ROME EVENT TO SHOW PRESS RISE IN PRESTIGE

EASTER GREETINGS EDITION
4th Anniversary

VOLUME VIII • NUMBER 15 • SECTION THREE • PAGES 17-24

Catholic Courier

Published at Rochester, New York • THURSDAY, APRIL 9, 1936 • Official Diocesan Newspaper

Launch Crusade for Co-operation

Leaders Hail Courier On Fourth Anniversary; Wide Campaign Started

FIRST EDITOR SEES DREAMS COME TRUE

One of Three Founders of Old Catholic Journal Lauds Development

Willard A. Marakle, first editor of the Catholic Journal and now Assistant Commissioner, New York State Department of Labor, sees in the CATHOLIC COURIER of today the realization of the dreams he and his associates visioned forty-seven years ago.

It was back in 188[illegible] that Mr. Marakle, a reporter, Edward J.

Willard A. Marakle

Ryan, a job printer, and Thomas H. Donovan, the editor of a rural weekly, started the first Catholic paper with the unofficial sanction of Bishop Bernard McQuaid, who [illegible]

"I do not know [illegible] succeed if you [illegible] The secular papers [illegible] tention to Catholic [illegible] Catholic papers [illegible] I shall be your friend and well-wisher."

With this encouragement the first copy of the Catholic Journal, comprising four 17 x 22 inch pages of [illegible] made its appearance [illegible] the Rochester correspondent of the Buffalo Catholic Union and Times to write [illegible]

[illegible] Catholic Journal [illegible] little but [illegible]

The growth was slow and gradual with the [illegible] the [illegible] support. After [illegible] Mr. Marakle [illegible] Journal [illegible]

[illegible] of the CATHOLIC COURIER just four years ago [illegible] Mr. Marakle [illegible]

The CATHOLIC COURIER [illegible]

SCHOOLS and the PRESS

WHAT is the relation and the responsibility of the Catholic school to the Catholic press in this country? We ask this question advisedly, in honest effort to discover and to clarify the correlation between these two more important agencies in the formation of the distinctly Catholic mind.

If the Catholic family and home and their habitual indifference to Catholic publications are in any sense to blame for the presently insecure position of the Catholic press in this country, what is the responsibility of the Catholic school and Catholic teachers entrusted with the direction of learning and therefore with the formation of the Catholic mind? In one question, what are our schools actually doing to form and to develop a Catholic press conscience in the Catholic youth committed to their charge?

Catholic Press Month activities undoubtedly serve their purpose. But momentary interest and an addition to subscription lists here and there are not to be understood as evidence of true loyalty and wholehearted support which the Catholic press deserves and should enjoy. What the Catholic press needs most is that moral support which springs from conviction and genuine appreciation and habitual usage. And for this enduring support the Catholic press must look to the Catholic school wherein our Catholic youth may be formed in devotion to what the Holy Father has called the good press, wherein they may acquire under guidance an eagerness to read it regularly and as a matter of habit, confidence in its opinions and judgments and willingness to support it financially, morally and practical support without which the Catholic press in America must of dire necessity fall short of its purpose. It is no exaggeration to say, then, that Catholic schools, elementary schools, high schools and colleges, have not only an opportunity but an obligation to direct Catholic pupils and students to an intelligent use of the Catholic press. Boys and girls of the intermediate grades, to say nothing of high school and college students, read the daily papers and draw from them only God knows what impressions and opinions.

But do they read the diocesan weekly, or do they dismiss it, even now, as merely pious and therefore uninteresting? [illegible] Is it so to speak taken apart for them, their attention directed to world news, national news, local news items, feature articles on issues and questions which touch upon Catholic interests? Do they know that the Catholic newspaper, devoted solely to the interests of the Mystical Body of Christ in this world, is a witness for Christ which can and does speak out clearly and unafraid on the real meaning and merits of public events, personages and affairs? Are they eager to discover the Catholic interpretation of the many current questions of importance? Can they name the many national figures in Catholic life, clerical and lay? If not, is it any wonder that we are twenty million weak? If not, why not? This, we think, is sufficient to show the relation and the responsibility of the Catholic school to the Catholic press. We would recommend therefore for every Catholic school, elementary, high school and college, a regular and systematic use of the Catholic press, including the diocesan weekly newspaper, one of the two more prominent Catholic weekly reviews, and at least one of the many Catholic monthly magazines, and that not as an isolated activity but as bearing an obvious relation to religion, history and social studies.

