

known for his work for the Catholic Press says in part in his Press Month Message: "It is necessary to swim against the current these days—against the current of false philosophy, against the current of selfishness, indifference, against the teachings of those who advocate birth control and sterilization of the 'mentally unfit,' against the current which is sweeping onward the food of pictorial and printed filth, against the current of Fascism existing among secular education proponents and others in this country. But we Catholics cannot learn to swim against the current which tries to sweep Catholic Thought and American life away, unless we have been taught to swim with the current of Catholic Thought as we find it in the Catholic Press, as well as in the Catholic School and Church."

In another part of this issue the achievements of the Catholic Press of the nation are cited by His Excellency, Bishop Gannon, Episcopal Chairman of the Press Department, National Catholic Welfare Conference. Our Catholic people are becoming aroused to the necessity for advancement of their own press. Success of the Students' Catholic Press Crusade in this diocese will not only mean a strengthening of faith on the part of the grown-ups but a development of interest among the Catholic citizens of tomorrow.

**CUSTOMER NONPLUSED**

What the "customer" wants to see each week in his Catholic newspaper is the constant concern of the editors. "The customer is probably always right," but the customer doesn't always know just what he wants," thus declares a recent editorial in *The Witness of Dubuque, Iowa*. With the Third Annual Students' Catholic Press Crusade about to begin it is interesting to follow along with *The Witness* to learn what the paper means by its statement. Commenting upon a survey of reader criticism made by the *New World of Chicago*, the editorial says: "Bigger and better headlines," "Eliminate banner headlines," "Increase community advertising" and "Eliminate all ads." "More fiction, please" and "Eliminate fiction." "Public a picture page" and "Too many pictures now used." "More news about parishes, clubs, etc." and "Cut down on parish and club news." "Too much school news" and "Put in a section for each high school." "More about Catholic dancing parties" and "Omit notices about dancing, bingo, etc." "Mature reflection and consideration of criticism that we have heard convinces us that many a Catholic wants diocesan paper to be as glossy as *Fortune*, part as *Time*, pictorial as *Life*, bulky as a Sears-Roebuck catalog, scholarly as a Ph.D. dissertation, simple as a fourth reader, precise as the United States Bureau of Standards, and interesting as a murder trial. "Well, maybe such a paper could be published. There are some bright people in the publishing game and it seems they can do almost anything if they turn their minds to it. Even that, however, is not an insuperable obstacle. "Perhaps advertising revenue could support the paper. But here again there is an objection. These side-line Greeleys object to the advertising content of their diocesan weeklies. 'Too many ads,' they say with an air of finality even when they pick up a religious paper whose paid advertising content is far below the percentage which good business practice demands. So a superpaper, unfinanced by subscription, unaided by advertising revenue is the modest request of a certain small group of continuous objectors to the Catholic Press. Maybe—and this is a charitable after thought—they are paying Catholic publishers a compliment?"

**AS OTHERS VIEW IT**

Let one think that the Soviet is not dedicated to the extermination of God, read this excerpt from the Hymn of Hate, the Internationale. "This the final conflict. Let each stand in his place. The Internationale shall be the human race. We want no condescending Saviours, to rule us from the judgment hall; we workers ask not for their favors. Let us consult for all."—*The New World*. "No Japanese civilian wants to fight America any more than the average American citizen wants to fight Japan"—Boake Carter. "After that Alabama election it looks as if the Pope has a better chance than Tom Heflin to get to Washington."—*Southwest Courier*. "A lot of young people appear to think that life must have been intolerable in the old days before the invention of electric lights, automobiles and some other things. When these youngsters grow older, they will know that their happiness did not come from the inventions, but from the fact that they were young."—*San Francisco Argonaut*. "The trouble with most radio comedians is that they firmly believe that great jokes from little chestnuts grow."—*Scranton Tribune*. "When we're really civilized we'll probably stop selling guns to killers—individually as well as nations."—*Burlington Hawk*.

