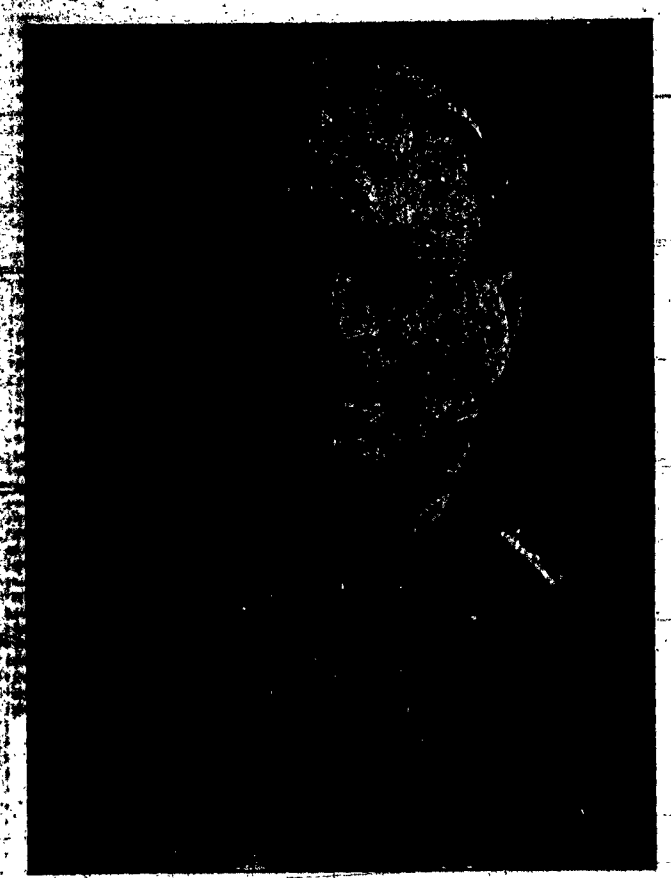


STUDENTS BEGIN DIOCESAN CRUISE

THE HOLY FATHER



Pope Pius XI

His Holiness, Pope Pius XI, gloriously reigning Supreme Pontiff of the Holy Roman Catholic Church, known as the "Pope of the Missions," and repeatedly indicating vigorous interest in the Catholic Press throughout the world.

Pope and Catholic Press

"Here is a field of apostolate worthy of all the solicitude and interest of good Catholics, of the members of Catholic Action. They can never cultivate the Catholic press enough, and according to the care which they will prepare, so will the beneficent fruits be abundant.

"Here then is a large field for apostolate activity, since the widespread reading of a good Press is a great good and the spread of the reading of a bad press is a great evil. Especially for this activity do we rely on the collaboration of the laity, and we are confident of the final result, because Catholic Action will revive the times of apostolic preaching in the world when St. Paul gave the laity the order of the day and recommended the Church to them."

Why a Catholic Newspaper?

Since the "end for which the Catholic Press in America strives is the same as the end for which the Catholic Church is striving," it is easily asserted that the need of Catholic newspapers is vital and that the satisfaction of this need is both a necessary condition for the full development of Catholic life and a vast field open to Catholic initiative and zeal for the spreading of Christ's Kingdom on earth.

The man who wishes to know what is the stand taken by the Church on questions which concern him, both as a citizen and as a Catholic, will find such knowledge in Catholic newspapers, since the primary purpose of the Catholic paper is to give just such detailed information and keep its readers in touch with the questions of the day in their bearing on Catholic life and thought.

A secondary purpose of the Catholic newspaper is to enlighten the Catholic public, on the needs and activity of the Church in different parts of the world, thus widening the outlook and broadening the sympathies of its readers by making them realize that they belong to the Church, Catholic or universal, no matter of which can therefore be a matter of indifference to them.

The conditions of our modern world are such that the "printed word is a powerful weapon for good or evil. The stamp of authority for some—especially children—is to see something in print." Most people form their opinions from what they read in the newspapers. Catholic papers, then, which do not cater to the debased tastes of a public exploited by sensational news agencies, must win the enthusiastic support of our whole people, if the apostolate of the Catholic Press Month is to be exercised in the Catholic Press Crusade for the CATHOLIC PRESS.

Open Letter for Boys

Dear Jack:
You like a good, clean battle, don't you? How many times have you thrilled to that ninth inning rally which pulled the old ball game out of the fire?
And remember those gridiron classics won in the last quarter with a brilliant burst of speed?

Or how can you forget the tingling sensations which shot down your spine when a last long Steve put the basketball game on ice just before the gun barked the end of the game?
Unforgettable thrills, aren't they, Jack? Now that we've worked up the old fighting spirit, how would you like to hear about a new kind of battle which, after all, isn't so new.

Centuries ago the brave warriors of Europe went forth in battle array to wrest the Holy Land from the clutches of the infidels. They called them Crusaders and their glorious deeds form some of the most sparkling pages in all history.

Well, Jack, how would YOU like to be a modern Crusader—a twentieth century knight in armor? Your goal won't have to be the Holy Land. Right now it's in pretty safe hands. Your goal will be the spread of the Catholic press—helping this mighty force of the Catholic Church carry the doctrine of our holy religion into every Catholic home in the diocese.

Right here the Catholic press is typified by the CATHOLIC COURIER, our official diocesan weekly. As you probably know, the month of February has been set aside as Catholic PRESS MONTH during which we all strive to further the aims of our diocesan weekly.