And we are not venturing beyond the bounds of modesty when we suggest that The Church World might profitably be used in every classroom in every school in the Portland Diocese [illegible] columns of international, national and local news, instruction and information, would go far toward the formation of that common and truly Catholic mind, character and purpose which constitute the ultimate objective of Catholic education, as declared by Pope Pius XI. Christian education, he says, takes in the whole aggregate of human life, physical and spiritual, intellectual and moral, individual, domestic and social [illegible] in accordance with the example [illegible]

But it is undoubtedly true that we may hope for [illegible] support and a wider usefulness for [illegible] in America only when Catholic education [illegible] Catholic schools have made Catholic students intelligent [illegible] of Catholic news agencies, and the [illegible] great apostolate of Catholic life and action. —The Church World, Portland, Me.

NOTE INTEREST OF PUBLISHERS IN NEWSPAPER

More of these congratulatory messages received late this week will be printed in the issue of April 16.

[illegible]
Frank E. Gannett, Executive Offices, President, Rochester, N. Y.
Mr. Edward W. Klippert,
Catholic Courier,
Rochester, N. Y.
Dear Mr. Klippert:
[illegible]

Sincerely yours,
Frank E. Gannett,
President

[illegible]

Mrs. Cecilia M. Yawman, President, Rochester Diocesan Council, N. C. C. W.

[illegible]

[illegible] Diocesan [illegible] N. C. C. W.

The Rochester [illegible]
The Rochester American
[illegible]
Catholic Courier
Rochester, N. Y.
[illegible]

Continued on Page 18

"There Are None So Blind"

AN EDITORIAL

People still ask, Why a Catholic Newspaper?

We who devote the larger part of our time and energy and thought to furthering the growth of the Catholic press, through serving the diocesan newspaper, like to believe that the fullest and best answer for local Catholics is the CATHOLIC COURIER.

Four years have passed since first we undertook the sizable task of reorganizing this newspaper and planning for it an avenue of activity which should lead to progressively better things. During these years, we have learned much about our problems and something at least of how to solve them. But in no sense have we learned anything that would encourage us to side even momentarily with those who ask, Why a Catholic Newspaper?, and who in asking imply that there can be no good reason.

In fact, laborious as has been the upward ascent, each achievement (however small) has strengthened our hold on the original concept of what a Catholic newspaper should be and, what is more important, actually can be.

In a word, while for all the relative progress there is no feeling of having achieved the ultimate, we are confident of having discovered at first hand and through intimate experience that theory can be translated into fact, that dreams can take on substance, that progress in Catholic journalism is not born alone of wishful thinking.

Yet, an amazing thing has happened. Four years ago others were firm in their incredulous attitude. They could imagine no sound answers to the question they posed. We were the believing ones. Now we find the relative positions gradually shifting. It is we who are becoming incredulous—not of the value of the Catholic press or of its ultimate high destiny, but rather are we incredulous of the relative slowness with which the CATHOLIC COURIER gains acceptance with the remaining "skeptics".

Be it noted, at this point, that "skeptics" in this connection is not used as a generic term to designate non-Catholics who may ask, Why a Catholic Newspaper? If that were the case our problem would be much more simple. The important "skeptics" are those otherwise representative Catholics who are blind or indifferent to the merits and functions of their own newspaper. Forgetting that its fundamental purpose is to serve them, they meet its approach with indifference, they regard its activities as trivial, they ignore its every claim to their attention. Some of them condemn their newspaper (or, if this phraseology be too strong, relegate it to the dim background) without direct knowledge of it. Others give it shelter but accord it space on the reading table without according it a

(Continued on Page 18)

PAPER URGES BOOSTER LABEL DISTRIBUTION

Booster labels are coming!

That's the big news in this week which marks the fourth anniversary of reorganization for the CATHOLIC COURIER. With the distribution of these portentous slips of paper, the diocesan newspaper launches into a new Crusade—a "Crusade for Cooperation."

Never before in Rochester publishing history has there been carried into execution so dramatically simple a plan for bringing effectively to the attention of the public in general, and of its business leaders in particular, the progress in prestige and power of a local newspaper.

