

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-76

Notre Dame, Ind., Apr. -- The Reverend A. L. Gabriel, director of the Mediaeval Institute at the University of Notre Dame, will be a featured speaker at the twenty-eighth annual meeting of the Mediaeval Academy of America in New York City on April 17-18. Father Gabriel will give an illustrated address on "Miniatures Illustrating the Mediaeval University Matricula" Saturday morning (April 18) at The Cloisters Museum, Fort Tryon Park.

Among other mediaeval scholars who will present papers during the two-day sessions are S. Harrison Thomson, University of Colorado; William A. Nitze, University of California (Los Angeles); Sidney Painter, Johns Hopkins University; Lynn Thorndike, Columbia University; and Eirik Vandvik, University of Oslo.

An authority on the early universities, Father Gabriel will describe the artistic and symbolical ornamentation of the official books of the mediaeval institutions. The matricula was an official book in which the students inscribed their names when registering. The matricula and the statute books, which contained the university regulations that students swore to uphold, often were liberally illustrated with colorful representations of student life in the Middle Ages. Through the study of these miniatures, mediaeval scholars learn much of academic life and student activities six centuries ago.

Father Gabriel soon will publish the records of the University of Paris on the accounts of the English-German nation. He collected the material in European archives and worked on it while a member of the Institute for Advanced Studies at Princeton, N. J., in 1950-51 and since then at Notre Dame.

Notre Dame's Mediaeval Institute is a center for specialized research, historical investigation and advanced instruction in the life, thought and culture of the Middle Ages. It offers the Master's degree and doctorate in mediaeval studies.

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Dist. 3 and 7

Mailed: April 9, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Tuesday, April 14th:

53-77

Notre Dame, Ind., Apr. -- Al N. Seares, vice-president of Remington Rand, Inc., New York City, and Edward H. Weiss, president of Weiss and Geller, Inc., Chicago advertising agency, will address the first annual Advertising and Sales Conference to be held at the University of Notre Dame on April 23rd.

Seares will speak on "Sales Management Opportunities Unlimited." A member of the board of National Sales Executives, Seares will present a charter in the organization to the Merchandisers Club of the St. Joseph Valley which has joined the University of Notre Dame and Advertising Federation of America in sponsoring the conference. As vice-president and director of domestic sales and services for Remington Rand, Seares has supervision over 2,500 direct salesmen in 202 offices, 3,000 mechanical service employees and several departments at the company's home office.

Weiss has chosen as his topic "New Approaches to Ideas." He was a pioneer in the application of social sciences to advertising. He established a social science library at his advertising agency and inaugurated weekly staff meetings with consulting psychologists, sociologists, and other social scientists to study human motivations in relation to a product. Weiss is a member of the board of directors of the Menninger Foundation and also is on the board of the Institute for Psychoanalysis.

Four hundred midwest advertising and sales officials are expected to attend the sessions which will be held at the Law Auditorium, Engineering Auditorium, and the Morris Inn on the Notre Dame campus. G. Herbert True, assistant professor of marketing at the university, is conference chairman.

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Friday, April 17th:

53-78

Notre Dame, Ind., Apr. -- Anne Ford, associate editor in charge of public relations for Harcourt, Brace and Company, New York publishing house, has been appointed to the staff of the fifth annual Writers' Conference to be held at the University of Notre Dame, June 22-27. She will work principally in the fiction workshop which will be directed by Richard Sullivan, novelist, short-story writer and a member of the Notre Dame faculty.

Miss Ford has varied experience in the newspaper, entertainment and publishing world. A native of Boston, she was at one time drama editor of the Boston Herald. Leaving newspaper work she went to the theatre as advance representative for such Theater Guild stars as the Lunts, Helen Hayes, Judith Anderson, George M. Cohan, Jane Cowl, Ina Claire and many others.

In 1937 Miss Ford became publicity director for Little, Brown and Company, Boston publisher. She remained there until 1950 when she assumed her present post. Recently she was in charge of promotion for the 75th birthday party held in Chicago for Carl Sandburg whose writings are published by her company.

Previously announced members of the Writers' Conference staff include: Robert Fitzgerald, noted poet and faculty member at Sarah Lawrence College, Bronxville, N. Y.; Rev. Harold C. Gardiner, S.J., literary editor of America; and John T. Frederick, novelist, critic, and Notre Dame faculty member.

Complete information on the Writers' Conference may be obtained by writing Professor Louis Hasley, English Department, Notre Dame, Indiana.

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Dist. 3 and 7

Mailed: April 9, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Sunday, April 12th:

53-79

Notre Dame, Ind., Apr. -- Six Protestant, Catholic, and Jewish scholars will participate in a symposium on "Religion and the Crisis of the Twentieth Century" to be held at the University of Notre Dame, April 22nd. Rev. Philip S. Moore, C.S.C., vice-president in charge of academic affairs, will be chairman of the symposium which is sponsored by the University's Committee on International Relations.

Among those presenting papers at the symposium's three sessions will be Canon Bernard Iddings Bell and Dr. Wilhelm Pauck of the University of Chicago; Dr. Will Herberg, New York City; Dr. Goetz Briefs, Georgetown University, Washington, D. C.; and Dr. Waldemar Gurian and Professor Frank O'Malley, University of Notre Dame.

Dr. Waldemar Gurian, head of the Committee on International Relations and editor of Notre Dame's Review of Politics, will open the morning session (9:00 a.m.) with a paper on "The Church and the Twentieth Century." An authority on Communism, Dr. Gurian is the author of Bolshevism: An Introduction to Soviet Communism. His article, "The Death of a Myth: Stalin," appeared in a recent issue of Commonweal.

"The Church and Modern Literature" will be the subject of Professor O'Malley who will also speak at the opening session. A member of the Notre Dame faculty since 1933, O'Malley has specialized in the philosophy of literature and studies in religion and literature. He is also managing editor of the Review of Politics.

