TO A GLORIOUS VICTORY FOR OUR PRES

The Crusaders' Commandments

I-Pray For The Success Of The Students' Catholic Press Crusade.

II-Study the CATHOLIC COURIER and become familiar with the various features before you start out to sign up subscriptions.

III—Sell these subscriptions on the basis of merit.

IV-Make a list of friends and relatives and then call on cach one individually.

V--Tell them what the success of the Crusade means to you as well as your school and the CATHOLIC COURIER.

VI-Read what Pope Pius XI and Archbishop Mooney think of the necessity of supporting the Catholic press.

VII—Never forget the Archbishop's goal: "A CATHOLIC COURIER in every home in the diocese."

VIII-Exchange ideas of Salesmanship with your fellow Crusaders.

IX---If at First you don't sign an order, try, try again. X-Follow the Leader to a Crusade victory.

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Who'll wear the crown as king of the 1937

Students' Catholic Press Crusade. **** That high honor went to the smiling young for the CATHOLIC gentleman at your right during the 1936 Crugenerous support of sade. **H** I forvently hope that

He is John Stadtmiller of Holy Family School. Last year John signed up no less than fifty-three subscriptions to the CATHOLIC COURIER and won individual honors by a wide margin. His brilliant work attracted wide attention and brought his school within a few percentage points of winning one of the major prizes.

Will John repeat or will his crown go to some other boy? That's the question which will be answered within the next few weeks. No doubt many challengers will arise to attempt capture of the Crusade crown. The more the merrier.

Another question. Will John's record of fifty-three subscriptions stand or will it fall before the charge of the 1937 Crusaders? Let's all band together, Follow the Leader and see what happens.



SCHOOL PRIZES -New To Win Them-

Calling all Blue Knights! Calling all Gold Knights!

Do you want to lead your school to a new "Treasure Isnd" during the Press Crusade? You Do?

Then Listen:

Never before have you had a better chance to help your school toward a definite objective.

First of all your school gets a cash award for every subscription YOU sign up. If every eligible student does his or her bit, there'll be a tidy sum rolled up in no time.

Suppose your school needs a new library or an addition to the present one. This bonus money could be used for that purpose and every student who took part in the Crusade would automatically become a donor toward a school project that will survive long after every one of the 1937 Crusaders are graluated.

To make it as easy as possible to purchase library material at the most attractive prices, the CATHOLIC COUR-IER has made arrangements with prominent book publishers to secure book collections just for this purpose.

Each of the eligible classrooms-the fifth through the eighth grade in the grammar schools and all four years in the high schools-can win a special prize during the Crusade by reaching the quota assigned. This special prize is a new photograph of the Most Rev.

Archbishop Edward Mooney, Bishop of Rochester. It is cased in an attractive frame and should prove a splendid addition to every classroom.

The supply of these framed photographs is not limited. We have one for each and every classroom taking part in the Crusade

Although each classroom will be divided into two camps -the gold and the blue knights, nevertheless, the rivalry should send the classroom total soaring well over the quota mark. It will likewise prove a new adage that "A house divided against itself will stand HIGHER.

Each school which turns in an average of one subscription per eligible pupil will get another and new award this year.

The name of the school will go into the Crusade "Blue Book" and the school will receive an emblazoned scroll, proclaiming that the institution, by virtue of its Crusade work, becomes a charter member of the "League of Leaders" of the Crusade

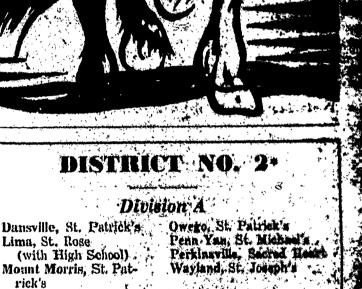
And now for the grand prizes of the crusade-one to each of the winning schools in each of the seven divisions.

On this page we have listed the various divisions into which the schools have been divided. That division is not permanent as one or more of the schools may be transferred from one to another division by virtue of a change in the number of eligible students.

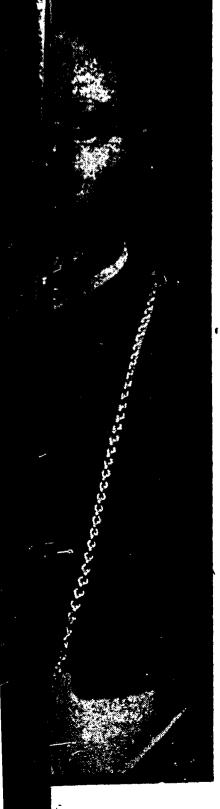
Division A includes all schools with eligible enrollment up to seventy-five pupils. Division B includes all schools with eligible enrollment from 76 to 125 pupils while Division C includes those with an eligible school population from 126 to

The special division comprises all schools with eligible cnrollments of 251 or more.

The grand prizes will be awarded on this basis: THE AVERAGE NUMBER OF SUBSCRIPTION POINTS PER



Division B



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whole church: "any-

Good Press, I will con-

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I can and should say

the Catholic Courier.

been done for me per

p-Bishop of Rochester

MOONEY.

A Letter to the Boy Crusaders-Will They Repeat Their '36 Win?

ASSEMBLY CALL is sounding for the is not alone for this that you are urged to 1937 Crusade for the CATHOLIC COUR- work. HER.

The battle is on.

The rewards offered are many.

