

LET'S FOLLOW OUR CRUSADE LEADER



INDIVIDUAL PRIZES - How To Win Them -

A veritable avalanche of prizes will be showered down upon the boy and girl Crusaders in the CATHOLIC COURIER'S Second Annual Students' Catholic Press Crusade.

Forty-three different prizes have been carefully selected to form one of the most imposing lists of awards ever given in a campaign of this kind.

Over and above these prizes are the fourteen capital awards to be given to the two leaders in each of the seven divisions of the Crusade.

But let's get back to the general prize list and find out how it operates.

Each student turning in a twelve month mail subscription receives six (6) award credits toward his individual prize and earns for his school sixty (60) subscription points toward the school's division prize.

A nine month mail subscription means four (4) award credits toward the individual's prize and forty (40) subscription points for the school.

A six month mail subscription means two (2) award credits for the individual and twenty (20) subscription points for the school.

A three month mail subscription means one (1) award credit for the individual and ten (10) subscription points for the school.

A twelve month subscription by carrier means two (2) award credits for the individual and fifteen (15) subscription points for the school.

Just to give you an idea of these prizes, we'll let you in on a few. You'll find a complete list displayed on your school bulletin board.

You can win a fine rosary or prayer book. Then there's what is called a Key-O-Lite, a key case with a light attached. It's one of the cleverest and handiest things we've ever seen.

A real prize is the Univex Deluxe camera. It's something any boy or girl will be proud to own and no doubt many of the Crusaders will be working for one when the drive gets underway.

Then there's a pen and pencil set and it's a dandy. It's one of those gifts you've always wanted but never received. Here's an excellent chance to become your own gift-giver.

There's a fine autograph album for the boy or girl who is interested in collecting signatures. The girls will be delighted with an initialed chain bracelet and everybody in the house (even dad) will marvel at those lapel pocket watches.

If this weather continues, many of the Crusaders will be rolling down the street on their newly-won roller skates. The stamp collectors will have a chance to win an Imperial Stamp Album, one of the finest made. Then there's a crackerjack scout knife to delight the heart of any real boy.

But we could go on for hours describing the prizes. We've just let you in on a few to give you an idea of the reward in store for those who go forth into battle and work for subscriptions.

Now let's take that rosary for example. It goes for twenty (20) award credits. That means three 12 month mail subscriptions and one six month mail subscription. Get the idea?

Or to put it another way, it could be won for four nine month mail subscriptions and two six month mail subscriptions.

Always bear in mind that every award credit for the individual also carries division points for the school to help win one of those seven top prizes which are discussed elsewhere.

And what about the fourteen boys or girls piling up the greatest and the second greatest number of award credits in each of the seven divisions?

THEY WILL BE GUESTS OF HONOR AT THE BRILLIANT BANQUET CLOSING THE TWENTY-SIXTH ANNUAL CONVENTION OF THE CATHOLIC PRESS ASSOCIATION OF THE UNITED STATES IN ROCHESTER NEXT MAY.

The winners, as guests of the CATHOLIC COURIER, will be seated at a special table directly in front of the speakers' table. They will meet and hear some of the most prominent members of the American hierarchy and famous Catholic editors and writers.

The winners also will receive permanent merit awards detailing their prize winning work during the Crusade. Winners from outside the city will be brought to the convention banquet with all expenses paid by the CATHOLIC COURIER.

We hope that this glimpse of the treasures in store for those who "go to town" in this Crusade will spur every boy and girl into action.

We hope it will transform every boy and girl into a modern knight in armor ready to go forward and do battle for the Catholic Press.

We hope it will inspire everyone to go forward, over the top and FOLLOW THE LEADER TO VICTORY.
LET'S GO.