Dr. Herberg will speak at the afternoon session (2:30 p.m.) on "Religious Communities in Present Day America." His recent book, Judaism and Modern Man: An Interpretation of Jewish Religion, has been hailed by Reinhold Niebuhr as "a milestone in American religious thought." His article in the Jewish publication, Commentary, on American Catholicism was widely praised in the Catholic press. Well known for his work both in theology and labor research, Dr. Herberg is currently studying the relationship of religion to the social sciences.

(more)

Sharing the platform with Dr. Herberg at the afternoon session will be Dr. Goetz Briefs, professor of economics at Georgetown University, who will discuss "Catholic Social Thought Today." He is a student of Catholic social movements and is the author of The Proletariat.

"Protestantism in Present Day American Society" will be the subject of Professor Wilhelm Pauck of the University of Chicago's Federated Theological Faculty who will address the final session of the symposium (8:00 p.m.). A prolific writer, Dr. Pauck is the author of five books including The Heritage of the Reformation and is a frequent contributor to theological journals.

Canon Bernard Iddings Bell, internationally-known author and lecturer and Episcopal chaplain at the University of Chicago, will present the final paper of the symposium on "Religion and Education." Dr. Bell has lectured at many American and European universities and is a consultant to Notre Dame's Committee on Self Study. He is the author of Crisis in Education, among other works, and has contributed a number of articles to The Atlantic Monthly, Harpers, LIFE, Reader's Digest, the New York Times and other publications.

Notre Dame's Committee on International Relations, sponsor of the symposium, was organized in October, 1949, by the University with the partial support of a grant from the Rockefeller Foundation. The Committee is particularly interested in the study of the ethical aspects and implications of international relations.

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UNIVERSITY OF NOTRE DAME
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For Immediate Release:

53-80

Notre Dame, Ind., Apr. 8 -- Dr. James Collins, associate professor of philosophy at St. Louis University, today was elected president of the American Catholic Philosophical Association at the organization's twenty-seventh annual meeting at the University of Notre Dame. He succeeds Dr. Elizabeth Salmon, Fordham University, who was the first woman president of the Association.

Other officers named were: Dr. Charles O'Neil, Marquette University, vice-president, and Rev. Joseph B. McAllister, Catholic University of America, Washington, D. C., treasurer. Rev. Charles A. Hart, also of Catholic University of America, was re-elected secretary for the twenty-third year.

The Association voted to hold its 1954 meeting at Marquette University and selected as its general topic for that occasion the "Existence and Nature of God." It also passed a resolution recommending that departments of philosophy in Catholic colleges, universities, and seminaries study during the coming year the problem of academic freedom with the view to developing a Catholic position on that controversial issue.

Three-hundred Catholic philosophers, both religious and laymen, attended the two-day sessions. They heard papers by Jacques Maritain, noted Thomist philosopher; Rev. Dr. Edward Q. Franz, Gannon College, Erie, Pa.; Rev. Dr. L. M. Regis, O.P., University of Montreal; and Rev. Dr. Gerard Smith, S. J., Marquette University.

Dr. Elizabeth Salmon, retiring president of the Association, and Rev. Theodore M. Hesburgh, C.S.C., president of the University of Notre Dame, addressed the banquet session. Father Hesburgh reminded the philosophers that they are "in the middle" between the two extremes of human knowledge, empirical and theological. "Philosophy is the perfect position of the mediator, reaching downward to science and upward to theology," Father Hesburgh said.

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List. 3 and 7

Mailed: April 9, 1953

UNIVERSITY OF NOTRE DAME
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For Release Monday, April 13th:

53-81

Notre Dame, Ind., Apr. -- Three hundred parents whose sons are members of Notre Dame's Junior class have made reservations to attend a Parents-Son Day on the campus Saturday (Apr. 18). They will travel from as far away as Oregon, Texas, Florida, and Rhode Island for a series of campus events climaxed by a dinner with the Rev. Theodore M. Hesburgh, C.S.C., president of the university.

The day's activities will get underway (10:00 a.m.) with guided tours of Notre Dame's 1,700 acre campus which is especially beautiful in the Spring. For most parents it will be their first opportunity to see Nieuwland Science Hall, Fisher Hall, The Morris Inn, and the I. A. O'Shaughnessy Hall of Liberal and Fine Arts, all of which have been completed during the past year. They will also be conducted on a tour of Notre Dame's LOBUND Institute where pioneering research is in progress with germ-free animals.

Parents will join their sons for a typical noon-time meal in the Notre Dame Dining Hall. They will have a choice of several events in the afternoon. The deans and faculty members of each of the university's five colleges will hold receptions (2:00-3:00 p.m.). Fathers and sons are invited to play a round of golf on the university course. A baseball game between the University of Illinois and Notre Dame will be played at Cartier Field (2:30 p.m.). Movies of campus life and the "Football Highlights of 1952" will be shown in the Engineering Auditorium (4:30-6:00 p.m.).

Father Hesburgh will address the Parents-Son Day dinner in the University Dining Hall at 6:45 p.m. James J. Richards, Berwyn, Illinois, president of the Junior Class, will be toastmaster. Musical selections will be provided by the Notre Dame Glee Club.

A section of Sacred Heart Church on the campus will be reserved for parents and their sons at the 9 o'clock Mass Sunday.

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Dist. 3 and 7

Mailed: April 9, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-82

Notre Dame, Ind., Apr. -- Meyer Kestnbaum, president of Hart Schaffner and Marx, Chicago, and chairman of the Committee for Economic Development, will speak on "Management's Plan for the Future" at the banquet session of the first annual Advertising and Sales Conference at the University of Notre Dame on April 23rd (Thursday). He will be introduced by the Reverend Theodore M. Hesburgh, C.S.C., president of the university.

Kestnbaum joined Hart Schaffner and Marx in 1921 after receiving a degree from the Harvard Graduate School of Business Administration. He became president of the company in 1941. He is a director of the Chicago and Northwestern Railway, the Fund for the Republic, the Chicago Council on Foreign Relations and the Community Fund of Metropolitan Chicago.