Through the mail, and via the carrier boy organization, thousands of envelopes containing explanatory folders and attractive cellophane covered pads of Booster Labels are being distributed this week to readers of the CATHOLIC COURIER in Rochester and Monroe County.

The labels are small slips imprinted with words which clearly convey that the label user is actively engaged in the "Crusade for Cooperation." "We prefer to deal with firms which advertise in the CATHOLIC COURIER" is the message. A space below this message is provided for the name and address of the user.

Methods for using the Booster Labels are very simple. CATHOLIC COURIER readers are asked to have the packet of labels handy at all times so that they may be used when shopping, when paying bills by mail, or when writing to business firms.

Business men will welcome the Booster Labels as giving direct evidence of interest on the part of the Catholic public in their own diocesan newspaper. The number of labels which they receive will be some indication of the effectiveness of their efforts to secure the good

Continued on Page 18)

WORLD PRESS EXHIBIT WILL START MAY 12

Impressive Display From United States To Show Field Covered Here

ORGANIZATION DEMONSTRATED

Washington — (NC)—The color and orderliness of the United States Exhibit for the World Catholic Press Exhibition, to open at the Vatican on May 12, become strikingly apparent as this great undertaking nears completion at the Catholic University of America here. The exhibit is being executed in its entirety in the Catholic University Department of Architecture, and is being shipped from here to Vatican City.

The most impressive feature of the United States exhibit is, those in charge believe, that it is organized. Taken as a whole it gives one a clear impression of the manner in which the Catholic Press is organized in the United States, how it has developed, what the publications actually are and how extensively they are spread, the fields they serve, and the work that is being done for the Catholic Press' further promotion.

When one enters the United States salon at the Vatican Exhibit from the great central hall where the Papal throne will be erected, his eyes will come to rest first upon a large wall decoration symbolical of the United States. This is an unusually interesting and colorful presentation which makes striking use of the American eagle, a representation of the Western Hemisphere and statistical data on the United States. The statistics include figures on the population of the United States, the number of Catholics, the number of priests and churches, and the number of Catholic publications with their total circulation. This wall treatment is 15 feet high and 8 feet wide.

Great Mural Seen Next

Having thus entered the room, the visitor comes next to a great mural, which comprises the largest and most impressive item of the exhibit. The mural is 40 feet long and 15 feet high. It represents the organization of the Catholic Press in the United States under the American Hierarchy, with the blessing and encouragement of the Holy See. It depicts the N.C.W.C. News Service as the agency for the world-wide collection and dissemination of Catholic news organized by the Bishops of the United States; and shows the Catholic Press Association as the organization of the Catholic publications themselves, performing various important services for the press. The mural also symbolizes the influence of the Catholic Press extending throughout the country. At the bottom of the mural are special exhibits showing in more detail the work of the N.C.W.C. News Service, the Catholic Press Association, the Catholic Schools of Journalism, the Catholic Press Association, and other groups for the promotion of the press.

Running at a right angle to the mural is a wall on which is displayed a great map of the United States 15 feet high and 10 feet wide. On this map, worked out in painstaking detail, are shown the distribution of the Catholic Press of the United States, the division of the country as to ecclesiastical provinces, the influence of the three major groups of settlers. A relief effect shows mountains and rivers, and in shadowy form the outline of Europe is shown, to bring out the size of the country in comparison with European nations.

On this same side of the exhibit hall beyond an exit doorway, is a section devoted to some of the decorative plaques which will exhibit specific phases of the Catholic Press work in the United States.

Examples of Publications

Coming then to the wall which is directly opposite the great mural, one sees the actual examples of Catholic publications in the United States on display. These are arranged on racks, and divided into four major groups — newspapers, magazines, school publications and parish and local fraternal publications. These racks extend 30 feet in length. This side of the room is made more interesting by a large colonnade, and a "show window" effect that is designated for the display of the publications.

There are still three large wall faces remaining before, leaving the exhibit of actual publications. One comes to the door through which he entered the salon. On the wall face that joins the display of actual publications at right angles, there is another exhibition of artistic plaques setting forth still further individual items of the exhibit. Two of these faces come together to form a niche for which the architects have designated an impressive treatment. They have converted the niche into

(Continued on Page 18)

Jerusalem Cenacle Called First Church

(By N.C.W.C. News Service)

The Cenacle in Jerusalem has been called the first Christian Church.

