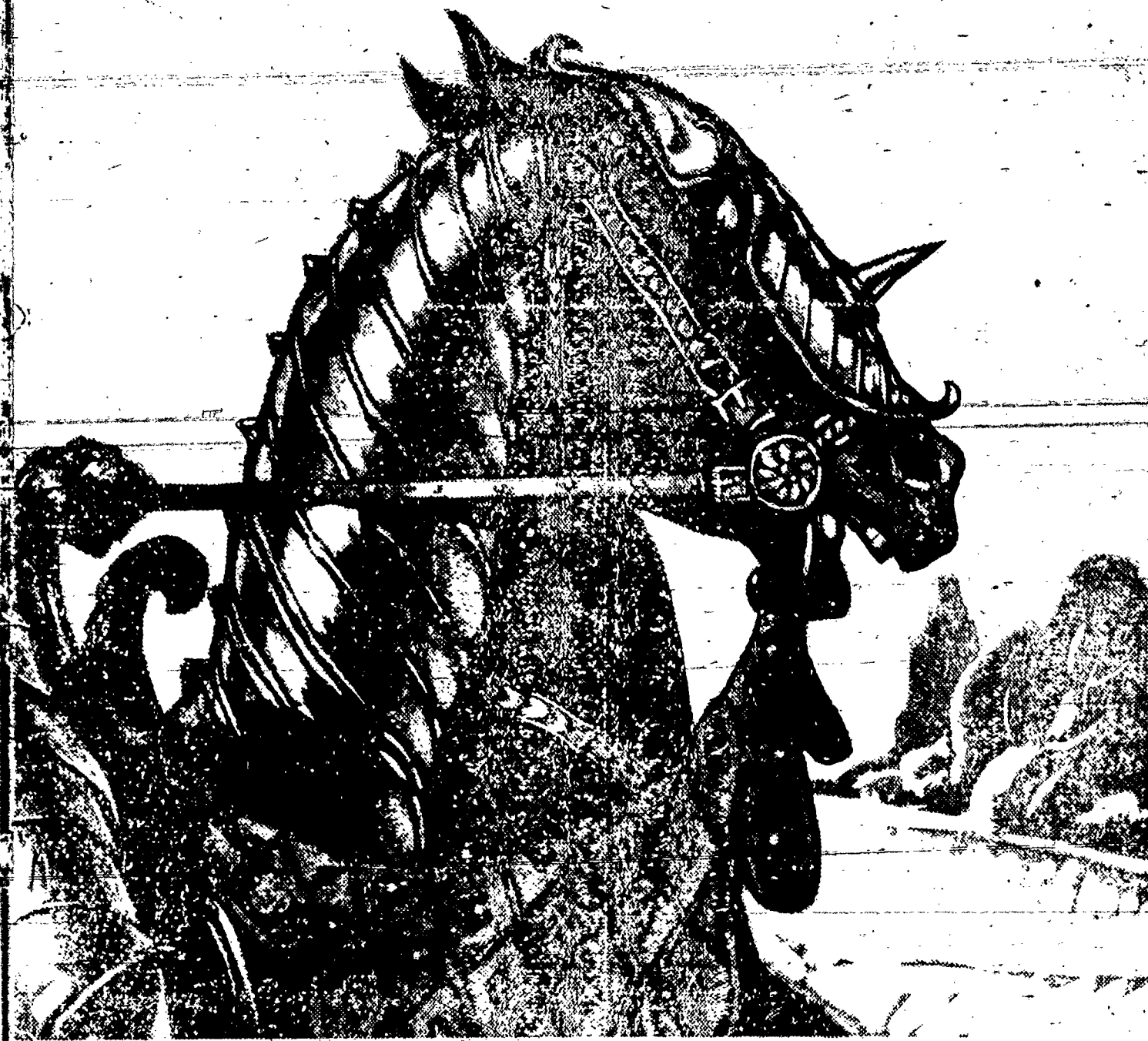


# CRUSADE FOR CIRCULATION FEB. 2

## Living Spirit of Catholic Youth



### CRUSADE PRIZES

All school campaign officials and participating students are urged to read carefully the rules governing the contest so that no misunderstanding will result during the Crusade. The rules in detail are given on this page and following are the descriptions of the prizes and the regulations determining their award:

