

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
Episcopal 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 explains the reasons why the Catholic Press is essential to the well-being 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 are written through which the traditional Faith of Christendom expresses itself to readers by many avenues of journalistic approach and in attractive and congenial 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, these papers publish which have either no basis or only slender basis in fact. The importance of a succeeding edition of the news 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 press is concerned, they make it appear out of the fashion and of a little importance as a paleontological specimen.

Undoubtedly, the Long ago an American humorist said a wise thing. He said it was "better not to know 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 many 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 to be grossly inaccurate in details.

I think these assertions are to say a word for the news which the Catholic weekly press or review, and the monthly periodical, ever 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 writer of surmises and suspicions and conjectures that are not based on facts 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 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, must, of necessity, leave interpretations to journalists and literary men and women who accept Catholic principles.

Must Be Catholic Minded. As a consequence, it is essential to the development of a 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, which they commend and arrange 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 his daily secular paper or secular review or magazine alongside it, and assuming a single standard of comparison, say which is better. If he considers a thing possessed as superior to another, he should place there is still the most valid argument in the world for the Catholic choice. The Catholic press is an agency of sacramental grace, through which the Catholic family gains a degree of spiritual enrichment and an increase in the light with which they adhere to the Faith of Christendom. The best of our Catholic newspapers, reviews and magazines are separated from disaster, in these hard days, by the narrowest of margins. It is the acceptable time, today you can save them.

Press Chairman



Most Rev. Hugh C. Boyle

ments in which we are engaged, and especially from the forms of recreation which we permit ourselves. The theater, the magazines, the best sellers, conversations with our friends, radio talks and entertainment—all are infused with an atmosphere so passively hostile to the Faith, that neglect of the Faith, of its practices, and of its code of morals seems the normal thing. We fit in more comfortably, especially if we are wealthy, when we attend less to the teachings and mandates of the Faith. If we have no correctives, we die spiritually. Neglect of the Faith will accentuate our attitude of proper things, and a kind of shamefacedness in its profession and practice will become a permanent quality in us.

There are many correctives of this grossness, which often afflict the old and young, but especially the young, who are the more susceptible. Perhaps the very best of these is the purely natural correctives is a conscientious reading of Catholic news items upon even and affairs, as it appears in the columns of a Catholic journal.

A Catholic paper in these days of universal newspaper reading should be a visitor to every Catholic household. It should be taken in even by those who must practice grave sacrifices to subscribe to it. It should, above all, be supported by those who have a margin of wealth ever and above their needs, and who as a thank offering for their good fortune, assist the Catholic Press as an agency through which the Kingdom of God among men may be advanced, and His will done on earth as it is in heaven.

Who has present the principles of the Faith, as an evidence of conformity to the will of God, owe advice and direction, and above all, support to the Catholic Press. So too, culture and learning must come to its aid, and literary art must remember the poverty which keeps it from bidding for the services of the artist and must find a way to serve God in the service of this modern agency of the Faith.

Finally, I pay my tribute of admiration to the editors of the "Courier" and to their associates who ever and above their own work, who have kept the plant going under impossible conditions, and who continue to possess an unaccountable cheerfulness. Some day I hope they will be relieved from their concern for the mere material of existence, and so find time to enrich still more the field of Catholic journalism. I thank them for their excellent understanding they have established with the Press Department for their untiring support and cooperation, and for the valuable suggestions which have come from them and which have improved in one way and another the service it has been able to give its clients.

I commend again to the Catholic people in every diocese of this country the support of that Catholic journalism which has been organized for them, which has been self going by dint of the greatest personal sacrifices, and which has been too often shamefully neglected. No great deprivation from anyone, but a small degree of support from every Catholic in the United States, is the one thing needed to insure its success. So often we delay until the tragedy has occurred, the thing that would have averted it. The best of our Catholic newspapers, reviews and magazines are separated from disaster, in these hard days, by the narrowest of margins. It is the acceptable time, today you can save them.

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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

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obtained, in the first instance, by contacts made on every pastor in the diocese as the basis for building carrier 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 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

\$89⁹⁰

4-STAR JUBILEE FEATURE

Suite Sketched From Sale Prices

\$8 DOWN

Plus Small Carrying Charge

An extra large, "Honor-Bilt" 75-inch Davenport, and a big, comfortable, 31-inch chair. The smart ultra new design, modern in effect, is beautifully upholstered 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
- Heavy, Hardwood, Extra-Occasional Chair \$7.45
- Regular \$9.95 Hardwood 4-Drawer Chest \$7.95
- 12x14 Inch size, with clipped edges and attractive floral design. Carefully etched on top.
- Regular \$9.95 value. Hardwood frame. Top 100% maple. Full size. Excellent example of new covers.
- Regularly \$11.00. A pair of carefully selected, wide wood. With 4 round drawers. Brass finished hardware.
- Twin and Full Size 4-Poster Beds \$8.45
- With Fibre Board Top! Card Table \$1.09
- Modern, \$37 Value! Lounge Chair \$24.95
- Walnut finish, with high, 50-inch post, pineapple topped, and extra broad panel. Regular \$10.95 value.
- 28x20-inch fibre board top with metal corners. Sturdy, folding steel braided frame. All colors. \$1.29 value.
- Big roomy low to the floor, one that will comfort with a capital "P". Modern stripes and plaids in tapestry.

Bed, Chest, Dresser

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

\$54⁹⁵

Yes! The price tag is right! It's only an example of Sears Extraordinary Jubilee-Year Specials! Rich, veneer-like 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!

9x12 ft.	\$7.75	9x10.6 ft.	\$5.19	9x9 ft.	\$3.89
7.6x9 ft.	\$3.89	6x9 ft.	\$3.25		

"Gold Seal" Congoleum By The Yard

37c

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 Creator?