

Plugs.

There are as many varieties of plugs as there are pickles. . . A plug stops a leak in a pipe. . . Petty thieves use plugs in telephones. . . Without spark plugs hitchhikers couldn't thumb rides. . . And did you ever try taking a tub bath without a washplug? . . . There are fire plugs, water plugs and plug hats. . . But there is nothing quite like a good ol' plug of tobacco.

A plug may be used to promote--to plug--the Catholic Press. So the Bulletin just keeps plugging along trying to interest you in Catholic periodicals, newspapers--like the Denver Register and Our Sunday Visitor--and to disinterest you in secularized interpretations only of current events, and to uninterest you in barnyard pulps, such as high-brow smut and low-brow muck which Satan cleverly maneuvers into the sanctuaries of some students' rooms.

The CATHOLIC BOY: The Bulletin is particularly interested in plugging this top-notch that's just the dish for kid brothers. Adult enough, you know what effect wily Comics, Story magazines and harum-scarum Detective magazines had on your adolescent and post-adolescent imagery. No one expects you to pontificate in plug hat and with worldly-wise, stern finger point out to young Junior the evils of cheap literature. Just send him THE CATHOLIC BOY. With God's help he won't grow up to be a plug-ugly.

Joe Breig, Cleveland-wise, popular, up-and-coming Catholic writer, in March Columbia, beats his chest, brags from his front porch: "The CATHOLIC BOY is a small revolution in the field of the Catholic press and might conceivably become a big revolution in it." He regrets that he did not have, at the time he was growing up, THE CATHOLIC BOY--because it has all the other two publications had--the American Boy and Boy's Life--plus the unpreachy integrated philosophy which helps a boy become a man.

Now THE AVE MARIA, original Catholic Home Weekly. The Square Circle and kindred friends may be touche-d by the Bulletin's nepotism, but fireside charity warms the living room before it heats the house. Anyway, the Ave's weekly digest of World News, well done by geography-book world readers and travelers, introduces its peruser to four or six pages of brief, much to the point Notes And Remarks.

Thoughtful essays on current problems come next. In December 30 last, "Why Marriages Fail," by Notre Dame's Father O'Brien, is a timely plea for solving the growing problem of divorce. He reports a discussion with four priests of the Chicago Chancery Office and their survey of the causes and circumstances of marriage failures. His scrutiny revealed the ever-recurrent and more serious danger of alcoholism. In the four lists drunkenness ranked first on two and second and third on the others.

Other lead articles such as "Canyons of the Devil," February 10, points out why Catholics so often fail in their mission of leading non-Catholics into the Church; "How Right Are We?" is an essay on the rights and duties of citizens; "The Philosophy of Democracy," February 24, develops the thesis that Democracy is founded on Christian ideas of man, state and common good. . . And so on.

Why plug THE CATHOLIC BOY and THE AVE MARIA? Objectively because good Catholic magazines need you and your support. You have the power of life or death over any magazine. You subscribe to it or you don't. You read it or you don't. Subjectively, these two are edited by Holy Cross priests at Notre Dame and why shouldn't the Bulletin plug them. You may prefer AMERICA, COMMONWEAL, THE SIGN, THE CATHOLIC DIGEST--well, de gustibus non est disputandum. . . At any rate, when the student canvassers knock on your door, give them a break and a welcome. . . Support your Catholic press.

Prayers: (deceased) Rev. William Bolger, C.S.C.; brother of Mr. William Graham, C.S.C., killed in Iowa plane crash; cousin of Don Carbone, killed in Korea; 6th anniversary death of Garvey Jones' father; grandmother of Conrad Tetrault (How). Ill., grandmother and brother of Fr. John Murphy, C.S.C.; Rev. George Sauvage and William Scandlon, C.S.C.