

15,000 STUDENTS MARCH IN CRUSADE



Boys Anxious To Win Avoid Over-confidence

Flash! Flash!

As thousands of young Crusaders prepare for the third great campaign, rivalry is rampant among the boys and girls of the Diocese of Rochester. And between the boys and girls, too.

In the two-weeks-and-two-days of the Crusade, from Sunday, February 6, through Monday, February 21, more than 15,000 students will "Follow the Leader" toward the goal of "A CATHOLIC COURIER in EVERY Catholic Home".

Thousands of Catholic households will be called upon.

But the thought uppermost in the mind of each boy will be: "Come on, FELLOWS! May the best MAN win!"

A Typical Crusader!

The CRUSADE PLAN

WHAT the Crusade Is Planned for:

To enlist the schools of the Rochester Diocese with the clergy and lay co-operating in the THIRD STUDENTS' CATHOLIC PRESS CRUSADE during Catholic Press Month, from SUNDAY FEBRUARY 6 through MONDAY FEBRUARY 21. This annual Crusade for Circulation is conducted in behalf of the CATHOLIC COURIER, diocesan newspaper and has for its goal: A CATHOLIC COURIER in every Catholic home.

HOW the Crusade Is Planned:

With the enthusiastic endorsement of the Most Reverend James E. Kearney, D. D. Bishop of the Rochester Diocese, the approval of the Catholic Education Office and the cooperation of pastors and their assistants, the 3rd ANNUAL STUDENTS' CATHOLIC PRESS CRUSADE has been planned by the CATHOLIC COURIER as follows:

TIME: From 6:00 a. m. to 6:00 p. m. daily.
PLACE: The Rochester Diocese.
PARTICIPATING SCHOOLS: A group of the diocese except colleges and seminaries.
PARTICIPATING STUDENTS: All students in the above schools in the 1st through the eighth grades at the beginning of the year of the Crusade.
CRUSADE OBJECTIVE: A total of 15,000 subscriptions to the CATHOLIC COURIER to be secured.
SCHOOL OBJECTIVE: At least one order from each participating school.
STUDENT OBJECTIVE: At least three subscription orders, two of which will be NEW.
CRUSADE STANDINGS AND AWARDS: The regular policies and practices of the CATHOLIC COURIER in circulation matters are applicable without exception to the students and subscribers in this Crusade. Variations from instructions and forms are to be avoided as much as possible.

WHO the Crusade Will Benefit:

In the very first instance, the campaign will assist the students in our schools, giving them an early interest in Catholic Action. Moreover, each student who gains readers for the CATHOLIC COURIER will be rewarded with special prizes. (See lower center of this page.) Next, this 3rd Crusade will help the schools, developing school spirit in the furthering of group effort, stimulating student interest in the Catholic Press which will be their counsel and guide in later years, demonstrating to the laity another important factor in the training of Catholic youth. Finally, this 3rd Crusade will be valuable to the Catholic laity.

SCHOOL DIVISIONS

have been arranged to make competition between schools more equitable. Schools will be grouped entirely according to the enrollment of students in the participating grades, and without reference to their location in the diocese. There will be seven groups, as follows:

DIVISIONS (BY ENROLLMENT)	
A—	Under 75
B—	76 to 125
C—	126 to 175
D—	176 to 225
E—	226 to 275
F—	276 to 325
G—	Over 325

(Names of schools in each group will be published in the CATHOLIC COURIER of February 10.)

Final standings of each school in each of the seven groups will be determined by the AVERAGE NUMBER OF POINT CREDITS PER PARTICIPATING STUDENT. (Total number of credit points earned by total subscriptions sold in each school will be divided by the TOTAL NUMBER OF STUDENTS IN ALL THE GRADES PARTICIPATING IN THE CAMPAIGN in that school.)

These averages will determine the awarding of honor prizes to the winning school in each division. See "School Awards".

Bishop's Message

My dear Crusaders:
Any doubts I might have had as to the success of the 1938 Crusade for the CATHOLIC COURIER have been dispelled by the knowledge that the work is in the hands of our school children.

I have never known our boys and girls to fail on a job for the good of religion.

I know you will not fail now.

God bless you for your generous assistance.
Your devoted father in Christ,

James E. Kearney
BISHOP OF ROCHESTER.

Girls Plan To Outdo Boys in New Campaign

Flash! Flash!

Realizing that everyone hears much of "salesMEN" but very little of salesWOMEN, the girls of every school participating in the Third Annual Students' Catholic Press Crusade are setting out with a much bigger idea than that of outdoing each other.

They are planning to outdo the BOYS!