**Calendar of Feasts**

Sunday, February 6.—ST. DOMINGUE, VIRGIN AND MARTYR, was celebrated at Casarea, her native city, for her angelic virtues. Her parents are thought to have suffered martyrdom under Diocletian and she herself was called by the Governor Saporinus and ordered to abjure the Faith. When she refused, she was subjected to fearful tortures and finally killed. Monday, February 7.—ST. ROMUALD, ABBOT was the son of Berghelm, a nobleman of Luxenna. He founded many monasteries, the chief of which was at Camaldoli, where he built a church surrounded with a number of separate cells. He died, as his legend tells, of twenty years before, alone, in his monastery of Val Castru, on the 10th of June, 1027.

the good of his neighbor. He founded the Order of the Holy Trinity, whose members fasted and gathered alms throughout Europe and then used the money for the redemption of Christian slaves in Barbary. He died in 1218 at the age of fifty-three. Wednesday, February 9.—ST. APOLOGIA AND THE MARYS OF ALEXANDRIA. St. Apollonia was an aged virgin whose teeth were extracted and who was burned alive when the mob rose against the Christians in Alexandria in 249. Thursday, February 10.—ST. SCHOLASTICA, ABBESS, was the sister of the great patriarch St. Benedict, and the founder of a community near Monte Cassino. When she died, St. Benedict, her spiritual daughter, and Leo, monk, chief of which was at Camaldoli, where he built a church surrounded with a number of separate cells. He died, as his legend tells, of twenty years before, alone, in his monastery of Val Castru, on the 10th of June, 1027.

**CATHOLIC PRESS I. Q. TEST**

(Each question counts 20. A score of 60 is fair, 80 is good more than 80 is excellent. Answers on page 11.)

1. There is a Catholic daily newspaper published in Boston South Bend, New York. Duquesne, Corpus Christi.
2. Non-ritually speaking, the largest diocese in the world is (a) Ireland, Brooklyn, New York, Chicago, Ill., Pittsburgh, Penn.; London, England.
3. The youngest college president

**The Question Box**

Q. What is an octave? A. The word octave comes from the Latin octavus, meaning "eighth." In ecclesiastical usage it designates the eighth day of celebration of an important feast, and also the interval, consisting of the fast-day itself and the seven days following it of such celebration. Its purpose is to prolong the observance of a feast and thus pay special honor to the mystery of the Saint venerated on the feast itself.

Q. Is there any regulation about taking food after Communion? A. No. The Catholic practice is to make one's thanksgiving after the reception of Holy Communion for about a quarter of an hour. After that, one may eat or drink whatever he wishes.

**Like To Apologize**

How many apologists regretfully exclaim: "Catholics do you know?" Isn't the number large? You know the type always regretfully exclaiming himself because he can't answer a simple question on religion asked by a non-Catholic, or regretfully exclaiming the Church for being strict in insisting on Catholic doctrine. And isn't it true that the apologist, regretfully exclaiming: "Catholic is always an apologist?" How can he regretfully exclaiming Catholics he changed into Catholics defending their religion by words and arguments. It is not an easy way of educating one's self in religious matters is a weekly, thorough reading of a Catholic paper. Catholic Herald. Citizen.

**KNOW YOUR NEWSPAPER**

**25 Reasons Why Readers Like Your Diocesan Newspaper**

- News and Special Features for Everyone**
1. World coverage of Catholic news, supplied through the N. C. W. C. News Service, a highly organized, thoroughly efficient news gathering agency with correspondents in all principal centers.
  2. Coverage of diocesan and local Catholic news events through staff reporters, and correspondents.
  3. An up-to-the-minute picture service of Catholic news events in all parts of the world, also supplied through the N. C. W. C. News Service.
  4. Reports of Catholic organizations activities, giving the news of the various societies of Catholic men and women throughout the diocese.
  5. Complete texts of all pastoral documents issued by the Bishop of the Diocese.
  6. School news—the record of the academic, athletic and social activities of our Catholic colleges, high schools, academies and grade schools.
  7. Mission news, a fascinating description of the progress of home and foreign missions, one of the most colorful activities of the Church.
  8. Special social news of interest to Catholic women, gathered by our own staff reporter.
  9. As One Woman to Another—an advertising column for the discriminating shopper, presenting newsy items from a variety of reputable business enterprises which cater to women.
  10. Home Improvements—a frequent feature cooperative with the CATHOLIC COURIER presenting pictures and articles that suggest ways and means of taking full advantage of the growing trend toward home renovation and modernization.
  11. Advertising—presenting the business messages of reliable business firms, large and small which in this special manner give the confident patronage of Catholic readers.

