# NEED GROWS FOR VIRILE CATHOLIC PRESS, SAYS PRESS BISHOP

## CATHOLIC PRESS SEEN CORRECTIVE FOR PAGAN IDEAS OF PRESENT DAY

### Bishop Boyle Urges Religious Publications In Every Catholic Home; Appeals for Co-operation of All in Apostolate of Journalism

By MOST REV. HUGH C. BOYLE
Episcopalian Chairman, Press Department, N. C. W. C.

*In the following striking and thoughtful statement made by Bishop Boyle of Pittsburgh in support of the annual observance of Catholic Press Month in February throughout the country, he presents clearly the basic reasons why the Catholic Press is essential to the wellbeing of the Church and why it should be read by every Catholic family.*

The eve of Catholic Press Month is as good a time as any to make an appraisal of the state of the Catholic Press in this country.

Catholic papers and periodicals have no special reason for their existence except the fact that they are propagandist in character, and agencies through which the traditional Faith of Christendom expresses itself to readers by many avenues of journalistic approach and in attractive and cogent literary forms. They exist, when they are newspapers, alongside a secular daily press which has somehow managed to persuade its readers that they are hopelessly backward unless they know of an event within a few minutes of its occurrence. These daily papers are not satisfied with a single issue every twenty-four hours, but appear at intervals during the day in new editions, which purport to be warranted by grave and exciting events which have occurred since the parent edition appeared,—events which are nearly always discovered to be neither important nor exciting. In the absence of actualities, they recite episodes which have either no basis or only a slender basis in fact. The importance of a succeeding edition often resides in the denial of assertions made in a preceding one. They have all the defects which any thoughtful man can validly set down against them. But so far as the Catholic weekly papr is concerned, they make it appear out of the fashion and of as little importance as a paleontological specimen.

Most Rev. Hugh C. Boyle

**Untruths Found**

Long ago an American humorist said a wise thing. He said it was "better not to know so much than to know so many things that ain't so." The daily papers, taken over a period of a week, will be found to contain in their columns almost as many news paragraphs that are untrue as they contain paragraphs that are verifiable. Even when the recital of events corresponds largely with the facts, it will be found provokingly inaccurate in details.

I make these assertions in order to say a word for the news which the Catholic weekly paper or review, and the monthly periodical, contains. They have an advantage over the daily paper, due merely to the lapse of time, that makes for accuracy in their news items. The facts have had time to appear out of the welter of surmises and suspicions and conjectures that obscured them, and the minds of editors and writers have had a chance to learn and digest them and to form exact judgments.

The News Service of the National Catholic Welfare Conference is, of course, not propagandist in character. It is a news-gathering agency like any other, and it leaves comment upon the news, and interpretations growing out of the news, to those papers and periodicals to which it furnishes the story of the world's happenings that have a special interest for Catholic people. It is important, for a number of reasons, that it should remain solely a news-gathering agency. It must, of necessity, leave interpretation to journalists and literary men and women who accept Catholic principles.

**Must Be Catholic Minded**

As a consequence it is essential to the development and spread of the Faith that writers for Catholic publications not only possess Catholic minds, but that, besides, they possess a species of benign spiritual contagion, by which they commend and strengthen the judgments of the Faith in the minds of their readers. They should possess that species of inerrancy in their writing, whether in matters of faith or of morals, which is the direct consequence of the infallibility of the Church in these fields. The perfection of the technical equipment through which they attract and convince their readers is a matter entirely personal to them, a gift from above, though not entirely a gift—often a shamefully-neglected talent.

The reader of a Catholic publication, therefore, is not to set down the daily secular paper or secular review or magazine alongside it, and, assuming a single standard of measurement, say which is better. If the secular thing possessed as marked a technical superiority as you please, there is still the most valid argument in the world for the Catholic choice. The Catholic publication is an agency of the Faith. It is a species of sacramental through which the Catholic individual and the Catholic family receive a degree of spiritual enrichment and an increase in the strength with which they adhere to supernatural truth and to the historic Faith of Christendom. The Catholic journal or magazine exhibits the world of the supernatural, the mortal and passing [illegible] time.

**Becomes Absorbed**

[illegible] difficult, in a [illegible] so largely gone [illegible], to establish [illegible] habit of the Catholic [illegible] the irreligious [illegible] influences around [illegible]. We absorb [illegible] from the social [illegible] from the [illegible] employ-

group of men who have confidence in the newspaper and who, therefore, are willing to sell slowly and solidly. The increasing acceptance of important advertisers can be traced primarily to these factors.

It should be noted that underlying this progress has been consistent circulation growth. This growth has been

## Indications Courier Has Progressed

(Continued from Page 9)

attained, in the first instance, by contacts made on every pastor in the diocese as the basis for building carrier boy circulation with their co-operation. The next major step, and the most important single circulation effort ever undertaken for this newspaper, was the Rochester Diocesan Holy Name Drive in the latter half of 1934. This drive added some 4,000 subscribers.

Consistent efforts to increase circulation are vitally important to every newspaper. After careful consideration of many possible methods for achieving increased circulation, our best judgment indicates that this diocesan newspaper can best attain a larger circulation by enlisting the enthusiastic services of the diocesan schools.


