

TO A GLORIOUS VICTORY FOR OUR PRESS

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 each 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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p-Bishop of Rochester

Who'll wear the crown as king of the 1937 Students' Catholic Press Crusade.

That high honor went to the smiling young gentleman at your right during the 1936 Crusade.

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.



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

ASSEMBLY CALL is sounding for the 1937 Crusade for the CATHOLIC COURIER.

The battle is on. Triumph in this year's Crusade depends upon the will to win exerted by every Crusader. The rewards will well repay you for your efforts.

When Holy Mother the Church was threatened by savage Turks and Saracens in these days of the other Crusades, there went forward into battle strong-armed, courageous, defenders of the Faith.

They suffered hardships. They faced death. They marched on despite all opposition to glorious triumph.

You as a modern Crusader for the Church are not called upon to undergo what the Knights of old faced.

You, as modern Crusaders, are being urged to quick, persistent action in the cause 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 aggressiveness to fight back an advancing foe.

It is the belief of the grown-ups that the most effective opponent of Communism is a strong, vigorous Catholic newspaper.

Every subscription that you get furnishes strength to the CATHOLIC COURIER. Every reader becomes one more valiant addition to the defenders of Catholicism.

The Holy Father has urged time and again that we rally around the Catholic Press. Our Archbishop asks that the diocesan newspaper go into every Catholic home. Our priests and nuns are ever doing their part to advance the CATHOLIC COURIER.

With such leadership you cannot lose. Go forth, then, into the new battle.

See first your parents, then your uncles, see your aunts, see your cousins and all the neighbors. Convince them of the need for a CATHOLIC COURIER in every home.

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

is not alone for this that you are urged to work.

The rewards offered are many. The two highest Crusaders in each division will be brought to the Catholic Press Association to be held in Rochester in May to dine at the annual banquet.

These victorious Crusaders will meet distinguished Bishops of the country. They will meet and talk with outstanding and nationally-known Catholic editors and writers. They will enjoy hearing of the importance of the work they have done so well.

Those who do not quite scale the heights in the Crusade will not go unrewarded. Roller skates, scout knives, rosaries and more than 10 other prizes to delight the heart of any boy will be awarded.

You boys know how to do it. You are not going to let the Girls show you up this year, are you?

In the 1936 Crusade, who was it that topped all the Crusaders? It was a boy from Holy Family Parish. Who were the Division Leaders in that campaign? Six boys and one girl.

That record must be bettered or at least maintained. Boys, or the girls will have much to cheer about when the 1937 returns are all in.

In addition to individual prizes, there will be prizes for school rooms in the form of cash bonuses. There will be other valuable school prizes. The school spirit and the class room spirit of every boy will be put to the test.

In the olden days, years were spent in carrying on the Crusades. Today, every minute will count if you are to be a Crusade Victor.

With the eager spirit of those Crusaders for the Holy Land who cried out "God Wills It, God Wills It," go forth to Victory, Crusader of 1937.

Sincerely yours,
The Editors

THE SCHOOL PRIZES —How To Win Them—

Calling all Blue Knights!
Calling all Gold Knights!
Do you want to lead your school to a new "Treasure Island" 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 graduated.

To make it as easy as possible to purchase library material at the most attractive prices, the CATHOLIC COURIER 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 250.

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

The grand prizes will be awarded on this basis: THE AVERAGE NUMBER OF SUBSCRIPTION POINTS PER 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 seventy-five 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 finally 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 COURIER and feast your eyes on it.

Then, hop into action and bring home those subscriptions for your old alma mater so that her banner may lead the list when the curtain drops on the Crusade on February 15.

CRUSADE AWARD LIST

INDIVIDUAL (award credits)		SCHOOL (subscription points)
6	12 mo. mail	60
4	9 mo. mail	40
2	6 mo. mail	20
1	3 mo. mail	10
2	12 mo. carrier	15

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



DISTRICT NO. 2

Division A

Dansville, St. Patrick's
Lima, St. Rose
(with High School)
Mount Morris, St. Patrick's

Owego, St. Patrick's
Penn Yan, St. Michael's
Perkinsville, Sacred Heart
Wayland, St. Joseph's

Division B

Auburn, St. Aloysius
Avon, St. Agnes
Clyde, St. John's
Corning, St. Patrick's
Corning, St. Vincent de Paul's

Dansville, St. Mary's
Elmira, St. Cecilia's
Elmira, St. Peter and Paul's
Waterson, St. Mary's

Division C

Auburn, Holy Family High
Auburn, St. Alphonsus
Auburn, Holy Family elementary
Auburn, St. Hyacinth
Auburn, St. Mary's
Canandaigua, St. Mary's
Corning, St. Mary's
Elmira, St. Anthony's

Elmira, Elmira Catholic High
Elmira, St. Casimir's
Elmira, St. Mary's
Elmira, St. Patrick's
Geneva, St. Stephen's
Hornell, St. Ann's (with High School)
Ithaca, Immaculate Conception

*This list of divisions is tentative. If you think your school is in the wrong division, contact Crusade Headquarters, CATHOLIC 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 do we. 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 these essays.

School principals have full details of the contest which is open to all Crusaders.