To provide a fair basis for awarding prizes (which will be given in addition to cash commissions) the diocese has been divided into two districts—Rochester and Monroe County, and the Diocese outside of Monroe County. In each of these districts there are three divisions of schools grouped according to the number of students in the grades participating in the Crusade. A seventh division comprises all the schools of the diocese having an enrollment in the participating grades of 251 students or more.

This means that there will be seven divisions in each one of which one school will win a Grand Victory Prize—a large and beautifully decorated devotional statue of St. Francis de Sales, Patron Saint of the Catholic Press and the special Patron of the Students' Catholic Press Crusade. This division prize will symbolize outstanding merit on the part of the school winning it.

This award will be made in each division to that school which has the highest AVERAGE number of point credits per eligible student. That is to say, the total number of points credited to each school will be divided by the total number of students in the grades participating, and the number of students who have obtained subscription orders. It is the duty of every stu-

dent to contribute to the point credits which his or her school receives so that the highest possible average will be obtained.

To make individual activity even more worthwhile, a special Victory Prize in the form of a small religious statue will be awarded to the student having the highest number of points in each division. Thus, seven students in the diocese will be signally honored for exceptional endeavor in this great Crusade.

Still further incentive to individuals should be found in the special awards that will be made to the student in each classroom who earns the highest number of point credits. These awards will be in the form of framed, gold metallic plaque representing "Ecce Homo". The students winning these may well be proud of their work.

As has been mentioned, all these prizes are to be awarded in addition to the cash commissions to be paid according to the schedule shown in Paragraph 9 under CRUSADE RULES. These cash commissions offer an exceptional opportunity for students to earn worthwhile sums of money for themselves and at the same time to assist their schools to accumulate funds for some purpose which will benefit all the students—additions to the library, pictures for class rooms, radios for special school work, and so on.

The Students' Catholic Press Crusade offers every student, and every school in the diocese, unparalleled opportunities for earnings, for prizes, and for honors, in the great work of carrying out Archbishop Mooney's aim of placing a CATHOLIC COURIER in every Catholic home. ON TO VICTORY!

### Open-Letter for Girls

Dear Mary:  
In our letter to the boys we ask them if they enjoy a lively contest. There's no need asking you and the rest of the girls that question.

We knew all along that you do! Now don't think for a moment that we expect you to go out and master what is still the manly art of self-defense. The contest we're talking about is one of wits and intelligence and that's where we expect you to shine.

Surely you've heard of the Crusades. Every time you read those thrilling stories no doubt you envy those brave warriors who left their homes and journey to distant lands to return the Holy Land to the realm of Christendom.

But what did the women do? They spent their time working and praying for the success of these expeditions and it was due in no small part to their humble efforts that the Crusades succeeded in their purpose.

Now we are on the threshold of another crusade—a modern expedition right in our own diocese destined to gather 10,000 new subscribers into the family of the CATHOLIC COURIER, our official diocesan weekly.

Of course we want you to pray for the success of this crusade just as the women of old did in the Middle Ages. But in addition to that you can go forward to the front, side by side with the boys—united in reaching a common goal.

During the Catholic Press Month of February we are throwing open wide the gates of our circulation fortress ready to welcome the thousands of new subscribers we hope you will bring in.

We've often wondered how the girls would fare in competition with the boys if given an even chance under similar conditions. Now's our chance to find out and we hope you won't disappoint the majority of us who think you can match the boys subscription for subscription.

Now the boys aren't going to surrender their time-honored laurels without a struggle. But struggle or no struggle, win or lose, we feel sure that you'll convince them they've been in a battle before the campaign ends on February 17.

