



# SANCTA MARIA DE GUADALUPE

A PUBLICATION OF THE SHRINE OF OUR LADY OF GUADALUPE OF THE DIOCESE OF LA CROSSE

## Bishop Burke Announces Rite of Blessing



*Top photo: The Pilgrim Center and Our Lady of Good Counsel Votive Chapel are shown as of October.*

**A**fter over a year of diligence and hard work, the end of Phase 1 of construction of the Shrine of Our Lady of Guadalupe draws near. The first two buildings, the Pilgrim Center and Our Lady of Good Counsel Votive Chapel will be completed by December 12, 2002.

The chapel is the site of seven major stained-glass windows and a specially-designed votive candle rack. Barring unforeseen delays, the chapel will be fully operational by December 12. The restaurant, *Culina Mariana Caf *, will be open December 2.

Bishop Raymond L. Burke has announced the blessing of the Pilgrim Center and Our Lady of Good Counsel Votive Chapel will be held on December 12 at 11:00 a.m. Following the rite of blessing, there will be a light lunch reception at *Culina Mariana Caf * in the Pilgrim Center.

A Mass of celebration will be held at the Cathedral of St. Joseph the Workman on December 12 at 7:00 p.m. All are invited to attend as many of these celebratory events as possible on this day. ✠

*The title "Our Mother of Good Counsel" honors our Blessed Virgin Mary in her mission of drawing to Christ, her Son, all who come to her. Her "good counsel" is perhaps best experienced in her words to the chief wine steward at the Wedding Feast of Cana. Referring to her Son Jesus, she told the wine steward: "Do whatever He tells you." (Jn 2:5)*

## Our Lady of Good Counsel Votive Chapel



*The votive chapel is well on its way to completion. The stained-glass windows will be installed beginning November 11. The votive candle rack will be installed upon completion of the stained-glass windows.*

*One of the first two buildings of the Shrine complex to be built is the votive candle chapel dedicated to Our Lady of Good Counsel. Erected on the hillside adjacent to the Pilgrim Center and along the path which will eventually lead to the Shrine Church, the Chapel will house approximately 600 votive candles burning continuously as a sign of constant prayer. As pilgrims approach the chapel, eyes will be fixed on the largest stained glass window, designed and manufactured by Hauser Art Glass Studios of Winona. The window beautifully depicts the fascinating history of the fresco of Our Lady of Good Counsel.*

### Our Mother of Good Counsel/John E. Rotelle

**T**he picture of Our Mother of Good Counsel is familiar to all who frequent the churches of the Augustinian friars. With them and their people it has been a place of special honor. The original, the miraculous picture, has been in the reverent keeping of the members of the Order of Saint Augustine for over four hundred years. The church that enshrines the original fresco of Our Mother of Good Counsel is located in the small town of Genazzano, Italy.

Legend has it that this church stood unfinished and roofless when, on 25 April, 1467, the image of the Madonna was miraculously transported there from its former home in Scutari, Albania. Coming to rest precariously on a narrow stone ledge in the wall inside the church, the legend continues, the picture has remained in that position to the present day.

Careful investigations undertaken between 1957 and 1959, for the purpose of restoration, have revealed something of the true origin of the fresco. The image of the Madonna, about 12 inches wide and 17 inches high that the viewer sees encased in an elaborate glass, metal and marble framework, is part of a larger fresco that once covered a portion of the wall now hidden by the baroque shrine altar. Art experts consulted during the restoration suggest that the fresco, including the image of the Madonna, is the work of the early fifteenth century artist, Gentile da Fabriano. He probably painted his fresco on the wall around the time of Martin V (1417-1431). At some subsequent date before 1467, the fresco, so it is surmised on the basis of the evidence,

was covered over with plaster, and on the wall was hung a terracotta image of the Madonna, which was known as Our Mother of Good Counsel.

