

Looking Back

Circulation At Tops Recalls '32 Anemia

By THOMAS H. O'CONNOR

A dream came true, last week, for the circulation manager of this newspaper, Elmer (Mr. G.) Gropensteter. One hundred percent of the families in the diocese receive the paper.

The wonderful cooperation of Bishops and pastors in attaining that goal and the faithful acceptance could not have been dreamed of when the paper's reorganization took place in 1932. Prior to April of that year, this writer had, as manager of the Rochester Echo, learned the problems facing a Catholic newspaper.

Trying to sell advertising, subscriptions and writing news for a newspaper competing with the local press; then privately owned was discouraging but sufficiently appealing to keep us going.

The Catholic Journal became the Catholic Courier in 1929 with the late Maurice F. Sammons as editor. He struggled with all his experience to establish the paper but like so many throughout the country, the papers needed diocesan control and operation to make them go.

Some idea of circulation in the early days is given by a campaign we staged for the Echo in which three automobiles were given as prizes. A Velle and two Chalmers (remember them?). The total results did not exceed 3,000 subscribers. After joining this newspaper at the time of reorganization, circulation figures were negligible.

One of the turning points in the first year when finances were low came about through running a series of articles written by Redemptorist Fathers on the Novena in honor of Our Lady of Perpetual Help. One Wednesday the sale of more than 700 copies of the paper at St. Joseph's Church brought in greatly needed finances. Ever since, a picture of Our Lady of Perpetual Help has had an honored place in the editorial offices.

During the year 1932-1933 the newspaper could not afford the News Service, so it meant long hours of editing to provide a paper that would appeal. To interest readers the effort was made to get official news first and this was brought about by Bishop O'Hern, Archbishop Mooney and Bishop Kearney in directing official pronouncements appear in the official paper first.

Getting subscriptions in the period between the reorganization and Mr. G's taking over, the circulation was aided by church safe. Then followed the organization's campaign, Holy Name and Knights of Columbus, the Crusades of school children and finally the parish 100 percent plan. That takes few words to cover but the long hours, all night sessions and hard, determined efforts of Mr. Gropensteter during the past 25 years are impossible to describe in this space.

Father Leo C. Mooney, managing editor, assigned by Bishop O'Hern to reorganize the paper naturally lent his assistance in getting subscriptions. As chaplain of the Carmelite Sisters, then on Saratoga Ave., he sought their aid. He enlisted their prayers for the paper's success. This writer, firmly believes that those prayers have been a decided factor in the paper's development.

Mail Campaign Set For School

Advisory Council of the School of the Holy Childhood will conduct a mail campaign this year in an effort to continue financial support of the work of the school. Letters will be in the mail soon urging those who have supported the person to person campaign in the past to renew their gifts at this time.

Tuition and monies available to the school have never been enough to carry on the work of this institution and since 1954 have been supplemented by contributions from Rochesterians and people from the surrounding towns according to the council.

Because of the increased number of door to door pleas, and because of public opinion against so many, the Advisory Council has made plans for a direct mail request to those who have supported the school for so many years.

THE SCHOOL of the Holy Childhood at 215 Andrews St. offers special help to children who might otherwise be denied

any formal education. Operated by the Sisters of St. Joseph, it is open to any child who needs this type of specialized education.

Last year door to door campaign netted approximately \$20,000. Further information may be obtained from Mr. Warren Phillips, 180 Clover Hills Dr., Lu 6-1523.

Church Gains In Philippines
Dublin — (NC) — "The Church in the Philippines has shown remarkable growth and progress in the past decade," Father Timothy Connelly, Superior General of St. Columban's Foreign Mission Society, asserted on returning here from a visit to the Far East.



'Bravo' From The Pontiff

Vatican City — (RNS) — Smiling broadly, Pope John XXIII extends his hand to compliment American mezzo-soprano Vera Little after a Vatican concert held in his honor. The Memphis, Tenn., artist sang two caritas by Johann Sebastian Bach during a program beamed to millions of television viewers over the Eurovision network. The concert was staged by the Italian State Radio and Television system.

St. Rita's

School, Convent Drive To Begin

More than 200 committee lieutenants for the St. Rita Church school-convent appeal will meet at 7 p.m. Thursday, Apr. 16, at the parish hall, Maple Drive and Ridge Road, West Webster. Parishwide fund solicitation is slated Apr. 26 and May 3.

Pledges will be sought toward the proposed enlargement of St. Rita's school and construction of a convent designed to accommodate 13 Sisters of Mercy. The Rev. Francis A. Klehammer, pastor, announced top committeemen as follows:

Advisory committee — co-chairmen, William Wheeler, Donald Hathaway, members, Jerry Burns, Robert Hoffman, Lawrence Hosenfeld, Mathew Kafiaz, Frank Klein, Charles McKenna, Thomas McNamee, William Wirtley, William Yeager.