SEARS GOLDEN JUBILEE FEBRUARY furniture and RUG SALE

Golden Savings in These Golden Jubilee Values

This Living Room Can't Be Duplicated for Less Than $100

Modern Wing Design

LIVING ROOM $89.90

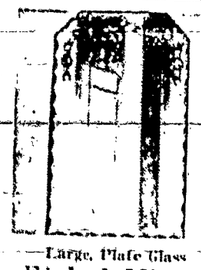
Suite Sketched From Sale Pieces

$8 DOWN

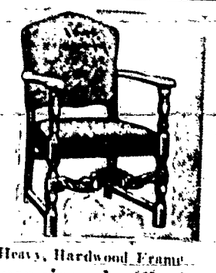
Plus Small Carrying Charge

An extra large, "Honor-Bilt" 75-inch Davenport, and a big, comfortable, 51-inch chair. The smart, ultra-new design, modern in effect, is beautifully covered in tapestry. Smart contrast is achieved in the striped seat and back, with solid color arms and side. The low, lounge lines typify comfort.

OPEN FRIDAY AND SATURDAY NIGHTS UNTIL 9 P. M.



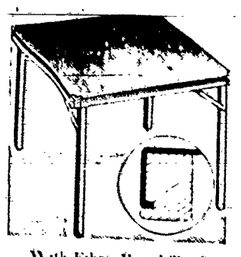
Large, Plate Glass
Etched Mirror
$1.00
12x24-inch size, with clipped edges and attractive floral design carefully etched at top.



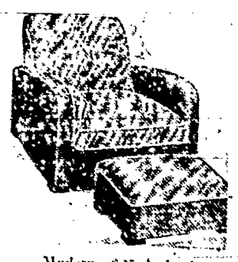
Heavy, Hardwood Frame
Occasional Chair
$7.45
Regular $9.95 value. Hardwood frame has been left in natural finish. Choice of new covers.

Regular $9.95 Hardwood
4-Drawer Chest
$7.95
Graceful Duncan Phyfe design. Has 4 roomy drawers. Brass finished hardware.

Twin and Full Size
4-Poster Beds
$8.45
Walnut finish, with high, 50-inch posts, pineapple topped, and extra head panel. Regular $10.95 value.

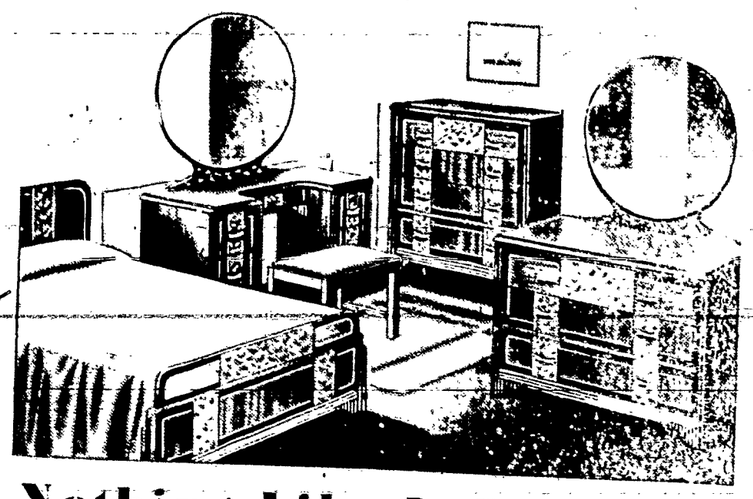


With Fibre Board Top!
Card Table
$1.09
30x29-inch fibre board top, with metal corners. Sturdy, folding steel braced frame. Assorted colors. $1.29 value.



Modern, $35 Value!
Lounge Chair
$24.95
Big roomy low "to the floor" ones that spell Comfort with a capital "C"! Modern stripes and plaids in tapestry!

Bed, Chest, Dresser



Nothing Like It Ever Sold in Rochester for $50 More!

$54.95

Yes! The price tag is right! It's only an example of Sears Extraordinary Jubilee Year Specials! Rich, veneerite finish, in striking effects. Graceful, round mirrors. "Honor-Bilt," of course! And plenty Modern!

$5 DOWN, $6 MONTH, Plus Small Carrying Charge

Genuine "Gold Seal" Congoleum Rugs

$5.95

Regular $8.95, brand new rugs, but manufacturer's discontinued patterns. Beautiful designs and shades suitable for every room in your home! Other sizes proportionately reduced!

| Size | | | | | |
|---|---|---|---|---|---|
| 9x12 | 9x12 ft. | $7.75 | 9x10.6 ft. | $5.49 | 9x9 ft. $4.89 |
| | 7.6x9 ft. | $5.89 | 6x9 ft. | $3.25 | |

"Gold Seal" Congoleum By The Yard

37c SQ. YD

All cut from full rolls . . . every roll bears the famous, genuine "Gold Seal." A design for every room in your home! New material, but manufacturer's dropped patterns. Regularly 59c.

BRING YOUR ROOM MEASUREMENTS WITH YOU!

SEARS, ROEBUCK and CO.
MONROE AVE. at SOUTH UNION ST. ROCHESTER, N.Y.


*Want To Be A Crusader?*