

# FOLLOW THE LEADER OF THE CRUSADERS TO VICTORY

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To Get More For Your  
Money Decide Now To  
Follow The Leader

## Catholic Courier

Calling All Crusaders For  
The Catholic Press  
Campaign

PUBLISHED AT ROCHESTER, N. Y.

"The goal we are aiming at is to put our diocesan paper in every Catholic home in the diocese."—Archbishop Mooney.

THURSDAY, JANUARY 28, 1937

"Catholic papers have been most praiseworthy... an effective auxiliary to the pulpit in spreading the Faith."—Benedict XV.

CATHOLIC PRESS CRUSADE

### 15,000 CRUSADERS READY FOR ACTION

FOLLOW  
THE  
LEADER!

### CLERGY AND LAITY PLEDGE PRESS HELP

#### Blue, Gold Knights Will Joust It Out

Rallies Will Start Students On Drive To Put Catholic Courier In Every Catholic Home—Crusade Carries Sanction of Archbishop Mooney

Firmly determined to send the CATHOLIC COURIER circulation to new heights, 15,000 boys and girls in the Rochester diocese stand on the threshold of a new Crusade.

From every parish in the diocese they come in answer to the 1937 call of the Second Annual Students' Catholic Press Crusade—"Follow The Leader."

Gold knights and blue knights—boys and girls—fifth graders to high school seniors—they march side by side to a common goal—A CATHOLIC COURIER IN EVERY CATHOLIC HOME IN THE DIOCESE.

This year the Crusaders are aiming high—15,000 subscriptions.

Each classroom in each school will be divided into the blue knights and the gold knights. The same holds true in the various schools. This is expected to bring about a rivalry which will help the school pile up points towards one of the seven division prizes to be awarded.

The students themselves will be eligible to select one or more prizes from a long and varied list depending on the number and kinds of subscriptions they turn in.

Monday morning marks the formal start of the big drive and it will continue through to Tuesday, February 15.

#### Crusade Rallies

During these fifteen days, the Crusaders will march through city streets, and down country lanes to bring the message of the Catholic Press in general and the CATHOLIC COURIER in particular to every Catholic home.

Friends and relatives will be seen by the Crusaders in their drive for subscriptions.

The curtain rises on the Crusade in Rochester on Saturday morning, January 30, at 9 a. m. when the children of the city schools will gather at the Century and Palace Theatres to hear Crusade speakers and watch Joe E. Brown in "Earthworm Tractors" show how persistency in salesmanship always wins.

#### To Contact Other Schools

At these two rallies, the Rt. Rev. Monsignor William M. Hart, vicar-general of the Rochester diocese, will deliver a brief address.

Many of the schools outside Rochester will be visited by some one from Crusade Headquarters just before or during the Crusade.

The Crusaders go forth into the campaign with the good wishes and approbation of the Most Rev. Archbishop Edward Mooney, bishop of Rochester and a firm advocate of the value of the Catholic press.

#### Nuns Are In Charge

In direct charge of the Crusaders are more than 300 nuns representing five teaching orders.

They are the Sisters of St. Joseph, the Sisters of Notre Dame, Sisters of Mercy, Madames of the Sacred Heart and two branches of the Franciscan order.

As was the case last year, the eighty-one schools in the Crusade have been divided into two districts, the first embracing those institutions in Rochester and Monroe County and the second covering all schools in the diocese outside of Monroe County.

#### District Divisions Made

In each district are three divisions. The first is of schools with enrollment of eligible pupils up to 75, the second from 76 to 125 and the third from 126 to 250.

A special division has been established for schools with eligible enrollments of 251 or more.

Eligible enrollments cover all students from the fifth to the eighth grades inclusive in grammar schools and the entire four years in high school.

And now the battling hosts are poised, awaiting the rallying trumpet call of the Crusade to carry them on to victory and bring forward a greater CATHOLIC COURIER.

#### MEMORIAL CHAPELS

Paris—The eight memorial chapels and the eight battle monuments in eastern France, erected by the American Battle Monuments Commission, are to be dedicated during the coming year, which will mark the twentieth anniversary of the entry of the United States into the World War. There are chapels in the cemeteries at Belleau Wood, Mont St. Vrain, St. Mihiel, Romagne-sous-Montfaucon, in the Argonne, Fere-en-Tardenois, in the Aisne, Bony, in Flanders, and at Suresnes, just outside Paris.

#### PRESENTS SWORDS

Buenos Aires—His Eminence Santiago Luis Cardinal Copello, Archbishop of Buenos Aires, officiated at services in the Military Church of Nuestra Senora de Lujan, when the graduating cadets of the Argentine Military Academy received their swords as emblems of having attained the rank of Sub-Lieutenant. The Cardinal presented the sword to each cadet, who received it kneeling. This is the first time such a ceremony has been held here.