Alex Rogers, advertising manager for Libby, McNeil and Libby, Chicago, will speak at an earlier conference session on "Making Advertising Pay Off at the Point of Sale." Rogers holds two degrees from Northwestern University and has taught advertising courses in Northwestern's evening division. He has been associated with the Libby organization for eleven years and has had wide experience in advertising agency work and in the printing industry.

Among previously announced conference speakers and their subjects are:

William K. Beard, president, Associated Business Publications, New York City, "Advertising's Responsibilities Today and Tomorrow"; F. K. Leisch, ^{vice-president} A. C. Nielsen Co., Chicago, "How or Where Research Fits in with Selling"; Al N. Seares, vice-president, Remington Rand, Inc., New York City, "Sales Management Opportunities Unlimited"; and Edward H. Weiss, president, Weiss and Geller, Chicago, "New Approaches to Ideas."

Approximately 400 midwest leaders in advertising and merchandising are expected to attend the conference which is sponsored by the University of Notre Dame in cooperation with the Merchandisers Club of Saint Joseph Valley, an affiliate of National Sales Executives, Inc., and the Advertising Federation of America.

UNIVERSITY OF NOTRE DAME
Department of Public Information
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For Immediate Release:

53-83

Notre Dame, Ind., Apr. -- Dr. Jacques Maritain, eminent Catholic philosopher, will deliver a series of seven lectures on "The Theoretical Approaches to the Existence of God" beginning Monday (Apr. 20) at the University of Notre Dame. Maritain will speak April 20-21-22-23 and again April 27-28-29 in the Rockne Memorial Lounge at 3:45 p.m. under the auspices of the university's department of philosophy and Mediaeval Institute. This series of lectures is intended primarily for faculty members and graduate students in philosophy.

Maritain, who served as French ambassador to the Vatican from 1945-48, will give a public lecture on "The Relation between Liberal Arts and the Humanities" April 27th at 8 p.m. in Washington Hall on the campus. He is a consultant to Notre Dame's Committee on Self Study which was recently organized under a Ford Foundation grant to evaluate the University's liberal arts curriculum.

Born in France, Maritain became a convert to Catholicism in 1906 after completing his studies at the Sorbonne. He has taught at the Catholic Institute of Paris and the Pontifical Institute of Mediaeval Studies in Toronto and joined the Princeton University faculty in 1948. In recent years he has returned to Notre Dame each Spring and Fall for a series of lectures. He has also lectured at Yale University, the University of Chicago, and the University of Michigan.

Maritain is the author of a number of widely-known books, mostly dealing with Scholastic philosophy. Included among them are Introduction to Philosophy, Art and Scholasticism, The Angelic Doctor, Three Reformers and Reflections on Intelligence.

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UNIVERSITY OF NOTRE DAME
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For Release Friday, April 24th:

53-84

Notre Dame, Ind., Apr. -- Should the high school curriculum be constructed for the forty per cent of the students who go on to college, the sixty per cent who complete their education in the secondary school, or is there some middle ground?

This troublesome question will be uppermost in the minds of one-hundred high school history teachers when they convene on the Notre Dame campus July 10-12 for the annual meeting of Notre Dame's History Teachers' Club. They have chosen as the theme for their meeting, "What About the Other Sixty Per Cent?"

"All efforts to improve the teaching of history in high schools, or to intensify the curriculum, meet with the assertion that sixty per cent of those who attend high school do not go on to college and that it is unfair to plan the curriculum for the forty per cent that do," the Reverend Thomas T. McAvoy, C.S.C., moderator of the group said today. Father McAvoy, who is head of the department of history at Notre Dame, deplored the current trend to substitute the so-called social studies for the traditional courses in world history and even American history in our secondary schools.

Our schools and their students are bound to suffer if the present trend continues, Father McAvoy declared. "The removal of history and other traditional subjects from the curriculum will lower the academic standards of the high school to that of a trade school," he said. "All our young people, regardless of whether they are to have a college education, have a right to be trained in the highest cultural and historical traditions of the country."

Officers of the History Teachers' Club are Sister M. Raymond, O.S.U., of St. Gerard High School, Lima, Ohio, president; Reverend Kenneth Mayer, O.S.B., of Delbarton School, Morristown, N. J., vice-president; and Miss Mercedes Muenz, University of Notre Dame, secretary-treasurer.

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UNIVERSITY OF NOTRE DAME
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For Release Thursday, April 23rd:

53-85

Notre Dame, Ind., Apr. -- Paul G. Hoffman, chairman of the board of the Studebaker Corporation, will address the Sixth Annual World Trade Conference at the University of Notre Dame on May 12th. Hoffman, who formerly served as administrator of the Economic Cooperation Administration, will speak on "Free Trade for a Stronger Free World" at the conference dinner in The Morris Inn on the campus.

Hoffman recently returned to the Studebaker organization after relinquishing his post as president of the Ford Foundation. He has been associated with Studebaker since 1911 and served as president of the company from 1935-48. For six years Hoffman was board chairman of the Committee for Economic Development. He received an honorary degree from the University of Notre Dame in 1948.

Russell Baker, Chicago attorney, will be the luncheon speaker at the conference. He has chosen as his subject "The Western Hemisphere Trading Corporation Act." Other speakers will be announced later.

Approximately 150 business men engaged in exporting or related services are expected to attend this year's sessions, according to Wesley C. Bender, conference director and head of the department of marketing in Notre Dame's College of Commerce. "Since its inception in 1948, the World Trade Conference has grown in size and stature," Bender said. "It provides an opportunity for businessmen, educators, and students to discuss current world trade problems and exchange ideas," he added.

Notre Dame's College of Commerce offers a sequence of studies in foreign marketing including courses in International Trade, International Law, Export and Import Techniques, Economic Geography and others.