We're inviting you Jack and every one of your school pals from the fifth grade through to the fourth year high to join us in this Students' Catholic Press Crusade beginning with a great rally at the Columbus Civic Center February 1 and continuing through to February 17. You won't need a suit of armor like the ones worn by the knights of old. Your armor will be your blazing spirit to help us carry the Courier into 10,000 new homes in the diocese.

And you won't be alone in the job. About 15,000 crusaders will join you in this drive extending not only through Rochester and Monroe County but throughout the entire diocese. Now that you know the goal naturally you want to know about the rewards.

We'd say your best reward will be in the knowledge and satisfaction that you've done a noble work in a mighty cause. We can't measure the extent of that kind of reward.

But aside from that we're ready to offer generous cash prizes for every subscription you turn in. For a year's subscription for instance you'll get forty cents. Let's assume you'll sign up ten new subscribers. That's \$4 for you.

With spring just around the corner and the baseball season with it, you can use that money to buy a new glove, spiked shoes, or a catcher's mitt. And how about a new tennis racket or a few golf clubs? Those are just a few ideas. You probably have a place reserved for that check. We'll have it for you as soon as you finish the campaign.

That, briefly, is the general idea of this Crusade. We want you to JOIN and we want you to WIN. What's more we want YOU to show us just how brightly burns the Catholic spirit in our boys of today.

So go to it now. Line up your prospects and sign them on the dotted line. Your archbishop is watching, your pastor is watching, your sister is watching, your parents are watching and we're watching.

You won't fail us, will you? Just go forward like those Crusaders of old with their rally call of "God wills it." With that spirit you'll be among the first to go "over the top."
Sincerely yours,
THE COURIER EDITORS

Enter Poster Contest!

In connection with the Students' Catholic Press Crusade, a contest is being held for posters which best represent and advertise the Crusade. All students in the 5th to 8th grades of elementary schools and all High School students are invited to submit posters in the contest.

The contest is under way now, and the students are urged to make up their posters as soon as possible to permit display of their work before the Crusade ends.

Although it is a modern Crusade, the theme of the old Crusades into the Holy Land should be remembered. Full details of the contest are in possession of the school principals.

Gallant Knight Typifies Crusade



CRUSADE RULES

Following are the rules governing the STUDENT'S CATHOLIC PRESS CRUSADE extending from February 2 to 17, 1936.

1. Students participating: All students in the 5th to 8th grades of elementary schools, and all High School students in the diocese of Rochester are eligible to participate in the contest.

2. Students will participate in the contest on their own behalf and on behalf of their school.

3. Districts: The Diocese of Rochester will be divided into two districts, the first to include Rochester and Monroe County; the second covering the diocese outside of Monroe County.

4. Divisions: In each district there will be 3 divisions: A. Schools of eligible enrollment up to 75. B. Schools of eligible enrollment from 76-125. C. Schools of eligible enrollment from 126-250. A special contesting group for the whole Diocese includes schools of eligible enrollment over 251.

5. Prizes: The school in each division earning the highest average points per eligible student will be awarded a victory prize.

6. The student earning the greatest number of points in the division in which his school is competing will receive a valuable special award as a trophy of his achievement.

7. The student in each class earning the greatest number of points will receive a beautiful plaque of "Ecce Homo" (Our Lord), in gold metal finish.

8. Commissions: The CATHOLIC COURIER will pay a cash commission on all paid subscriptions. Checks will be sent to the schools after the Crusade; the director or directress of the participating school to divide the commission as indicated.

Commission on Subscriptions:	School's Share	Student's Share
Mail New at \$2.50	40c	10c
Renewal at 2.50	25c	25c
New at 1.25	10c	10c
Renewal at 1.25	—	—
Carrier New or Renewal at .50	5c	5c

10. Point Credits: For the purpose of determining Prize Winners, point credits will be allowed to both student and school on each new or renewal subscription as follows: Mail, 60 points for each \$2.50 order; 30 points for each \$1.25 order; Carrier, 20 points.

11. Types of subscriptions: All types of subscriptions are to be solicited by the Crusaders, either new or renewal.

12. Supplies: Necessary supplies will be delivered to the participating schools and distributed to the eligible students. Complete instructions will accompany the supplies.

13. Reports: Reports of subscriptions sold will be sent the CATHOLIC COURIER by the director or directress of the school. The first report is to reach the COURIER offices, 50 Chestnut Street, Rochester, on Wednesday, Feb. 5; the second on Feb. 7; the third on Feb. 11; the fourth on Feb. 15 and the final report on Feb. 19.

14. Judges Decision: The decision of the Contest Board of the CATHOLIC COURIER will be final in all instances.

Special School Victory Prize

As a reward for the greatest average number of subscriptions to the STUDENT'S CATHOLIC PRESS CRUSADE, the CATHOLIC COURIER will present a beautiful statue of St. Francis, patron of the Catholic Press Crusade. The statue stands 3 ft. in height and is a reminder of the missionary Francis de Sales, ordaine was sent to the French Chabrais, whose citizens braved Calvinism. When fused to listen to his sermons, he sent them printed leaflets. He was so successful that a Catholicism turned to the Church. For this reason the father proclaimed him the Catholic Press.

GOAL FOR THE STUDENTS' PRESS CRUSADE: A CATHOLIC