In 1467, the Augustinian friars began rebuilding the church on the site, enclosing within the structure the wall on which the then covered fresco was painted. At that point, the image of the Madonna appeared and was taken to be a token of the divine favor. The unexpected appearance was perhaps brought about in this way: when the stone ledge was being inserted into the wall, the plaster covering cracked and separated from the wall, revealing the fresco beneath. The image was initially hailed as the Madonna of Paradise, an allusion to its apparently heavenly origin, but soon it came to be known by the former title of the shrine, Madonna of Good Counsel.

The unfinished church was completed soon after this occurrence and became the center of continuous pilgrimage. A place was also built for the Augustinian friars, who to this day still minister to the spiritual wants of the thousands that come to venerate the picture of the Mother of Good Counsel. The story of the picture spread far and wide; many came to pray at this shrine. The numerous cures recorded as having occurred since then have caused the picture of the Madonna to be called miraculous.

One striking aspect of the fresco, which has lent a certain credence to the legends surrounding it, is that the upper portion of the image is separated from the wall so that much of the fresco is just a thin sheet of plaster. Yet, the image of Our Lady of Good Counsel has survived for centuries in this precarious state, through rebuilding of the main walls of the church, through a number of earthquakes, and even through the aerial bombardment of Genazzano, during World War II. Because of this condition, the restoration undertaken in 1957 was a delicate task.

There arose a legend that the picture had come from Albania, many miles across the Adriatic Sea. Among the first pilgrims who came to Genazzano were two men with a very remarkable story to tell. While praying at a shrine of Our Lady in the Albanian town of Scutari, they saw the picture which they were venerating remove itself from the wall of the church. They watched in amazement as it rose into the air. High in the sky, it was wrapped in a cloud and vanished from their sight in the direction of the Adriatic and Italy.

They tried to follow the image. They searched everywhere for it; searching in all the famous shrines and churches of Rome and other cities. Finally, they heard rumors of a new picture at Genazzano. They hurried there and at last found the object of their quest, their own beloved holy picture. At Scutari, it had been loved and revered for many centuries; then the ardor of the people toward it had cooled.

In their very early endeavors, the good friars were ably assisted in their efforts by the gracious aid of a holy widow, Petruccia di Noccera. Since her husband's death, this saintly woman, a tertiary of the Order of Saint Augustine, had devoted herself to the service of the little church, and great was her distress over the neglected condition in which the sanctuary of Our Mother of Good Counsel was permitted to remain. To restore it was the ambition of her life, and so strongly was she drawn to the undertaking that she felt inspired to sacrifice her home and moderate income to further this cause. While others might have felt daunted, Petruccia never once faltered in her hopes. She constantly reiterated her assurance that the work would be completed because Almighty God, through the intercession of Saint Augustine and the Blessed Virgin, would see fit to crown her feeble efforts with unforeseen success.



*The candle rack is currently being manufactured in Chicago, Illinois. The rack measures 14 feet high and is 12 feet square. When completed, the candle rack will be finished in polished bronze and will hold approximately 600 candles. Each candle is held in a bronze cup and surrounded by a beautiful cobalt blue globe. The rack was designed in cooperation with River Architects and T.H. Stemper. It will arguably be the largest candle rack of its kind in the United States.*

*The rack is surrounded by a brass railing. Candles will be lit and maintained by Shrine personnel using a scissors lift stationed inside the opening of the rack.*



Continued from page 3

Petrucchia, having lived to see her fondest hopes abundantly realized, died in 1470, honored by all. The Augustinians who owed so much to this good tertiary laid her body to rest at the feet of the beloved Madonna, with an inscription above which told of her share in the great work accomplished by God at Genazzano.

Our Mother of Good Counsel has been called the Madonna of the popes. In truth, since the arrival of the picture, there is scarcely a pope who has not in some way shown great devotion to her. The initial approval of the devotion to Our Mother of Good Counsel was given by Pope Paul II. In 1753 Pope Benedict XIV established the Pious Union of Our Lady of Good Counsel, a spiritual society to which many indulgences were attached. Pope Pius IX had a personal devotion to Our Mother of Good Counsel; he made a pilgrimage to Genazzano in 1864.