To our way of thinking, it's a great chance to go out and mix your zeal for your Catholic faith and the Catholic press in particular with a bit of top notch sales ability.

The rewards, too numerous to record here, should amply repay any efforts you put forth.

It's seldom that the girls get a chance to earn some extra money. Haven't you some secret yearning for a new dress, a new spring hat, a good book or even something to add to your sports collection? They tell us the girls of Rochester are making a name for themselves in the tennis world so here's an excellent chance to add to your equipment in this line of sport.

These are just a few things you can do with the cash awards to be given for each and every subscription obtained in this campaign. Why not get a group together, sign up as many subscriptions as possible during the drive, poll the award and take an excursion to Washington or New York during the Easter holidays?

If you look back at the records, Mary, you'll find that whenever the women were called upon to aid in a worthy cause in the interest of the Catholic Church they never failed.

We feel certain you'll not turn down this request.

Assured of the support from every girl from the fifth grade through the fourth year of high school, we are ready to plunge into the campaign certain that nothing but success will crown your efforts and ours.

Sincerely yours,

THE COURIER EDITORS

### Write Your Essay Now!

St. Francis de Sales wrote pamphlets and distributed them among the Calvinists in Geneva, Switzerland, so successfully that in a short time 70,000 people embraced the Catholic faith. Not many years ago, he was canonized as the patron saint of the Catholic press.

This is the background for the essay contest of the Students' Catholic Press Crusade which has as its goal 10,000 or more subscriptions to the CATHOLIC COURIER.

School principals have full details of the contest and will explain it to pupils of the 5th to 8th grades of the elementary schools and all High School students who are participating.

### PRESS MINDED BISHOP



Archbishop Mooney

Archbishop Mooney's approbation has been given the Students Catholic Press Crusade because of the sound educational value in promoting a movement to produce an improved Catholic press in and for his Diocese of Rochester.

I earnestly bespeak for the CATHOLIC COURIER the united and generous support of our priests and people, and I fervently hope that it may carry into every home in the diocese the salutary influence of the Catholic Press. If Pope Pius XI could say for the whole church: "anything that you do for the Good Press, I will consider as having been done for me personally," I feel that for this diocese I can and should say: "Anything that you do for the Catholic Courier, I will consider as having been done for me personally."

EDWARD MOONEY,  
Archbishop-Bishop of Rochester

### Why a Catholic Courier?

Interpret the world to Catholics! Interpret Catholics to the world! That is the prime purpose of your Diocesan newspaper.

Coupled with reports of the history that is being made today with the rise of new movements and new issues, is a chronicle of local affairs. To record for Catholic people this ever-shifting scene is the objective.

That is why a CATHOLIC COURIER.

The average Catholic is human. Against the blatant attacks or insidious statements regarding his Faith, that which he acquired at his mother's knee, which was strengthened and made clear in the Catholic classroom and with which he finally strode into the arena of the world, confident and buoyant, that Faith, unless fortified with weapons with which to expose vicious argument and repel the outrages of those who would violate every principle of decent Catholic conduct becomes dulled, then dormant, dies.

He must have information. Time does erase from his mind the fine points of his early learning. He needs modern interpretation of difficulties that rise to attack that faith. The Catholic Press enters the picture of present day Catholicism from two angles—the moral and the material. The Catholic Press has been projected for the spiritual and temporal wants of man, the necessity created by the time, of reaching the body of the Catholic people with a publication designed to offset the mounting tide of unchristian and irreligious propaganda.

That is why a CATHOLIC COURIER.

The power of the Catholic Press is limitless, it is subject only to such borders of influence and might as the Catholic people impose upon it. Given the proper support, the ability to compete on mechanical terms with those seditious instruments that seek to destroy the things Catholics hold dear, it can be developed into a front-line defense, blasting error and ignorance with all the authority of wisdom conferred by the ages.

COURIER IN EVERY CATHOLIC HOME IN THE ENTIRE DIOCESE