Its name is from the Latin [illegible] meaning dining-room. [illegible] Our Saviour celebrated the Paschal Supper, instituted the Blessed Sacrament, washed the feet of His Apostles, and gave the wonderful discourse contained in the Gospel of St. John. There He appeared to His Apostles eight days after His death. In the same place the Holy Ghost descended upon the Apostles.

At Least 2 Bishops Plan Attendance At Press Meeting

[illegible] (NC)—At least two [illegible] will attend the silver [illegible] convention of the Catholic Press Association to be held at [illegible] May [illegible] and [illegible]

[illegible]

[illegible] New [illegible] Preparations [illegible] World Catholic Press Exhibit [illegible] Vatican City have almost been completed.

[illegible] headquarters of the League of St. Wenceslaus, association of Catholic men. About 100 periodicals will be entered in the exhibit.

BOARD WILL CONTROL OLDEST CATHOLIC WEEKLY IN BRITAIN

London (NC)—An editorial board will control the Tablet, oldest of the English Catholic weeklies, from April 4, it is announced here following the earlier announcement that Ernest Oldmeadow is resigning the editorship.

The directors of the Tablet will be Arthur Hungerford Pollen, chairman, and T. F. Burns, F. W. Chambers, Christopher Dawson and Douglas Woodruff.

It is announced that the Archbishop of Westminster, joint owner of the Tablet with St. Joseph's Foreign Missionary Society, to whom joint [illegible] was bequeathed by the late Cardinal Vaughan, has agreed to the transference of the ownership subject to an agreement that the traditional character of the paper is to be maintained. Shares will be [illegible] tirely by Catholics.

The paper will from April 4 be published from the offices of Longmans Green and Co., publishers.

Home Topics, a Catholic [illegible] magazine published for [illegible] by the New Catholic Herald Co. has been sold to Samuel Walker of Hinckley, who not long ago bought the Catholic Fireside, a weekly magazine, from the [illegible] ers of the Catholic Times. Mr. Walker publishes a number of Catholic magazines.

Chief Justice R. Taney Extolled in Broadcast

Baltimore, Md. (NC)—As a prelude for the one hundredth anniversary of Roger Brooke Taney's induction as Chief Justice of the United States Supreme Court, Herbert R. O'Conor, Attorney General of Maryland, in a radio address March 27 extolled the great Catholic statesman as an unselfish public servant and declared that certainly no Marylander ever exerted such influence in shaping the destiny of the nation as did Taney in the several Cabinet positions he occupied and more especially during his long tenure at the helm of the Supreme Court.

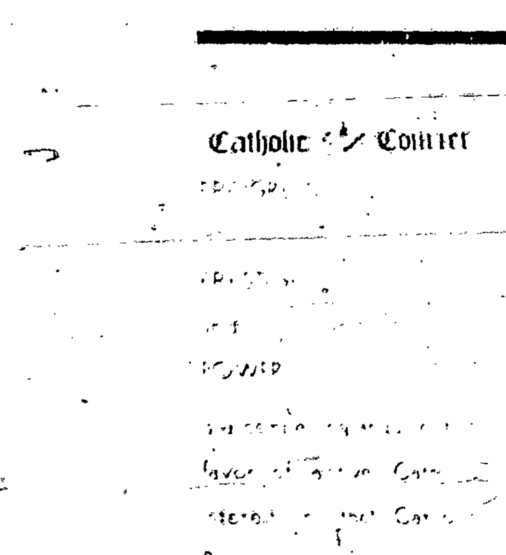
Blaze Damages Nun's Quarters At College

St. Louis (NC)—The brick building housing 10 Polish Franciscan nuns who do the cooking and laundry at Chaminade College here, has been damaged by a blaze of undetermined origin.

The fire was discovered early in the evening and 60 students of the college attempted to extinguish the fire. The fire was brought under control by local firemen. Damage is estimated at $10,000.

The Rev. Sylvester Jurgens, S.M., president of the college, rescued the Blessed Sacrament from the chapel in the building.

We're FOUR and FLOURISHING!



WE'RE NOT BOASTING

you understand, about the progress we have made. Matter-of-fact, early in the headlong career into which we launched four years ago, we learned that progress had to be consistently commonplace to assure attainment of our lofty and distant objectives. But, having attained and surpassed our earlier goals, we feel that there is much significance in our progress . . . FOR YOU . . . AND YOU . . . AND YOU!