The Best BOY Value In America.

These are rough times for everybody—especially for boys 11 to 16 who are just growing into manhood. . . kids like your younger brother, nephew, cousin or neighbor.

For them life isn't just a short "work day" at school and then an endless "lark" of fun, playing hockey, going to the show, and pasting model airplanes together.

As well as you, these boys can read the headlines and follow John Cameron Swazey on TV. They know what it means when their older brother has to shoo off for military training and the 38th Parallel. They realize, as you do, that a lot of fellows have already come back from Korea minus an arm or leg, or not at all.

What's more, these boys understand that in a few short years they themselves may be trembling behind a bazooka. It's all very demoralizing. In their eyes, as much as in yours, the world is spinning off-balance.

To kids like this THE CATHOLIC BOY, published here at Notre Dame, makes a lot of sense. For in it they find every month not only their favorite sports column, adventure stories, hobby features, science articles and comics—they also find the steadying, inspiring influence of our Catholic Faith. . . no preaching, no patronizing, but the depthless wisdom of Our Lord applied to their problems and expressed in language they can get.

Editor of the BOY is Father Frank Gartland, C.S.C., former Prefect of Religion (1938-40). He has traveled over 75,000 miles the past 2½ years to round up the magazine's top-quality writers and artists: Jimmy Powers of the N.Y. Daily News, Bob Coyne of the Boston Post, Fred Digby, general manager of the Sugar Bowl in New Orleans, Clem Lane of the Chicago Daily News, Lou Erdey of the Los Angeles Tidings, and others.

If you're interested in helping your younger brother, nephew, cousin or neighbor latch on to the person of Our Lord, to His message and strength and love, so that we can all look forward ten years from now to a more apostolic generation of laymen and to real peace, you can't do better than invest in a few subscriptions to THE CATHOLIC BOY. It's the magazine boys want and need.

Use this handy coupon and drop it—without remittance and without postage (we'll pay postage) --in your hall mailbox or post-office. We'll bill you later. And remember, "IT'S BETTER," as Horace said, "TO BUILD BOYS THAN MEND MEN."