More than any other pope, Pope Leo XIII, himself a member of the Pious Union, was deeply attached to this devotion, which had associations with his childhood in Carpinet, a town not far from Genazzano. He instituted the white scapular of Good Counsel, inserted the title of Mother of Good Counsel into the Litany of Loreto, declared the shrine a minor basilica, and installed a copy of the image over the altar in the Pauline chapel in the Vatican. It was he who coined the phrase: "Children, follow her counsels." Pope Pius XII dedicated his reign to Our Mother of Good Counsel, and Pope John XXIII made a visit to her shrine in 1959.

The Augustinians have been, at all times, the outstanding promoters of the devotion to Our Mother of Good Counsel. Within the last century there have been two holy men of the Order who were particularly notable for their zeal in spreading this devotion. Blessed Stephen Bellesini was pastor at the shrine and is buried in a side chapel of the church, and Venerable Joseph Menochio was papal sacristan to Pope Pius VII.

Thus, for five hundred years, the devotion to Our Mother of Good Counsel has flourished and grown. Great artists have fashioned rich copies of the Madonna in canvas, stone, and mosaic. One will find the picture of Our Mother of Good Counsel in beautiful shrines and in great cathedrals and churches. Missionaries have carried it to the ends of the earth, and it has found its way into the humblest of homes throughout the world.

The feast of Our Mother of Good Counsel is celebrated by the Augustinian Family on 26 April. ❀

Reprinted with permission. John E. Rotelle, *Book of Augustinian Saints and Blessed*. Villanova, Pennsylvania: Augustinian Press, 2000.



In June of this year, 100,000 households throughout the Diocese of La Crosse and select areas of the Midwest were sent a flyer announcing our **In Mary's Honor** capital campaign. Early response to the mailing was very encouraging and we continue to receive a steady stream of donations.

We thank all of those who have so generously contributed to this campaign. However, although the response was encouraging, we still have more work to do before we realize the complete funding for the remaining construction of the Shrine. We would like to enlist the assistance of all those who have already donated to this most worthy goal by asking you spread the word and encourage financial assistance from family and friends. It will take the work of all of us to keep the fund-raising alive and viable. ❀



## TO JESUS THROUGH MARY

Now is the perfect time to become a Charter Member of the To Jesus through Mary Prayer Guild.

The seven-day candles reserved in your name will be lit for your special intention for as short a time as one month and up to one year.

**Return completed form to  
Shrine of Our Lady of Guadalupe,  
P.O. Box 1237, La Crosse, Wisconsin  
54602-1237**

### I/we would like to burn a candle for the following period:

- |   |   |
|---|---|
| <input type="checkbox"/> Daily for one year (\$420)   | <input type="checkbox"/> Daily for three months (\$105) |
| <input type="checkbox"/> Daily for six months (\$210) | <input type="checkbox"/> Daily for one month (\$35)     |

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**YES, I would like to offer prayer for the following intention:**

### METHOD OF PAYMENT

- Check/Money Order (make payable to Shrine of Our Lady of Guadalupe)  
 Visa/Mastercard

Card Number: \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ M \_\_\_\_\_ D \_\_\_\_\_ Y \_\_\_\_\_ Signature \_\_\_\_\_



## A Very Special Ornament

The Shrine of Our Lady of Guadalupe has commissioned an exclusive ornament of Our Lady of Guadalupe which will be available in early November. The custom ornament is exclusive to the Shrine and is available only through our gift shop.

The striking mouth-blown glass ornament was designed with the assistance of the Shrine staff and the art department of the manufacturer in Poland. The 8-inch high ornaments are handmade and beautifully painted in Poland. The first 1,000 ornaments are part of our collector's edition of individually numbered ornaments.

If you are interested in purchasing one of these lovely ornaments, please call our office 608.782.5440. Orders are being taken at this time for the first edition of the ornament. ❀



## An Overwhelming Response

There has been an overwhelming response to the sponsorship of the icons that will be placed in the reredos in the orientation room of the Pilgrim Center. Of the available fifteen icons, there are only four remaining for sponsorship: St. Tarcisius, St. Benedict, St. Maria Goretti, and St. John Vianney.

