present state of the periodical press activity, one of the most efficacious means for religious propaganda among the masses yet to be evangelized, and for moral and other propaganda.

The reviews, bulletins and other publications edited by Catholic institutes of higher culture, colleges, various private and public bodies, etc., will document the work of the missionaries in the scientific and cultural fields in general.

It will testify to the efforts made by the missionaries (according to the traditions of the Catholic Church and the directions of the Sacred Congregation of Propaganda Fide) in learning native languages. It will show how they have created periodical leaflets of propaganda which, next to the first catechism, the grammatical primers, etc., constitute the first linguistic and cultural monuments of countries hitherto wrapped in the darkness of ignorance.

It will show the degree of education reached by certain populations, solely or in great part through the work of the missionaries.

Through drawings, the degree of development of the press will be revealed; and through photographs and diagrams there will be shown the typographical activity in many missions, and the various systems employed by the missionaries to diffuse a good press.

"Special numbers" published on the occasion of events celebrated in the missions, will call to memory facts and personages worthy of being remembered for their example to posterity, even outside the mission countries.

To missiologists this part of the Exhibition will offer abundant material on the editorial activity of the missions: it will present characteristic means used by missionaries to interest the natives in the study and discussion of problems. It will indicate the degree of culture of certain populations, or at least of their elites; it will offer material for study.

Lastly, this category will give all visitors to the Exhibition the impression of the universality of the Catholic Church.

### Section Three

Vatican City—The Third Section of the World Catholic Press Exhibition at Vatican City, will collect, arrange, systematize and illustrate the periodical press, and above all the reviews, of any determined sector of Catholic life, to which it is useful to call in a special manner the attention of Catholics.

After having viewed the departments of nations, even the most distant ones, still entrusted to the zeal of missionaries, a question rises spontaneously in the mind of the visitor: how does the Catholic work for the great missionary idea?

#### 1. Missionary Cooperation

Here is an illustrated and explained review of periodical publications that keep interest alive for the diffusion of the Faith, nourish missionary spirit and promote moral and material support of the missions.

The periodicals and the reviews, the drawings, the diagrams etc., of the Pontifical Missionary Works and very many other associations will document the origin, the development and the actual state of the works of these bodies. They will show the collective efforts of Catholics to support the missions spiritually and materially, with the most varied forms of cooperation (religious, cultural, pedagogic, sanitary, equipment, transport, etc.), and indirectly will bring out the merit of Catholics for the propagation of the faith and for the instruction and education of peoples not civilized or semi-civilized.

There will be attested also another essential aspect of missionary cooperation—the religious institutes of both sexes dedicated to missions; using their printed organs to stimulate new vocations to the missionary life, and new spiritual and material aid, and to illustrate the merit of those whom they have sent or send to the fields for the conquest of souls.

The publications of each Pontifical missionary work will be collected in each country by its own National Director, while the other publications of missionary cooperation published by religious institutes or private persons will be collected only by the National Director of the Pontifical Work of the Propagation of the Faith.

Established 1881

**J. M. STODDARD & SONS**

FURNITURE — UNDERTAKING

SHORTSVILLE, N. Y.

**M. E. & R. V. HIXSON**

LUMBER BUILDERS' HARDWARE PAINT VARNISH  
BRICK PLASTER CEMENT COAL

Telephone 11-J

SHORTSVILLE, N. Y.

W. T. CURTICE

F. H. McELWEE

**CURTICE & McELWEE, Inc.**

311 MAIN STREET SOUTH

FUNERAL DIRECTORS

PHONE 19

CANANDAIGUA, N. Y.

**WALKER BROS.**

FUNERAL DIRECTORS

SPENCERPORT, N. Y.—CHURCHVILLE, N. Y.

F. O. SPENCERPORT, N. Y.

**BROCKPORT NATIONAL BANK**

BROCKPORT, NEW YORK

COMPLETE BANKING FACILITIES

MEMBER FEDERAL RESERVE SYSTEM

**BROCKPORT COLD STORAGE CO., Inc.**

BROCKPORT, N. Y.

We handle all kinds of commodities being equipped with coolers, sharp freezers and dry storage

We Give Continuous Service Throughout the Year

**Charles Decker Company**

BROCKPORT, N. Y.

HARDWARE—PLUMBING  
HEATING

**J. A. Trzeciak**

HERB SPECIALIST

Hours: 9 to 12 A.M., 1 to 4 P.M.  
Evening 6 to 8—Sundays 1 to 4  
No Hours Wednesdays

Phone, Main 3463  
1237 CLINTON AVE. N.  
ROCHESTER, N. Y.

**CHARLES E. ADDISON**

Chrysler & Plymouth Motor Car  
East Rochester N. Y.

See Me Before You Buy  
SALES SERVICE  
Telephone East Rochester 61

**FRED C. STETNER**

DODGE — PLYMOUTH

Sales and Service

Suburban 143 Pittsford 343  
Monroe Ave., Pittsford, N. Y.

**Let Us . . .**

TYPE-SET

and

PRINT YOUR  
PUBLICATION

(Union Label Used)

**Publication Press, Inc.**

Main 5100

149 1/2 Andrew Street  
ROCHESTER