The 1936 Winners

Div.	Dist.	School	Avg.
A	1	Sacred Heart Academy, Rochester	33.50
B	1	St. Andrew's Seminary, Rochester	31.13
C	1	St. Peter and Paul's, Rochester	38.51
A	2	St. Patrick's Owego	29.30
B	2	St. Aloysius, Auburn	42.96
C	2	St. Mary's, Auburn	45.08
SPECIAL DIVISION		St. John the Evangelist, Rochester	37.241

Div.	Dist.	Name	School
A	1	Aliseo Ferrarise	St. Lucy's
B	1	Francis Warden	St. Andrew's Seminary
C	1	William Green	Our Lady of Good Counsel
A	2	Constance Panetti	St. Patrick's, Owego
B	2	Paul Bishop	St. Aloysius, Auburn
C	2	William Bergan	St. Mary's, Auburn
Spec. Div.		John Stadimow	Holy Family

The Prayer of the Crusaders

Most illustrious Apostle, (Paul), who didst exert thyself with the greatest zeal to destroy in Ephesus those writings which from their manner of composition were apt to corrupt the minds of the faithful, deign to look kindly upon our efforts in the present day. Thou seest how an infidel and licentious press is endeavoring to snatch from our hearts the priceless treasure of faith and moral integrity. Enlighten we beg of thee, holy Apostle, the minds of the many godless writers, that they may cease at once working harm to souls with their impious opinions and foul suggestions. Move their hearts to loathe the evil they are doing to those who by the grace of Jesus Christ belong to His flock. Obtain for us, too, the grace to be ever responsive to the word of our Chief Bishop, and not to give ourselves any more to the reading of bad literature. Rather may we make it a point to read, as far as possible, such publications as by their wholesome content may help all to promote the greater glory of God, the prestige of His Church, and the salvation of souls. Amen.

(Indulgence of 300 days once a day) (S.C. Holy Office Dec. 10, 1908, and Jan. 23, 1909).



Remember the leaders of the 1936 Students' Catholic Press Crusade?

If you do, you must remember Jessie Butler of Our Lady of Good Counsel School, the smiling young lady pictured at the left.

Miss Butler had reason for that smile as she turned in quite a few subscriptions to the CATHOLIC COURIER during the early days of the Crusade. Her efforts, like those of every boy and girl who did his or her bit to put the drive over the top, were amply rewarded.

We wonder who'll lead the girls this year. How about you, young lady?

Start now and write your name high on the list of those who "followed the leader" during the 1937 Crusade.

Catholics can progress enough and a they will prepare, so be abundant.

I earnestly beseech you to follow the lead of our priests and people. Our young lady pictured at the left may carry into our selatory influence of Pius XI could say for thing that you do for sider as having been fool that for this dic "Anything that you c l will consider as hav so ally. Arch

A Letter to the Girl Crusaders— Will They Lead Us to Victory?

The boys have this Crusade all figured out. They plan to go out and do just as they did last year when they won six of the seven division prizes.

It's up to you girls to prove them wrong, and somehow we feel that you can turn the trick.

Let's look at the 1936 record for a moment. Only in Division A of District 2 did the girls come through with flying colors. Constance Panetti of St. Patrick's School, Owego, turned the trick in that division but the boys had everything pretty much to themselves in the other divisions.

Now we know that, during the Crusades of old, the women were forced to remain at home while their knights went out to wrest the Holy Land from the hands of the Infidel. In this modern Crusade, however, you have the grand chance of battling side by side with the boys for Crusade honors and the greater glory of the Catholic press.

We feel confident that when the final figures are announced the names of the girls will equal if not surpass those of the boys among the Crusade winners.

To make this Crusade even more attractive for the girls, we have gathered together some choice prizes which will be awarded on the basis of the number and kind of subscriptions turned in.

Just glance over a few. There's an initial chain bracelet that's a dandy. You'll be proud to wear it and we'll be mighty proud to reward you with it.

Then there's a lapel pocket watch that's really a pleasure to own, not to mention scores of other fine awards.

All in all, there are forty-three of these prizes from roller skates to rain capes and from cameras to pen and pencil sets. Of course, there are some that you couldn't use. For instance, you wouldn't want a scout knife unless as a gift for brother's birthday.

And now we'll let you in on the grand prizes for the two highest boys or girls in each division. It's a trip to the Catholic Press Convention banquet at Rochester next

May where the winners will be seated at a table of honor directly in front of the speakers' table.