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UNIVERSITY OF NOTRE DAME
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James E. Murphy, Director

Release At Will:

53-86

Notre Dame, Ind., Apr. -- Sowing grass seed, rolling the lawn and spading the garden is a Springtime Saturday chore for most householders. But tending the lawns, flower-beds and shrubbery on Notre Dame's beautiful 1,700-acre campus is a full-time job for sixteen men.

The campus gardening crew currently is sowing more than 600 pounds of Kentucky blue grass seed. Six thousand tulip, hyacinth, and gladiolus bulbs, carefully tended in the greenhouse during the winter, soon will be blooming in the dozens of flower beds spotted over the campus. To help nature along, the Notre Dame gardeners have spread fifteen tons of chemical fertilizer.

"This year we have more to do than I ever remember," says head gardener Mike Mozer who has been manicuring the Notre Dame landscape for eighteen years. "In addition to our regular Spring work, we have to landscape three new buildings," Mozer said. He was referring to Nieuwland Science Hall, Fisher Residence Hall, and the O'Shaughnessy Hall of Liberal and Fine Arts, all completed since last Fall.

In addition to caring for grass and gardens, Mozer's crew has more than a thousand trees and countless bushes and shrubs to trim and spray. Trees which Mozer planted as saplings in the mid-thirties have now matured and add new beauty to the campus. His special pride are seventy-eight matched trees lining the new quadrangle from the Rockne Memorial to O'Shaughnessy Hall.

The Spring planting and cultivation is only the beginning of the season's work. With the arrival of warm weather, four men are occupied full time cutting grass on the campus. Three more of the garden crew spend all their time trimming, edging, and weeding around the flower-beds and trees. Late in May, 450 petunia and geranium plants will be set in flower-boxes at the entrance to The Morris Inn.

It's no accident that the Notre Dame campus is regarded as one of the most beautiful in the country. Those buds and blossoms are the result of careful planning and plenty of hard work!

end

Dist. 3 and 7

Mailed: April 16, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Sunday, April 19:

53-87

Notre Dame, Ind., Apr. -- Seven eminent authorities in the field of Christian higher education will meet at the University of Notre Dame Friday (Apr. 24) for a three-day seminar on the program of philosophy and theology in the University's College of Arts and Letters.

Among those participating in the seminar will be Dr. Jacques Maritain, University of Notre Dame; Dr. Anton C. Pegis, president of the Pontifical Institute of Mediaeval Studies, Toronto; Rev. Dr. Ferrer Smith, O.P., professor of theology at the Dominican House of Studies, Washington, D. C.; Rev. Dr. John Courtney Murray, S.J., professor of theology at Woodstock College, Md., and editor of "Theological Studies"; Dr. George N. Shuster, president of Hunter College, New York City; Canon Bernard Iddings Bell, University of Chicago; and Dr. Arnold S. Nash, University of North Carolina.

The seminar is being sponsored by the Committee on Self Study at Notre Dame which is operating on a grant from the Ford Foundation to examine the relation between philosophy and theology in the College of Arts and Letters and the relation between philosophy and theology taken together to the rest of the program. The discussion will concern the objectives of a Catholic liberal college in contemporary America and a tentative curriculum which will bring the Christian wisdom of the past to the problems and achievements of present-day culture.

The seven consultants have been meeting individually with the Committee on Self Study since February to outline their views on Catholic education and to discuss the problems of the Catholic college curriculum. The Committee on Self Study will function until October 1 in accordance with the terms of the Ford Foundation grant.

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Tuesday, April 28th:

53-88

Notre Dame, Ind., Apr. -- Seventeen-hundred members of Notre Dame's Army, Navy, and Air Force ROTC units will march in a colorful joint review on the campus Saturday (May 2) at 1:30 p.m. The public is invited to witness the review which will honor the Reverend Theodore M. Hesburgh, C.S.C., president of the university.

Other members of the official reviewing party include: Rev. Edmund P. Joyce, C.S.C., executive vice-president of Notre Dame; the Honorable John Scott, Mayor of South Bend, Indiana; Major General Walter L. Weible, USA, Deputy Commanding General, Fifth Army Headquarters, Chicago, Illinois; Rear Admiral Francis P. Old, USN, Commandant of the 9th Naval District, Great Lakes, Illinois; and Colonel Roy M. Hillyer, Jr., USAF, Headquarters Air Force ROTC, Montgomery, Alabama.

Music for the review will be provided by the 28-piece Army ROTC Band, organized and conducted by Cadet 1st. Lieutenant John T. Giambruno, Sioux City, Iowa. A highlight of the ceremonies will be the presentation of awards and medals to thirty-nine outstanding Notre Dame students in the three ROTC units.

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-89

Notre Dame, Ind., Apr. 22 -- "American Protestantism, though still the largest religious group in the nation, constituting a majority of those religiously affiliated, is definitely acquiring a minority psychology in which everything is determined by the fear of Catholic domination," Dr. Will Herberg, Jewish theologian and writer of New York City, declared today at a Notre Dame symposium on "Religion and the Crisis of the Twentieth Century." The Rev. Philip S. Moore, C.S.C., vice-president in charge of academic affairs at Notre Dame, was symposium chairman.

Conceding that there are some grounds for Protestant apprehension, Dr. Herberg said "it can hardly be denied that the Protestant reaction has been far out of proportion to any conceivable threat or provocation." He cited the issue of church and state, particularly in education, as the crux of a "growing accentuation of the tension between the major religious communities in this country."

"The alleged principle of 'separation of church and state' is the slogan under which the self-conscious secularists, whose purpose it is to evict religion from all areas of public life, have been able to establish an ideological predominance over large sections of the American people, even over many who regard themselves as sincerely religious," Dr. Herberg declared. "It is, however, a matter of historical fact that neither in the minds of the Founding Fathers, nor in the thinking of the American people through the nineteenth and twentieth century, nor in the practice of the government today, can 'separation of church and state' be made to imply unconcern with, neutrality toward, much less hostility to, religion on the part of government," he added.