Advanced gifts-committee — co-chairmen, Herbert Kolb, Harold Ryan; group leaders, Louis Crisio, Gerald Curran, Henry Lazzaro, Elmer Meier, Howard Nanno, W. Smith O'Brien, James Pedulla, Robert Phelps, Charles Reilly, Steve Ruttner, Philip Skahan, Anthony Stumpf.

GENERAL COMMITTEE — co-chairmen, Richard Costello, Leo Wesley; vice-chairmen, Joseph Burnett, Lawrence Gallahan, Donald Hiley, James Spilling; division leaders, James Bauman, George Cronbach, George Frank Jr., Frank Fouquet, Francis Gardner, Peter Hasenauer, Saverio Ignatti, Lawrence Kelley, Harold Kohlmeier, Alfonso Mancini, James McCormick, John Nadig, Edwin Przybylowicz, John Scott, Joseph Schirmer, Louis Schnorr Jr.

Father Klehammer said expansion is necessitated by the growing parish population, which comprised 225 families when it was founded in 1950

HN Pin Test Draws Record 1270 Entries

The 24th annual Holy Name five-man handicap bowling tournament will open on Saturday, April 18 at 7 p.m. with Rev. Francis Pegram rolling the first ball according to Joseph Capuano, president.

The tourney, sponsored by the Catholic Men's Bowling Association and sanctioned by the American Bowling Congress will continue at the Airport Lanes, 351 Buell Road near Brooks Ave., for 23 consecutive days through Sunday, May 10, with an extension of one Sunday, May 17.

THE TOURNAMENT was extended one day to accommodate the record number of 1270 team entries in this year's event. This annual contest has attracted its record breaking number of entries from New York State and Pennsylvania.

The tourney is the largest in the association's history and a record \$13,397.50 in prizes will be awarded 465 winning teams, making this event one of the largest in New York State, according to Fred Enders, tournament manager.

Priest Veterans Pilgrimage

Paris — (NC) — The National Association of Priest Veterans here has announced that it will organize an international pilgrimage to Lourdes from August 30 to September 2 to mark the 20th anniversary of the start of World War II.

Officers of the Catholic Men's Bowling Association are: Rev. Francis Pegram, spiritual moderator; Joseph Capuano, president; Kenneth Butler and Joseph Gagner, vice presidents; John McDermodt, treasurer and Fred Enders, secretary.

Book Shelf

Map Of History

By SISTER MARGARET TERESA
Nazareth College

The Movement of World Revolution, by Christopher Dawson. Sheel '58, 178 pp. \$3.00.

This book will be available to readers at the Catholic-Evidence Library, Columbus Civic Center.

This is exciting reading. Christopher Dawson's map of history is an aerial map.

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We know why "the new Asia and Africa which are emerging with such revolutionary suddenness" do not represent simply a reaction against Westernism and colonial dictatorship, but quite the contrary, "the extension by Western civilization and Western international society, created by Western education and Western science," and we learn why at the same time the West is hated and suspected.

It was W. B. Macaulay who deliberately and far-sightedly planned the education of Indians that has brought about a "mother India, given a concept of unity, made an Eastern world conscious of itself.

It was historians themselves who very largely created the ideological divide of the modern world. Modern nationalism was blown up by single geniuses, some of them perverse.

It was Calvinism, not Lutheranism, that inherited the tradition of the Catholic reforming movement of the Middle Ages; it was the Calvinists and their success in humanist circles that required a Jesuit order for true adversary, that the Christian cultural heritage might not be dissipated and lost.

It was Italy through its Theatine, Barnabites, Oratorians, that was the real source of spiritual reform and of the ideals of modern Catholicism, and it was Spain that through the Jesuits carried the reform over Europe.

It was the humanistic core of education that kept the Protestant culture of the North and the Baroque culture of Catholic Europe from becoming as mutually incomprehensible as Christianity and Islam. . . . The documenting of perceptions like these make the first 65 pages fascinating.

Then the Western dilemma is stated and explored: Shall we

College Sister Gives Asia Talk

Sister Thomas Marion, S.S.J., member of the English faculty at Nazareth College, was the speaker in the Asian Studies program "Wednesday afternoon at the Horns group meeting. Her subject was Tagore, Author and Educator.

In the lecture, Sister Thomas Marion stressed these basic points: first, Tagore's contacts with the West; second, the mind of Tagore in education and literature; and third, the value which Tagore's thinking has for the restoration of Christian culture."

SHE ALSO called attention to the two ideas which were dominant in his poetry, drama, short stories, essays, and lectures — Love of God and love of India.

Next lecture in this series of Asian Studies will be given by Miss Mary Busi, assistant professor in the History Department on Sun Yat Sen and Chiang Kai Chek on Wednesday afternoon, April 22 at 4 p.m.

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