They'll receive merit awards signaling their crucial victories and, what's more, have a chance to meet the visiting priests, bishops and Catholic editors who will come from all parts of the country to attend the convention.

Now, girls, who is going to sit at that table? Will it be fourteen boys or fourteen girls or seven of each. That job's up to you to decide and confidentially we hope to meet some of the young ladies at the table. It certainly will be thrilling to receive your award in the presence of such distinguished company.

You know, of course, that every subscription you sign up means quite a bit toward your school's chances of winning one of the grand top prizes as described on another page.

Then your school gets a cash bonus on every subscription you sign up and we know that the money can be put to good use. For instance, what about helping start or increase the size of the school library? There's a grand job which the teachers and students of future years never will forget.

Would you like to see a fine photograph of Archbishop Mooney in your classroom? Certainly. Such a photograph will be given to every classroom which reaches its quota in the campaign.

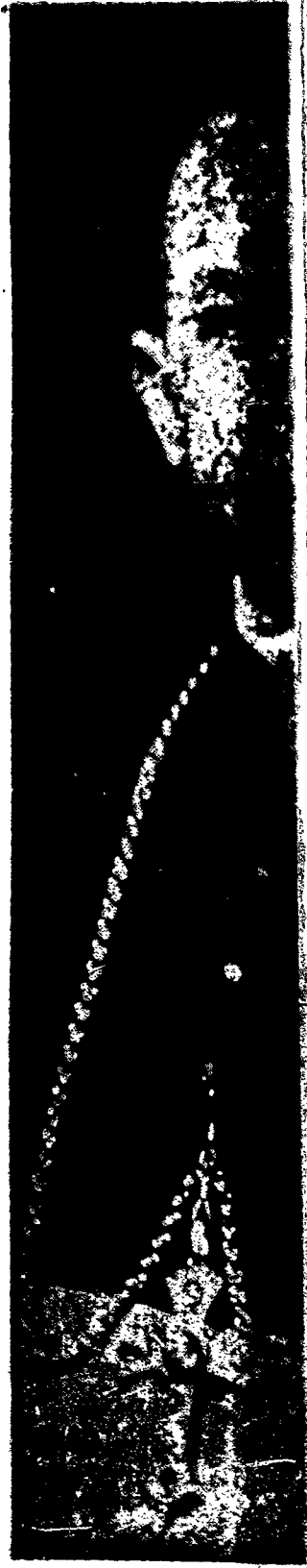
Whenever the Catholic Church has launched a drive of any kind, the girls and women always have been in the forefront.

We know that they'll be there when the Crusaders march off to earn COURIER subscriptions.

Whether you're a blue knight or a gold knight, a fifth grade student or a high school senior, line up now and follow the leader to a Crusade victory.

So long, and we'll be seeing you in Victoryville where all winning Crusaders meet.

Sincerely,
The Editors



DISTRICT NO. 1

Division A

- Our Lady of the Sacred Heart, Rochester
- Holy Angels, Rochester
- St. Thomas, Summerville
- Holy Ghost, Coldwater
- St. Theodora, Gates
- St. John's, Greece
- St. John's, Spencerport

Division B

- St. Salome's, Irondequoit
- Nativity, Blessed Virgin, Mary, Brockport
- Holy Trinity, Webster

Division C

- Our Lady of Good Counsel
- Our Lady of Mt. Carmel
- Our Lady of Perpetual Help
- St. Peter and Paul's, St. Charles Barronco, Greece
- St. Margaret Mary, Irondequoit

Special Division

- Holy Rosary
- Immaculate Conception
- St. John the Evangelist
- St. Michael's
- St. Monica's
- Sacred Heart
- St. Raphael
- Aquinas Institute
- Our Lady of Mercy High School
- Nazareth Academy, Geneva
- St. Francis de Sales High School
- St. Francis de Sales (Elementary)

POSTER CONTEST

The prize winning Crusade poster should follow the lead of the poster which will be the fifth prize in the fifth division. The schools are...