If you are interested in sponsoring one of these icons, or would like information on other commemorative gift opportunities, please contact Kevin Burch at 608.782.5440. ❀



*St. John Vianney  
St. Benedict  
St. Maria Goretti  
Not shown: St. Tarcisius*

## Endowment Fund

The spiritual activities and special programs of the Shrine of Our Lady of Guadalupe are provided by a permanent investment which will insure the financial needs of the Shrine. In this way, we can be assured that the Shrine will remain vital for years to come.

The endowment fund is also used for daily operations, capital improvements, remodeling, maintenance, and emergency situations at the Shrine.

Because of the recent financial setbacks in the economy, it is necessary to secure additional funds for the endowment trust. Contributions to the endowment can be made by pledges, qualified personal items, securities, insurance policies, cash gifts, payments on death (POD) beneficiary, Wills, and Trusts.

If you would like further information, please contact Kevin Burch at 608.782.5440. ❀

## Mark Your Calendars

December 12, 2002

11:00 a.m.

Blessing of Pilgrim Center and Our Lady of Good Counsel Votive Chapel

7:00 p.m.

Mass at St. Joseph the Workman Cathedral

On this past July 31, our Holy Father Pope John Paul II canonized Saint Juan Diego, most beloved son and messenger of Our Lady of Guadalupe, at the Shrine of Our Lady of Guadalupe in Mexico City. I, together with Father Richard Gilles, Vicar General of the Diocese; Father Joseph Hirsch, Director of the Office of Vocations; Father Patrick Umberger, Pastor of Holy Family Parish at Arcadia; and other faithful of the Diocese, was privileged to participate in the Mass of Canonization. On my own behalf and on behalf of all of the pilgrims from the Diocese of La Crosse, I express heartfelt gratitude to God for the grace of witnessing the canonization. I express deepest gratitude, too, to His Eminence Norberto Cardinal Rivera Carrera, Archbishop of Mexico City; and Monsignor Diego Monroy Ponce, Vicar General, Episcopal Vicar of Guadalupe and Rector of the Shrine of Our Lady of Guadalupe, for the impeccable hospitality which they showed to the immense gathering of the faithful for the canonization.

The canonization of Saint Juan Diego is the recognition of the heroic manner in which he lived the theological virtues of faith, hope and charity; the cardinal virtues of prudence, justice, fortitude and temperance; and the other virtues. Since the time our Blessed Mother first appeared to Juan Diego, he offered his whole life in carrying out the mission which she had confided to him. Even though it was difficult for him to return repeatedly to Bishop Juan de Zumárraga with Our Lady's request that he build a chapel of pilgrimage for her, he obediently did as she commanded. When, after the miracle of the roses and the appearance of the living image of Our Lady of Guadalupe on the *tilma* or mantle of Juan Diego, Bishop Zumárraga completed, with all due dispatch, the chapel which Our Lady had requested, Juan Diego took up his residence there for the rest of his life, in a most humble abode attached to the chapel, so that he might relate to the pilgrims the details of Our Lady of Guadalupe's appearances and of her message of divine mercy and love.

In all of her four apparitions to Saint Juan Diego, Our Lady of Guadalupe spoke to him in the most personal and loving manner. She referred to him as her little son and insisted that it was he whom she had chosen to carry out the mission of communicating to Bishop Zumárraga her desire that he construct a small chapel in which she would

always express her loving compassion toward the children of America by manifesting to us the mystery of God's infinite mercy toward us. (cf. *Nican Mopohua, Apparitions of Our Lady of Guadalupe*, by Antonio Valeriano, Nos. 12, 23, 26, 37, 58, 60, 90, 92, 107, 118-120, 125, 137 and 139)

After his first visit to the Bishop, the Blessed Mother appeared for the second time to Juan Diego. During their conversation, he protested to her that she should choose a person of nobility, a person of influence, to carry out her

important mission. Referring humbly to his own littleness in the eyes of the world, he asked to be relieved of his responsibility without in any way offending the Mother of God. Underlining the deep reason for his request and his never failing

loyalty to the Mother of God, he declared to her: "I belong to you." (*Nican Mopohua*, No. 56) Juan Diego was, in every inch of his being, a true son of Mary. The Virgin of Guadalupe, for her part, responded by stating that it was precisely Juan Diego whom she desired to carry out the mission and by reminding Juan Diego to tell the Bishop that it was the Mother of God who was sending him.