Canon Bernard Iddings Bell, noted Episcopal lecturer and writer of the University of Chicago, predicted that "nothing but ruin lies ahead of us if our schools continue to teach their present brand of relativistic, expediential, short-view morality; we shall go on, despite our boasting and our technological achievements, from sorrow to more sorrow. Thus it will be with us as long as our schools ignore God and the things of God, and so fail to understand man and the things of man," Canon Bell said.

(more)

"The twentieth century is not only the century of nihilistic despair and bitter disappointment; it is also a period of longing for faith and certitude beyond the ups and downs of social and political struggles," Dr. Waldemar Gurian, head of Notre Dame's Committee on International Relations, sponsor of the symposium, declared. "The Catholic Church is taken seriously by many of those who reject her claims of being the Church founded by Christ, as a factor working for this faith and certitude."

Pointing out that Catholicism today "has lost the defensive apologetic attitude of that of the 19th century," Dr. Gurian declared that "the Church is neither liberal nor conservative. She is a child of particular times, but not inseparably married to any of them. She has to teach and bring salvation to all periods of history with their changing social order and atmosphere...Though she participates in all centuries, she is not bound to any of them. She is the embodiment of history and tradition, just because she knows their changes, developments, and adaptations to new needs."

Dr. Wilhelm Pauck, of the University of Chicago's Federated Theological Faculty, told the symposium that secularism and the relation between religion and politics are two of the most important problems facing American Protestantism today. "Protestantism must deal with secularism," Dr. Pauck declared. "It has discovered that for the necessary deepening of the religious life and for the recovery of religious substance. Fundamentalism and Modernism are insufficient. Its theologians turn more and more to a revived Biblical theology, to the rediscovered theology of the Reformers, to dialectical theology and neo-orthodoxy," Pauck said.

Acknowledging America's new role of world leadership, Pauck said that "American Protestantism has not yet attained to a unanimous mind about the Christian interpretation of political and military power. It supports the U.N. and all measures of economic aid to peoples in need, but it hesitates to support the NATO alliance because it fears militarism and militaristic policies that may lead to war."

(more)

Speaking on "The Church and Modern Literature," Professor Frank O'Malley, of the University of Notre Dame, declared that "the great modern novelists and poets of the Church show that a Catholic literature is in no sense to be thought of as narrow, cosy, sectarian, or moralistic. Nor is it to be expected that it can come about through the agency of pious evangels or of highly denominationalized periodicals," O'Malley said.

"A serious Catholic literature is a Christian literature in the fullest meaning; and it can issue only from truly Christian persons, those in whom the frozen faith has melted and whose religious values and beliefs have 'turned to blood within,'" O'Malley asserted. "So blooded, the poet or novelist in the Church will not write out of any artificial desire to edify; rather he will write out of his inscrutable necessity, a necessity often fierce and anguished but always great and sacred," O'Malley declared.

Dr. Goetz Briefs, Georgetown University, in a paper on "Catholic Social Thought Today" declared that "in this hour of tribulation of the western world, the social and political doctrines of the Church have a chance, and, in some countries, tremendous weight. Confronted with the alternative of an impossible return to Nineteenth Century social creeds and policies on the one hand; on the other with an unacceptable and utterly alien totalitarianism, the Catholic solution points to a reconstruction of society which is equally distinct from a society conceived as a mere market mechanism and from a society constructed along totalitarian lines," Dr. Briefs said.

"The vanguard of this historic enterprise naturally should be Catholic workers and employers, together with their spiritual consultants, their sociologists and writers," Briefs said. "The mission here undertaken has a twofold aspect: to reconstruct the social order, and to devise satisfactory employer and employee relationships. This is a big order."

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Monday, April 27th:

53-90

Notre Dame, Ind., Apr. -- A mammoth five-day blood donor drive, aimed at setting a new national record for a single campaign, will get underway at the University of Notre Dame May 4th. Student leaders have set a goal of 3,000 pints of blood to be given to the Red Cross by students, faculty members, and employees of the University.

In the Spring of 1952, the Red Cross collected 1,900 pints of blood from 3,200 volunteers at Notre Dame, a new record in both numbers pledged and actual donations. Since that time, Harvard University, Cambridge, Mass., topped the Notre Dame record, but in two separate drives.

Responding to a new plea from the Red Cross for blood urgently needed by our armed forces in Korea and for the preparation of Gamma Globulin, the recently discovered polio preventive, Notre Dame student leaders are conducting a campus-wide campaign to secure 4,000 pledges from which, it is hoped, the Red Cross will find 3,000 able to give blood. More than 2,000 pledges have already been secured in a canvass of Notre Dame's fourteen residence halls.

From May 4-8, Notre Dame men will be walking to nearby Northern Indiana Children's Hospital where the Red Cross has assigned three mobile units and a corps of 300 volunteer workers to process the donors. Groups of twenty-five will be scheduled every fifteen minutes during the five-day period. Students under 21 are required to have the written permission of their parents.

Blair Bronstad, executive director of the South Bend Red Cross, shares the students' optimism in their record-breaking effort. "The whole nation is watching the Notre Dame blood drive," he said, "because never before have 3,000 pints of blood been taken in one such drive anywhere in the country!"

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release At Will:

53-91

Notre Dame, Ind., Apr. -- A striking demonstration of the effectiveness of lay recruiters in the Catholic convert movement is given by the Rev. John A. O'Brien of the University of Notre Dame in an article entitled "Lay People Win Converts," featured in the May issue of the Messenger of the Sacred Heart.

Father O'Brien reviews the success of a diocesan-wide drive launched by Bishop Buddy in San Diego during which door-to-door canvassers in each parish recruited 1,900 non-Catholics for instructions and won back 4,800 fallen away Catholics. The article describes the methods used by hundreds of business and professional men and housewives in this significant campaign.

