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University of Notre Dame  
Religious Bulletin  
May 19, 1938

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May 22nd.

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Head Off The Spearhead.

A representative of one of the new national picture magazines called lately at Notre Dame. The substance of his story was this:

"I confess that the first few issues of our magazine were 'sensational'. But we have had a change of heart. We are cleaning up and intend to keep clean. Let us send you a few issues. You study them carefully and if you think them acceptable, we ask for your approval."

This attitude typifies a new trend among certain smart publishers, who evidently see the handwriting on the wall-- that their circulation will be larger and more stable if they resort to talent rather than to sex.

At least one national magazine dares, however, to defy an awakening public opinion. Reasons it has, seemingly, for its defiance.

First reason: it is directed especially to men, and the presumption behind operations seems to be that American gentlemen as a whole will continue to buy filth at a fancy price.

Second reason: the magazine is printed on smooth, shiny paper. This is important because filth on smooth, shiny paper gets by, whereas the same stuff on cheaper paper might be brought into court.

Third reason: this magazine carries a large price on its cover. That price would have to be materially reduced if there were no sex-sensations inside.

Fourth reason: this magazine feels powerful enough after its success to substitute for God. Evidently it feels that it can bring the public to a new morality that will judge indecency in picture and in print as something ultra-smart. All who oppose will be laughed at as prudes and hypocrites.

The fact of the matter is this: nothing is more dumb and old-fashioned than filth, even newly-glorified filth. And nothing is so ignobling, so enslaving.

What to do against this large, powerful magazine, the spearhead in the campaign for filth?

(1) Use your influence to convince national businesses that it does not pay to advertise in such a magazine. A stiff letter to the advertisers will get results.

(2) Protest against the presence of the magazine in doctors' and dentists' offices-- in places where people wait and read.

If your clothier insists on pushing the magazine, tell him that he had better stop trying to sell clothes.

Prudence In Reading.

"He has not a prudent care of his health who eats any and all things, and that without stint or measure. Less prudent is he who devours every book, magazine or paper that he finds at a railway bookstall, or even in less reputable places. Surely it is a good rule neither to eat trash nor to read it. Ask your doctor. To warrant your reading a book it is not enough that everyone is talking about it. Books come and go like songs, nay, they do not stay so long." Father Joseph Rickaby, S.J.

PRAYERS: (deceased) friend of Tom Vincent (Cav.); John C. Walsh '32; aunt of Fr. More, C.S.C.; grandmother of Joe Griffin (Off-Campus); aunt of Larry Dillon (Al); Norman Smith '24. Ill, mother of Alice Braunniger (Lib.). 6 Thanksgivings. 5 spec. ints.