When, after his second visit to the Bishop, the Bishop asked for a sign, Juan Diego was once again discouraged. Yet, he remained always obedient to the Mother of God. When his uncle Juan Bernardino became gravely ill, he tried to postpone an appointment with Our Lady, during which he was to receive the sign, until he could obtain the services of a priest to anoint and bring Viaticum to his dying uncle. Our Blessed Mother intercepted him on the way. Juan Diego explained his difficulties and his perduring intention to do whatever the Mother of God asked of him, as soon as he could take care of his uncle. Our Lady responded in the most beautiful words:

Am I not here, I who am your mother? Are you not in my shadow, under my protection? Am I not the fountain of your joy? Are you not in the fold of my mantle, in my crossed arms? Is there anything else you need? (*Nican Mopohua*, No. 119)

At the same time, she appeared to Juan Bernardino and cured him of his illness, announcing to him her name: Our Lady of Guadalupe. (cf. *Nican Mopohua*, No. 208)

She then provided to Juan Diego the sign which Bishop Zumárraga requested. She sent Juan Diego to the top of the

## FROM BISHOP RAYMOND L. BURKE

*Saint Juan Diego continues  
today to be the messenger of  
Our Lady of Guadalupe...*



rocky Tepeyac hill to gather flowers. Juan Diego knew that, even if beautiful flowers could grow in the rocky soil, they would not be growing then, for it was winter. Nevertheless, he obeyed and discovered some of the most beautiful Castilian roses to take to the Bishop. He gathered them into his *tilma* and took them to the Blessed Mother who arranged them neatly in his *tilma*. After she had arranged the roses, Our Lady spoke the most wonderful words to Juan Diego: "Juan, you who are my messenger, in you is placed absolutely all my confidence." (*Nican Mopohua*, No. 139) No more wonderful, inspiring and encouraging words could be heard by anyone from the Mother of God! Juan Diego, then, proceeded to the Bishop's House. When he opened his *tilma* to give the sign of the flowers to the Bishop, he, together with the Bishop and his assistants, discovered a far greater sign: the image of Our Lady of Guadalupe appeared on his *tilma*.

It is a most wonderful sign, for the image was not made by human hands and, in fact, has living qualities, for example the eyes in which the figures of Bishop Zumárraga and the others present appear, and the constant normal body temperature, even today, of the image. Standing before the image, you look into the living eyes of Our Lady of Guadalupe, and she looks lovingly into yours. Since 1531, our Blessed Mother continues to appear to the children of America through Saint Juan Diego's *tilma*, which should have completely disintegrated within a few decades of the apparition.

Saint Juan Diego continues today to be the messenger of Our Lady of Guadalupe, to communicate to all of her children of America the message of God's divine mercy and love. Juan Diego is fully native American, Aztec of the Chichimeca Tribe. He spoke Nahuatl, the language in which Our Lady spoke to him. His name before baptism was Cuauhtloatzin meaning the "Talking Eagle." He was a farmer and small land owner who was given the grace of Catholic faith which he embraced with remarkable devotion.

He married Malitzin of his native tribe from Tulpetlac, the place where Our Lady of Guadalupe appeared to his uncle Juan Bernardino. Juan Diego, his wife and his uncle were among the first to embrace the Catholic faith first preached to them by Franciscan Friars. At baptism, he received the name, Juan Diego, and his wife the name, María Lucía. María Lucía died at a premature age. There is no record of any children born to their marriage.