The canvassers met with a friendly response in almost every instance, the article asserts, and many non-Catholics were pleasantly surprised to find Catholics interested in them. One housewife contacted in the campaign is quoted as stating, "I'm surprised and delighted to learn that we non-Catholics are welcome to attend Catholic services and forums to explain Catholic teachings."

In his article, Father O'Brien declares that "Bishop Buddy's success in securing the largest turnout of lay campaigners in the history of the American convert movement convincingly demonstrates that great numbers of converts can be gained by enlisting Catholic lay men and women as recruiters."

A well-known author and commentator on the Catholic convert movement in America, Father O'Brien is the editor of several outstanding collections of convert stories, including The Road to Damascus and The Way to Emmaus, and is a frequent contributor to many Catholic publications.

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-92

Notre Dame, Ind., April 23 -- Rejecting the idea that a permanent defense program is essential to American prosperity, Meyer Kestnbaum, president of Hart Schaffner & Marx and chairman of the Committee for Economic Development, tonight urged businessmen to prepare for a decline in defense spending by improving their products and developing new ones.

"Business must not shrink from a period of adjustment," Kestnbaum said in an address to a Sales and Advertising Conference at the University of Notre Dame. "In a period of this kind," he pointed out, "new emphasis is placed on merchandising and sales techniques, new ideas are tried out and capable business leadership comes into its own. The American economy works best and most efficiently under conditions of keen and healthy competition," he said.

Declaring that a four or five billion dollar reduction in defense spending would be "highly desirable" and that a reduction in taxes would have "a stimulating effect on our economy," Kestnbaum urged businessmen to incorporate aggressiveness and flexibility in their plans for the future. "Unlike most other countries of the world, we are the masters of our destiny," Kestnbaum said.

The Reverend Theodore M. Hesburgh, C.S.C., president of Notre Dame, introduced Kestnbaum and presented to him a plaque commemorating his participation in the conference which was sponsored jointly by the University and the Merchandisers Club of St. Joseph Valley. Five other advertising and sales experts addressed the campus conference.

Al N. Seares, vice-president of Remington Rand, Inc., declared that "American business' biggest job in the immediate days and years ahead is to increase sales productivity. Production facilities in this country have been increased 256% since 1940 with billions of more dollars in plant expansion planned to meet our growing economic needs," Seares said. "The salesmen of this country have a terrific responsibility, to

(more)

meet the challenge of selling the goods we make, if the productive capacity of the country is to be maintained," he asserted.

This point was reinforced by another speaker, William K. Beard, president of Associated Business Publications, who reminded the conference that "as much as 40% of America's total production capacity falls in the area of optional purchases." Beard referred to these marginal goods as "unnecessities which must be sold because they are not voluntarily bought. We must sell our way to a stable prosperity," Beard declared, "or we don't get there."

Edward H. Weiss, president of Weiss and Geller, Chicago advertising agency, told the conference that psychology and the social sciences provide the advertising man with a virtually untapped source of information about human motivations. "It's time that Advertising men understand people and the real reasons which prompt them to buy a product," Weiss said. He suggested that the social scientists can make as great a contribution to merchandising and advertising as the physical scientists have to industry and production.

"Advertising and selling are the world's greatest business building team," Alex Rogers, advertising manager of Libby, McNeil and Libby, told the conference. "But like any other team they are no good unless each member does his part. No advertising man would ever minimize the tremendous contribution that selling makes to business," Rogers said. "But selling is most productive," he contended, "when it is closely coordinated with advertising."

F. K. Leisch, executive vice-president of the A. C. Nielsen Co., discussed the role of research in marketing. "Marketing research should be used," Leisch said, "when a new product is under consideration, when sales decline, or when sales costs become too high, or when distributors fail to cooperate." He also pointed out that marketing research should be employed "when executives are unable to agree on a marketing policy, when customer turnover is high, when competition makes an important change in its product, or when any vital marketing change is contemplated."

The various speakers were introduced by Dean James E. McCarthy, of Notre Dame's College of Commerce. Professor G. Herbert True was conference chairman.

end

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release in AM's, Monday, April 27:

53-93

Notre Dame, Ind., Apr. 26 -- The one-hundredth anniversary of the death of the Reverend Stephen Theodore Badin, the first Catholic priest ordained in the United States, was commemorated today (Sunday) by a High Mass in the chapel of Badin Hall on the University of Notre Dame campus. The body of Father Badin, who worked among the Indians and who once owned the land which was to become the site of Notre Dame, rests beneath the replica of a log chapel which he built on the shores of St. Mary's Lake here in 1834.

In a sermon, the Rev. Richard Murphy, C.S.C., rector of Badin Hall, sketched the life of the pioneer priest whose "parish" extended as far west as Chicago, to Logansport and Fort Wayne, Indiana, on the south and east, and throughout southwestern Michigan. Nearing seventy-years-old and in declining health, Father Badin ceded his northern Indiana land to the Bishop of Vincennes who, in turn, commissioned Father Edward Sorin, C.S.C., to found a college on the site. In 1842, Father Sorin and seven Brothers of Holy Cross arrived at Father Badin's log chapel and proceeded to build Notre Dame.

Father Badin was born in Orleans, France in 1768, the oldest son of fifteen children. Fleeing a France that was hostile to Catholicism, he came to America where he was ordained to the priesthood on May 25, 1793 by the Most Rev. John Carroll, Bishop of Baltimore, in Old St. Peter's Cathedral in that city. Father Badin spent the early years of his priesthood in the Kentucky missions and purchased the land which is now part of Notre Dame in 1831.

He died in Cincinnati, Ohio, on April 19, 1853. His body was brought to Notre Dame and interred beneath the log chapel in 1906.

end

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

53:94

For immediate release:

Notre Dame, Ind., Apr. -- John Allan Stoeller, Glenview, Illinois, a senior in Notre Dame's College of Commerce, has been awarded a Fulbright Scholarship for 1953-54 to study at the University of Nancy in France. Stoeller has majored in foreign marketing at Notre Dame and will be graduated with honors in June. He will continue his study of foreign marketing abroad and will specialize in the foreign trade of France. The Fulbright grant provides transportation, tuition, books and living expenses while abroad.