In their own efficient way, they are all figuring on getting more and bigger subscription orders as the best way of out-Crusading the boy Crusaders.

At press time, no one dared predict whether or not the girls would turn the trick. Some would say yes, and some would say no!



The Crusade Leader!

OUT OF the dim past I come 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.

THUS 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 from afar: "A CATHOLIC COURIER in every Catholic home!" Let us march together toward the goal. ON TO VICTORY!

STUDENT PRIZES

AS SHOWN in the box at the left of this space, orders taken in the 3rd Crusade (except "Carrier Delivery with No Payment") entitles the individual student to CASH COMMISSIONS. The table shows plainly the kinds of orders and how much MONEY each one earns. Cash commissions are payable only to students.

IN ADDITION, in each of the seven SCHOOL DIVISIONS the student having THE HIGHEST NUMBER OF POINT CREDITS EARNED FOR HIS SCHOOL will be entitled to an individual VICTORY PRIZE in the form of an illuminated MINIATURE ALTAR. Winning these awards will be a special honor for the seven students.

SCHOOL AWARDS

THE WINNING SCHOOL in each of the seven Crusade divisions (see above) will be awarded an honor prize in the form of a VICTORY BANNER, in "Crusade Blue and Gold" colors, golden letters on an azure field. This banner will be emblazoned with the words: "Winner of Division Award, 3rd Annual Students' Catholic Press Crusade". It will symbolize outstanding merit in the Crusade endeavor.

IN ADDITION, each school which has AN AVERAGE OF ONE SUBSCRIPTION PER PARTICIPATING STUDENT will again be awarded a scroll of honor embodying membership in the Crusade "LEAGUE OF LEADERS!"

I'm Ready! Are You?

TIPS for CRUSADERS

KNOW

What To Sell:

When you sell the CATHOLIC COURIER, you are selling something that is unique in the whole Rochester Diocese—a Catholic newspaper produced by, in, and for the Rochester Diocese exclusively. There are other Catholic papers in the world, but the CATHOLIC COURIER is the ONLY NEWSPAPER OF THE ROCHESTER DIOCESE. As such, and as a newspaper which compares well with ANY Catholic newspaper in the whole United States, the CATHOLIC COURIER is a newspaper you can be proud of. And you can be proud to sell subscriptions for it. On the next page there is a list of 25 ITEMS which make clear WHY the CATHOLIC COURIER is A GOOD CATHOLIC NEWSPAPER.

KNOW

Whom To Sell:

Knowing WHOM to sell is as important as knowing WHAT to sell.

LIST YOUR PROSPECTS:

Your own family
Your relatives
and out-of-town
Friends of your family
(both business and home)
Neighbors
Professional and
people
(dentists, barbers,
brokers, teachers,
barber shop, etc.)
including those who
do not call on you

KNOW

How To Sell:

The very first thing a customer wants to know is: NOT WHAT GOOD PURCHASE WILL DO FOR ME, but WHAT GOOD IT WILL DO FOR ME. Tell them that the CATHOLIC COURIER is a good Catholic newspaper of all the difficulties and positions of a hard work. Tell them that the CATHOLIC COURIER is a newspaper that will be of interest to EVERY MEMBER of the family—father, mother, brother, sister, and all.

CRUSADERS' CODE

- SAY YOUR CRUSADERS' PRAYER!
- HEED YOUR TEACHER'S ADVICE!
- KNOW YOUR NEWSPAPER!
- STUDY THIS CRUSADE EXTRA!
- STUDY YOUR SUBSCRIPTION FORMS!
- LIST YOUR PROSPECTS!
- MAKE YOUR START EARLY!
- COVER YOUR NEIGHBORHOOD!
- SAY YOUR PRAYER!
- KEEP YOUR CHIN UP!
- USE YOUR BEST MANNERS!
- SEE ALL YOUR PROSPECTS!
- TELL YOUR STORY WELL!
- STICK TO YOUR POINTS!
- GET YOUR ORDERS PROPERLY!
- BRING IN YOUR CASH!
- KNOW YOUR WINNING!
- SAY YOUR PRAYER!

Errata: In other words, your prospect may not be good if you do not know how little it costs. THEN tell them how much subscription order will do for YOUR CHURCH, YOUR SCHOOL, and FOR YOU AND right there YOU SEE THE ORDER!

KNOW

What You

Earn:

Study the chart on the next page showing the price of various types of orders and the amount of CASH COMMISSION paid on each. What you can earn is not right now, but it is right now. STUFF YOUR ORDER WITH YOUR OWN WINNING! YOU SEE THE ORDER!

... for CHURCH ... for HOME ... for SCHOOL