### The Crusade Leader Calls!

**OUT** OF the dim past I come again to call for followers in a great adventure. My followers must be true knights and worthy of a part in this noble effort that means so much . . . for Church . . . for Home . . . for School. My followers must be brave and strong, patient and courteous, willing to work, and full of the will to win! They must be able to show all the world that the days of chivalry, the days of striving for a high goal, are not gone forever!

**I** COME to call for followers. In spirit I lead a vast army of modern Crusaders . . . thousands of boys and girls who go forth to battle for the right throughout the length and breadth of the Diocese of Rochester. I call upon you to form the advance guard of this army. I call upon each of you to lead the way toward glorious victory.

Prepare to play your part well. For your armor, put on the bright covering of courage. For a spirited steed, be carried along by enthusiasm. For your long lance, use confidence. And for your battle banner, carry a shining spirit that doubts cannot touch.

**T**HUS equipped you are ready for this mighty Crusade. Remember, you are modern knights. You are not setting out to kill enemies. Instead you seek to make friends. You are not hunting for castles to capture. You are looking for homes to win over to your cause. Your sword is a well-sharpened pencil, your shield a pad of subscription order blanks. Yet no knight of old ever had a more knightly task. The goal for your Crusade is shining ahead. "A CATHOLIC COURIER in every Catholic home!" Let us march together toward the goal. **ON TO VICTORY! FOLLOW THE LEADER!**

#### Their Support Is Needed At All Times

Activities Such As Students' Catholic Press Seen Vital Force Behind Press Power and Importance of Strong Catholic Press

Spurred on by the support of a loyal Catholic press as exemplified by the CATHOLIC COURIER in the Rochester Diocese is rising to new heights. The annual Students' Catholic Press Crusade is an important force behind this rise.

During the past year, the CATHOLIC COURIER more than justified its existence by crystal thought and presenting a clear picture of the problems and the Catholic solutions.

#### Seeks Clergy, Laity Support

The momentous parade of 1936 marches of the CATHOLIC COURIER against the war on birth control to an unconscious of the Spanish crisis—from the school to the world mobilization for a war on Catholic events are faithfully recorded and explained in Catholic doctrine.

To continue this march, the CATHOLIC COURIER turns once more to the clergy and laity through the student Crusaders during the Catholic Press Crusade in February.

Launched with the hearty approbation of the Archbishop Edward Mooney, Bishop of Rochester, the Crusade aims at a lofty goal of 15,000 new subscriptions which can be achieved through universal cooperation.

#### Functions of Catholic Press

Archbishop Mooney has expressed his confidence in the CATHOLIC COURIER support thusly:

"If Pope Pius XI could say for the whole world, 'Anything that you do for the Good Press, I will support it. I have seen it done for me personally.' I feel that you can and should say 'Anything that you do for the CATHOLIC COURIER, I will consider as having been done personally.'"

The prime function of a virile Catholic Press is to guard the interests of the Church, explain her views on various questions of the day and keep the clergy informed on the daily happenings which directly affect the Church and her communications.

The record of the CATHOLIC COURIER in the past proves that this function has been followed faithfully.

The Catholic press of today looms as a powerful force for good. Only a few months ago, Pope Pius XI termed the Catholic press as "thy voice."

#### Has Limitless Power

The power of the Catholic press is limitless. It is only to such borders of influence and might as the people impose upon it. Given the proper support, it can compete on mechanical terms with those publications that seek to destroy the things that God has created. It can be developed into a front line defense against error and ignorance with all the authority of wisdom bequeathed by the ages.

The eyes of the entire Catholic press world are turned to this crusade for several very special reasons.

In the first place, the CATHOLIC COURIER has moved to the forefront of Catholic journalistic activities in recent years that every move is being watched by the nation.

#### C. P. A. Convention Coming

Secondly, the CATHOLIC COURIER is playing host to the twenty-sixth annual convention of the Catholic Press Association here in May and editors and writers from all parts of the country are expected to attend these sessions.

Will the CATHOLIC COURIER open this year with the wake of a triumphant press crusade? The question which the boys and girls of the diocese will answer within the next two weeks.

Our fervent prayer is that the answer will be "Yes." It can be if we "follow the leader."

#### VISITS SHANGHAI

Shanghai—A recent arrival here in the Very Rev. Francis Seeliger, S.J., Provincial of the California Province of the Jesuit Fathers, Lumen Service reports. The purpose of Father Seeliger's visit to the Orient is to inspect the work being done by the American Jesuits in Shanghai and Nanking and to consider plans for its further development.