A National Science Foundation Fellowship was recently awarded to Charles W. Misner, Pittsburgh, Pa., a graduate student in physics at Notre Dame. Misner will pursue advanced studies in theoretical physics at Princeton University during 1953-54. Seven Notre Dame students received honorable mention in the National Science Foundation fellowship competition.

Milton Fisk, Lexington, Kentucky, a senior chemistry major at Notre Dame, has received a Woodrow Wilson scholarship and will study philosophy at Yale University next year.

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UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release In AM's Sunday, May 3rd:

53-95

Notre Dame, Ind., May 2 -- Six distinguished Americans will be awarded honorary degrees by the University of Notre Dame at a special convocation marking the dedication of the new I. A. O'Shaughnessy Hall of Liberal and Fine Arts on May 15th and 16th, it was announced today by the Reverend Theodore M. Hesburgh, C.S.C., university president.

George F. Kennan, former ambassador to Russia, and Gordon K. Chalmers, president of Kenyon College, Gambier, Ohio, will address a university convocation and receive honorary doctorates on May 15th (Friday) at 8:00 p.m. Degrees also will be conferred on Sister M. Madeleva, C.S.C., noted poet and president of St. Mary's College, Notre Dame, Indiana; Jerome G. Kerwin, professor of political science, University of Chicago; Daniel Sargent, South Natick, Mass., author and educator; and the Reverend Howard Kenna, C.S.C., president of Holy Cross College, Washington, D. C.

Samuel Cardinal Stritch, archbishop of Chicago and an honorary Notre Dame alumnus, will be the celebrant of a Pontifical High Mass on May 16th (Saturday) at 9:30 a.m. The sermon will be delivered by Father Kenna. Music for the Mass will be provided by the Moreau Seminary Choir of the University of Notre Dame.

Immediately following the Mass, Notre Dame's 1,700 Army, Navy, and Air Force ROTC students will lead a colorful procession to O'Shaughnessy Hall. Included in the procession will be many visiting college presidents and deans and members of the University's faculty and administration. Cardinal Stritch will preside at the blessing of the building and is expected to speak briefly to the assembly.

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Father Hesburgh and Mr. I. A. O'Shaughnessy, donor of the building and president of Notre Dame's Associate Board of Lay Trustees, will address the University's guests at a luncheon in the Notre Dame Dining Hall (1:00 p.m.). O'Shaughnessy, a St. Paul, Minn., oil executive and philanthropist, was the 1953 recipient of the Laetare Medal for his generous benefactions to the Church, Catholic higher education, and medical research in the United States. Among those attending the luncheon will be the University trustees and members of Notre Dame's advisory councils for the Colleges of Science, Engineering, and Commerce which will convene for business sessions in advance of the dedication ceremonies.

O'Shaughnessy Hall, a magnificent \$2,300,000 building of Tudor-Gothic architecture, will be the new home of Notre Dame's College of Arts and Letters, oldest of the University's five colleges. It provides 35 classrooms as well as offices for department heads and faculty members. Galleries in one wing of O'Shaughnessy Hall will house the University's art collection and another section of the building contains classrooms and studios for music, painting, and sculpture.

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(NOTE TO EDITORS: A comprehensive story on O'Shaughnessy Hall, its architecture, and facilities will be distributed for release on Sunday, May 10th)

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-96

JORDAN, Minnesota, May -- Sacred Heart Novitiate of the Holy Cross Fathers, transferred here last June from South Bend, Indiana, will be solemnly blessed by the Most Reverend John Gregory Murray, Archbishop of Saint Paul, on May 7th.

The Very Reverend Christopher J. O'Toole, C.S.C., Superior General of the Congregation of Holy Cross, will give the sermon at a Solemn High Mass to be offered by the Reverend Theodore J. Mehling, C.S.C., Provincial of the Indiana Province of Priests of the Congregation. Attending the ceremony will be members of the local clergy and representatives of the schools and religious houses conducted by the Congregation of Holy Cross.

On May 10 there will be an open house for friends in the Jordan and Twin Cities area.

Sacred Heart Novitiate provides a year's intensive spiritual training for novices who later, as priests or lay brothers, will teach and work at the University of Notre Dame and other schools, parishes, and missions conducted by the Holy Cross Fathers in this country and abroad. An increasing number of vocations prompted the transfer of the novitiate from South Bend to Jordan.

end

Dist 3

Mailed: April 30, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Immediate Release:

53-97

Notre Dame, Ind., May 1 -- A humble and devoted nun who has tended to the laundry of thousands of Notre Dame students during the past fifty years today (Friday) observed her golden anniversary as a member of the Sisters of Holy Cross.

Sister Elfreda, C.S.C., who arrived on the Notre Dame campus on May 1, 1903, has devoted a half-century of her life to the washing and ironing of countless shirts, socks, and pajamas of generations of Notre Dame men.

"When I first came here," the jovial nun recalls, "Notre Dame had only five-hundred students and the student body was a closely-knit family. In those days we did all the laundry by hand and it included a lot of red flannels and starched-front shirts that we don't see any more," she said.

Sister Elfreda wistfully remembers the old days when she knew all the students by name. Many alumni of years gone by seek her out when they visit the campus. But she usually associates their faces, not with their names, but with their old laundry numbers!

Now, in a completely modern laundry with eighty employees, Sister Elfreda finds her work much easier than in former years. But she still puts in a full day, giving special attention to the laundry of the priests and seminarians at Notre Dame.

A special Mass today (Friday) marked the golden jubilee of the seventy-year-old nun, now bent a bit with arthritis, who joined the Sisters of Holy Cross at Notre Dame with a group of fourteen postulants from her native Germany. Except for a year in the novitiate at nearby St. Mary's College, Sister Elfreda has spent all her life in religion at Notre Dame, whose student body is now ten times larger than in 1903.

