

WELCOME!

New Friends

ALL HAIL!

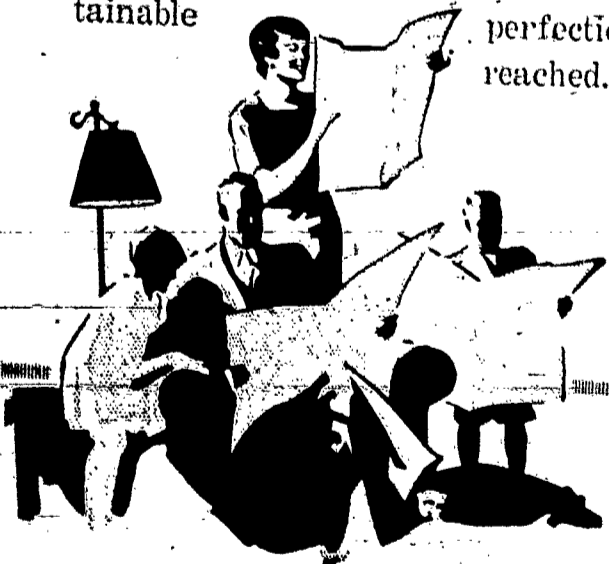
Old Friends

The Crusade Leader Speaks Again:

THE FIRST Students' Catholic Press Crusade passes into history, a gallant and shining light in the annals of the Rochester Diocese. Whatever future movements are undertaken by the youth of this diocese will in a sense be guided, and even measured, by this great modern Crusade. In it were evidenced all the finest attributes of our young people—enthusiasm for a worthy cause, tenacity of purpose, courage, and the will to do. Together these boys and girls formed a conquering army of Crusaders, 15,000 strong, which carried to the farthest corners of the diocese the message of a CATHOLIC COURIER growing steadily in prestige and power, and gained for our diocesan newspaper a host of new friends. The Crusade Leader salutes his youthful cohorts. May their crusading spirit carry on!

An Idea and An Ideal

ACHIEVEMENTS of lasting merit spring from energy directed toward intelligently carrying out a sound idea. But to sustain such energy, to give it plan and purpose, there must be an ideal. Sustaining the energies of your diocesan newspaper in carrying out fundamental Catholic ideas is the ideal that in such a service there can be no rest until unattainable perfection is reached.



FIRST we greet our new friends, bidding them feel welcome in our ever-broadening circle of readers. Since you are strangers, in a sense, we express the hope that any feeling of unfamiliarity will soon wear off, and that you will at once find in the CATHOLIC COURIER the friend and counsellor and reliable informant familiar to so many thousands of fellow Catholics in Rochester and throughout the diocese. We desire that you find in these pages tangible indications of the aims and purposes which motivate us in our service to the Catholic Church... the Catholic Home... and the Catholic School. We pledge our best endeavors to realize the future possibilities for still greater service. Meanwhile, along with our words of welcome, we extend sincere thanks for the encouragement which your response has given us, and for the manifold opportunities which your acceptance opens to us.

NEXT WE greet our old friends, with whom we have shared much during the past few years. One need not say, as the maxim does, that old friends are best. But they do claim a special and particular attention. Without them, and this is especially true of a newspaper, there can be little, if any progress in making new friends. Friends become old friends because they like you, because they trust you, because they feel that there are tangible and permanent characteristics which make you worthy of their loyalty. Naturally, we take much pride in the many thousands of old friends whose patience and steadfastness has made possible a measurable advance in the progress of this newspaper. Without them we should have been lost. With them we have been heartened in the task of working ever toward objectives which would merit their increasing loyalty, their lengthening friendship. All Hail, Old Friends!

MORE EYES on YOUR newspaper!

Catholic Courier

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