Those who do not quite scale the heights

er skates, scout knives, rosaries and more

That record must be bettered or at least

The two highest Crusaders in each div-Triumph in this year's Crusade depends ision will be brought to the Catholic Press upon the will to win exerted by every Cru Association to be held in Rochester in May under. The rewards will well repay you for to dine at the annual banquet. your efforts. These victorious Crusaders will meet dis-

When Holy Mother the Church was tinguished Bishops of the country. They threatened by savage Turks and Saracens in will meet and talk with outstanding and nathese days of the other Crusades, there went tionally-known Catholic editors and writers forward into battle strong-armed, courage- They will enjoy hearing of the importance of ous defenders of the Faith. the work they have done so well.

They suffered hardships. They faced death. They marched on despite all opposi- in the Crusade will not go unrewarded. Rolltion to glorious triumph.

You as a modern Crusader for the Church than 10 other prizes to delight the heart of are not called upon to undergo what the any boy will be awarded. Knights of old faced.

You boys know how to do it. You are not You, as modern Crusaders, are being urged to quick, persistent action in the cause going to r of the Catholic Press

With a new enemy at our doors, Communism in its many forms, you are to lend your efforts, your energy and your aggressive-Leaders in that campaign? Six boys and one ness to fight back an advanaing foe. It is the belief of the grown-ups that the girl

most effective opponent of Communism is a strong, vigorous Catholic newspaper. maintained, Boys, or the girls will have much

Every subscription that you get furnish- 'to cheer about when the 1937 returns are all es strength to the CATHOLIC COURIER. in. Every reader becomes one more valiant addi-In addition to individual prizes, there

will be prizes for school rooms in the form tion to the defenders of Catholicism. The Holy Father has urged time and of cash bonuses There will be other valuable again that we rally around the Catholic school prizes. The school spirit and the class

Press. Our Archbishop asks that the dioce- room spirit of every boy will be put to the san newspaper go into every Catholic home. 'test. Our priests and nuns are ever doing their In the olden days, years were spent in

part to advance the CATHOLIC COURIER. carrying on the Crusades. Today, every min-, With such leadership you cannot lose ute will count 'if you are to be a Crusade Go forth, then, into the new battle. Victor.

With the eager spirit of those Crusaders See first your parents, then your uncles, see your aunts, see your cousins and all for the Holy Land who cried out "God Wills the neighbors. Convince them of the need It, God Wills It," go forth to Victory, Crufor a CATHOLIC COURIER in every home. sader of 1937.

While the effort made in the cause of the Catholic Press will be most praiseworthy, it

CRUSADE:

ELIGIBLE STUDENT.

For example: If School A had obtained 100 one-year subscriptions (60 points each), with an eligible enrollment of 200 students, it would have an average of 30 subscription points Suppose School B with 100 pupils secured seventyfive one-year subscriptions. It would have an average of 45 subscription points per eligible pupil and consequently would win the prize.

The grand prizes to be awarded to the winning school in each division are without doubt the finest ever offered. Their value is exceptionally high and their use is universal.

When the CATHOLIC COURIER made preliminary plans for this Press Crusade months ago, the entire market was scanned for a prize which would be consistent with the high honor that goes with the winning of a division award.

Prize after prize was submitted to the management and discarded. They wanted something that would be of absolute importance to every pupil in the school from the first grade through to the eighth and from the freshman to the senior year in high school

And they found it.

After that decision was reached more time was spent in selecting the best possible product manufactured.

Added difficulty was encountered in this endeavor but tinally the choice was made and now we offer the schools what we honestly believe is the classic Crusade award of them all.

What is it? you ask.

Just turn to page sixteen of this week's CATHOLIC going to let the Girls show you up this year, COURIER and feast your eyes on it.

Then, hop into action and bring home those subscrip-In the 1936 Crusade, who was it that tions for your old alma mater so that her banner may lead topped all the Crusaders? It was a boy from the list when the curtain drops on the Crusade on February Holy Family Parish. Who were the Division 15.

CRUSADE AWARD LIST

NDIVIDUAL		******			SCHOOL			
award credits)					(subscription points)			
6		12	mo.	mail		• • • •	60	•
4		9	mo.	mail		•.	40	
2				mail			20	
I		3	mo.	mail			. 10	
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THE SCHOOL DIVISIONS

A DIVISION up to 75 eligible students **B** DIVISION from 76 to 125 eligible students C DIVISION from 126 to 250 eligible students SPECIAL DIVISION 251 or more eligible students

Auburn, St. Alovsiu Elmiral St. Cacella's Avon, St. Agnes Elmirs, SS. Peter an Clyde, St. John's Corning, St. Patrick's Paul's Corning, St. Vincent de Waterios, St. Mary's

Division C

Paul's

Auburn, Holy Family High, Bimiris, Elmira Catholi Auburn, St. Alphonsus High-Elmira, St. Casimira Auburn, Holy Family-Emira, St. Mary's elementary Auburn, St. Hyacinth Bimirs, St. Patrick's Geneva, St. Stophen's Hornell, St. Ann's-Auburn, St. Mary's Canandaigua, St. Mary's (with High School) Corning, St. Mary's Ithacs, Immsculate Con-Elmira, St. Anthony's ception

*This list of divisions is tentative. If you think your administration of the second division, contact Crustel Readministry, CATA OLIC COURIER, at once.

WHY EVERY CATHOLIC STUDENT SHOULD BE A CRUSADER

Do you think every boy and girl should be a Crusader during the Students' Catholic Press Crusade?

Of course you do, and if you're convinced, start now to frame an essay on "Why Every Catholic Student Should Be A Crusader."

You know many reasons and so dewe. Just write them down in your best composition style and you stand an excellent chance of winning one of the prizes to be offered for the best of the essays.

School principals have full de of the contest which is open X Crusaders.

The Editors COURIER

IN

EVERY

CATHOLIC

CATHOLIC

Sincerely yours,