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With animation and enthusiasm, the nun reminisces about the half-century of Notre Dame history which she and her community helped to make. Three events are most vivid in her memory. "First was the day I saw Knute Rockne received into the Church," Sister Elfreda said. "Then there was the day Cardinal Pacelli, now Pope Pius XII, visited Notre Dame." She also recalls clearly the day in 1906 when Father John Zahm, C.S.C., then provincial of the community, escorted the Sisters to Sacred Heart Church on the campus to see electric lights for the first time.

Although Sister Elfreda has known Rockne, George Gipp, and many of Notre Dame's famed athletes through the years, she has never seen a football game. But she is an intense football fan and roots for the team while listening to the games on the radio. A special treat was arranged for today when she saw the movie highlights of the 1952 season of the "Fighting Irish."

"I've never had an unhappy day at Notre Dame," Sister Elfreda says, "but I do miss the boys who have come and gone." She hastens to add, however, that the present day Notre Dame students are "very, very good boys" and confided that "this year's Freshmen are the finest group of gentlemen we've ever had."

end

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Tuesday, May 5th:

53-98

Notre Dame, Ind., May -- Frank Lloyd Wright, noted architect, will give an address at the University of Notre Dame on May 22nd (8:30 p.m.), it was announced today by Frank Montana, head of the University's architecture department. Wright's appearance will be sponsored jointly by the University and the Architects of St. Joseph Valley. He will speak on the eve of the annual meeting of the Indiana Society of Architects to be held on the Notre Dame campus May 23rd.

Models and photographs of Wright's work will be on display in the University galleries in the new I. A. O'Shaughnessy Hall of Liberal and Fine Arts. The architects also will inspect two South Bend homes designed by Wright. The K. C. DeRhodes home, built in 1906, is regarded as an outstanding example of Wright's early work. The H. T. Mossberg home, built in 1951, was featured in the December, 1952 issue of "Architectural Forum."

Prior to his address, Wright will be the guest of honor at a dinner in Notre Dame's Morris Inn.

Philip Will, Jr., president of the Chicago chapter of the American Institute of Architects will speak on "The Future of Architects" at the meeting of the Indiana Society the following day (May 23rd).

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Mailed: April 30, 1953

UNIVERSITY OF NOTRE DAME
Department of Public Information
James E. Murphy, Director

For Release Thursday, May 7:

53-99

Notre Dame, Ind., May -- John F. Brosnan, New York City attorney and a member of the Board of Regents of the University of the State of New York, will address students in Notre Dame's College of Commerce tomorrow (Friday) on "A Lawyer Briefs the Young Businessman." His talk will be the seventh in the current series of Archbishop O'Hara Seminar Lectures. He will be introduced by Dean James E. McCarthy of the College of Commerce.

Educated at Manhattan College and New York University, Brosnan is a member of the law firm of Mudge, Stern, Williams and Tucker, New York City. Prior to his election to the Board of Regents, Brosnan was a trustee of Manhattan College and the State University. He was honored by his alma mater with the Manhattan College Medal in 1938 and received the Saint DeLaSalle Medal in 1951. He is also a Knight of Malta.

Active in a number of professional, educational, and charitable organizations, Brosnan is vice-chairman of the New York State Conference of Bar Association Presidents and is a member of the American Bar Associations and the state, county, and city bar associations. He is also affiliated with the Society of Medical Jurisprudence, the American Judicature Society and the Catholic Lawyers Guild. Brosnan is a member of the Cardinal's Committee of the Laity for Catholic Charities in the Archdiocese of New York and is active in other church affiliated groups.

end

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Mailed: April 30, 1953

NEWS RELEASES FOR APRIL, 1953

NO.	DATE	TOPIC
53-76	4/9/53	Fr. Gabriel to speak at Mediaeval Academy of America in New York
53-77	4/9/53	Al N. Sears & Edward Weiss, to address the Advertising and Sales Conference.
53-78	4/9/53	Anne Ford is appointed to staff of Writers' Conference.
53-79	4/9/53	Story on symposium--"Religion and the Crisis of the Twentieth Century."
53-80	4/9/53	Dr. James Collins elected president of American Catholic Philosophical Assoc
53-81	4/9/53	Three hundred parents have made reservations for Parents-Son Day (April 18)
53-82	4/16/53	Meyer Kestnbaum will speak at Advertising and Sales Conference - April 23rd
53-83	4/16/53	Dr. Jacques Maritain will deliver a series of lectures
53-84	4/16/53	Annual meeting of Notre Dame's History Teachers' Club
53-85	4/16/53	Paul G. Hoffman to address Sixth Annual World Trade Conference - May 12th.
53-86	4/16/53	Story on campus lawns and gardeners.
53-87	4/16/53	7 authorities to meet for seminar in the College of Arts & Letters
53-88	4/24/53	1,700 members of the Army, Navy, and Air Force ROTC in joint review.
53-89	4/24/53	Final story on Religion Symposium.
53-90	4/24/53	Five-day blood donor drive will get underway May 4th.
53-91	4/24/53	Fr. O'Brien story
53-92	4/24/53	Final story on Advertising and Sales Conference
53-94	4/24/53	John A. Stoeller, Glenview, Ill., is awarded a Fulbright Scholarship
53-93	4/24/53	100th anniversary of Fr. Badin's death is commemorated by Mass in Badin Hall
53-95	4/28/53	Six distinguished Americans to get honorary degrees at O'Shaughnessy dedication
53-96	4/30/53	Sacred Heart Novitiate to be solemnly blessed on May 7th by Archbishop Murray.
53-97	4/30/53	Sister Elfreda story on golden anniversary as Holy Cross nun.
53-98	4/30/53	Frank Lloyd Wright will give an address at Notre Dame on May 22nd
53-99	4/30/53	John F. Brosnan, New York attorney to give Bishop O'Hara Seminar Lecture