So many graces have been granted to those who have prayed through his intercession. He is constantly drawing God's children of America to their spiritual mother and, through her, to Christ, the Son of God and the Son of Mary, and the fullness of life in the Church. Our Blessed Mother

chose a person of outstanding virtue to be her messenger, and he only grew in virtue by carrying out the mission which she gave him. In everything, as directed by the Mother of God, Juan Diego served God humbly and faithfully.

Saint Juan Diego represents us all, for our Blessed Mother chose to appear to all of her children of America through him. She sends Juan Diego to us, so that he can bring us to her. His love of the Catholic faith and his humble obedience in carrying out God's will provide an example for us in carrying out the New Evangelization in our time, in living in Christ amidst the many challenges of a totally secularized society.

In a most special way, Saint Juan Diego, a humble layman called to the married life, is exemplar and patron for the lay faithful in carrying out the New Evangelization. In the Homily at the Mass of Canonization, our Holy Father prayed:

Happy Juan Diego, true and faithful man! We entrust to you our lay brothers and sisters so that, feeling the call to holiness, they may imbue every area of social life with the spirit of the Gospel. Bless families, strengthen spouses in their marriage, sustain the efforts of parents to give their children a Christian upbringing. Look with favour upon the pain of those who are suffering in body or in spirit, on those afflicted by poverty, loneliness, marginalization or ignorance. May all people, civic leaders and ordinary citizens, always act in accord with the demands of justice and with respect for the dignity of each person, so that in this way peace may be reinforced. (*L'Osservatore Romano, Weekly Edition in English*, 7/14 August, p. 8)

Through the intercession of Saint Juan Diego, may the laity be inspired and strengthened to sanctify every dimension of their lives and the life of society. May Saint Juan Diego bring them to Our Lady of Guadalupe, Mother of America, who will lead them to Christ Who alone can transform our world into a civilization of divine love.

We, who are dedicated to the building of the Shrine of Our Lady of Guadalupe of the Diocese of La Crosse, take great encouragement from the canonization of Saint Juan Diego. We turn to him and ask his prayers that we, like him, may do God's will. We ask Him especially to lead us to the Mother of God, who manifests God's unfailing mercy and love to us, especially in times of great need and suffering. I conclude with the prayer by which Pope John Paul II concluded his Homily for the Mass of Canonization: Beloved Juan Diego, "the talking eagle"! Show us the way that leads to the "Dark Virgin" of Tepeyac, that she may receive us in the depths of her heart, for she is the loving, compassionate Mother who guides us to the true God. Amen. (*Ibid.*) ❀



## YEAR-END DONATIONS

The end of the year is an excellent time to consider gift giving. Through planning and consideration, you could enjoy some wonderful tax benefits. Most importantly, any gift made prior to December 31 of this year is eligible for a tax deduction on your 2002 income tax return. Although cash gifts will give you a charitable deduction, many people consider gifting appreciated stock at year's end. A gift of appreciated stock, which has been held for over one year, can have a double tax benefit. Not only can you avoid realizing long-term capital gains for the appreciated stock, but you can also claim its full market value as a charitable contribution.

As you reflect on this past year and begin to plan for the coming year, please consider a gift to the Shrine of Our Lady of Guadalupe of the Diocese of La Crosse. Your gift will help bring to realization this most important spiritual work.

*The Shrine of Our Lady of Guadalupe of the Diocese of La Crosse is a 501 (c) (3) nonprofit organization. All gifts are tax-deductible to the full extent provided by law. For information on gifting stock, planned giving or commemorative opportunities, please contact Kevin Burch at 608.782.5440*



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## ALMOST FINISHED

*Here are a few photos of the soon-to-be completed Pilgrim Center. The pictures were taken in October.*

*Left: The main gallery space is the first room upon entering the Pilgrim Center. The information desk sits squarely in the center of the room. Once past the desk, pilgrims can exit through the back door and onto the path which leads to the Our Lady of Good Counsel Votive Chapel.*

*Right: The dining area of Culina Mariana Café awaits finishing touches before uncovering the furniture.*

*Bottom: The gift shop is approximately 1,100 square feet. The opposite end of the room has a bookcase which spans the entire width of the room. Move-in will begin in early December.*