**Your NEWSpaper**

NEWS gives a newspaper both its name and its reason for existing. Without NEWS, a publication may be interesting and worth reading, but it is not a NEWSpaper. A Catholic NEWSpaper, in turn, requires not only NEWS but Catholic NEWS, and NEWS of special interest to Catholics. To get that type of NEWS, to present it week after week, as consistently, comprehensively, and completely as possible, YOUR diocesan NEWSpaper draws on many and varied sources. For national and international NEWS—the NCWC NEWS Service, which passes through its headquarters in Washington the NEWS of the world that has special point and meaning for CATHOLICS. For local and diocesan NEWS—the services of special NEWS correspondents and writers who report on all activities of Catholics and non-Catholics, clergy and laity, that have any interest for Catholics. All this NEWS passes through the hands of a staff that knows how to present the most NEWS within the limitations of space. Every step and process is designed to give YOU as much Catholic NEWS as possible in such form and quantity as is not available from any other local source. (H. W. K.)

**EVERY CATHOLIC Will Want To**

**JOIN THIS SOCIETY NOW**

This is to Certify, that \_\_\_\_\_ member in good standing (for the period of \_\_\_\_\_ from \_\_\_\_\_ in the \_\_\_\_\_ of the Catholic Church, Home and School By virtue of \_\_\_\_\_ subscription to the \_\_\_\_\_ Newspaper of the Rochester Diocese and acceptance of the importance of the religious rights and liberties of Catholics and acceptance of the importance of the religious rights and liberties of Catholics.

BECAUSE it is a public duty to defend the life of faith among the people and to help all their brethren.

BECAUSE without it there will run the danger of the disintegration of the Catholic Church.

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BECAUSE without it there will run the danger of the disintegration of the Catholic Church.

An exact facsimile reproduction of the official certificate. Note the signatures including that of our new Bishop.

**ALL Can Join With A Prepaid Mail Or Carrier Subscription**

Editorial Features That Please . . .

12. Miscellaneous features of special interest to women readers.
13. Authoritative and explanatory articles on Catholic thought in relation to current events by noted Catholic authorities of this country and abroad.
14. Diocesan Recordings—Pithy observations of the trend of events in the diocese with especial concentration upon the activities of Catholic lay societies. Comments upon events outside the diocese made from the viewpoint of a layman of this diocese.
15. Enlightening, timely editorials on topics of current importance and interest to Catholics.
16. Library Sign Post—A scholarly and enlightening review each week of current Catholic magazines and books.
17. A weekly selection of an other Catholic newspaper's viewpoint on a timely question.
18. Catholic Evidence—A series of brief articles prepared by the widely known Catholic Information Society of Narberth, Pa.
19. Boys and Girls Page—Devoted solely to creating an interest among Catholic children in their own activities. Fosters a healthy spirit among boys and girls in their school work, play and home life.
20. Sodality—A column devoted to the activities and advancement of the sodality movement in the diocese.
21. What do you know—A Catholic question and answer feature that will test your knowledge.
22. Letters to the Editor—An interesting column of reader views on a variety of topics.
23. Outstanding Catholic novels and short stories by the best Catholic writers.
24. Catholic "Believe It Or Not?" A weekly illustration of the unusual and interesting in Catholic life and history.
25. The White or record—A weekly list of motion pictures—a Legion of Decency service—for the guidance of Catholics generally and Catholic parents in particular.

**Your VIEWSpaper**

A publication without NEWS is not a NEWSpaper. A NEWSpaper without strong and virile VIEWS is impotent and ineffectual. The primary concern of your diocesan NEWSpaper is to present Catholic NEWS. The secondary concern, but one not less important than the NEWS, is to interpret that NEWS, to illuminate and clarify it. Quotations from a book mean little unless the general meaning of the book is known. In the same way, much that is important NEWS means little unless the general background of it is known. Your diocesan NEWSpaper aids you to understand the world from a Catholic standpoint, to understand the NEWS that it brings, made in the world, to understand the import and significance of that NEWS for Catholics. The CATHOLIC COURIER is not only your Catholic NEWSpaper, it is also your Catholic VIEWSpaper. As such it is authoritative, reliable, and completely trustworthy. Its viewpoint on the NEWS is expressive of what is fundamentally best and truest in Catholic thought and opinion. Every Catholic needs it for both the NEWS and VIEWS. (H. W. K.)

**Catholic Courier**

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