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CONGRATULATIONS AND SUCCESS CITY DELIVERY & STORAGE CORP. 73-75 Scio St. Stone 905 Rochester, N. Y.

CONGRATULATIONS to the Catholic Courier from YAWMAN AND IRBE MFG. CO. 11 CHESTNUT STREET STONE 2431

R. M. MYERS & CO., Inc. Established 1875 PAPER MERCHANTS

congratulate the CATHOLIC COURIER on its new equipment and improvements. NEWS PRINT furnished by us plays an important part in this development.

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POINTING with PRIDE

BEING a presentation of the more significant written comments which have accumulated since the publication on January 3, 1935, of the first issue of the improved

Catholic Courier

Thank you for your courtesy in sending me the copies of the CATHOLIC COURIER showing the old and the new set-up. May I take this opportunity to congratulate you on the improvement you have brought about in this last issue?

Very truly yours, ROCHESTER CHAMBER OF COMMERCE. Roland E. Woodward.

The staff of the CATHOLIC COURIER is to be congratulated upon the improved format of the newspaper, which brings it another step nearer to the ideal for which I know you are striving.

Making your paper more attractive and providing for an increased amount of wisely chosen reading matter will inevitably enable the CATHOLIC COURIER to serve better the purpose for which it is being published. Heartly congratulations!

Very truly yours, ROCHESTER GAS & ELECTRIC CORP. Joseph P. MacSweeney.

First, let me compliment the COURIER—and I hope you will pass this on to Father Mooney and to Mr. O'Connor as well—upon the change you have made whereby the paper is issued with an eight column format and with new and more attractive type-face. Certainly this is a splendid step forward.

It seems to me you and your people should have credit for doing an astonishing and fine piece of work in reviving the COURIER in the very face of the economic depression. That you are able at this stage to take this latest step will, I believe, be an inspiration to the Catholic Press generally.

N. C. W. NEWS SERVICE Frank A. Hall, Director.

Congratulations on the new features of your publication. The present layout, typography and arrangement of editorial matter are vast improvements.

Very truly yours, STEWART HANCOCK & FROHMAN, INC. Elmer M. Kern, Production Mgr.

The new CATHOLIC COURIER represents a remarkable improvement. HUTCHING ADVERTISING CO., INC. M. S. Hutchins, Pres.

SIDEWALK HOIST Installed by

WARSAW ELEVATOR CO. 179 MILL STREET

May I very briefly extend my congratulations on the new type-face and other changes of format with which you have recently endowed the "COURIER". This distinct improvement is certain to attract attention and I sincerely hope that appreciation takes the tangible form which it merits.

Cordially yours, NEIL GALLAGHER.

I congratulate you on the recent improvement in the set-up of the COURIER.

You are coming along famously and I don't know of any paper that has made such progress as yours.

Very truly yours, JAMES E. CUFF

Thank you for sending me the special copy of the COURIER in its new A-column dress. I had already seen a copy of the paper to call you before to congratulate you on its splendid appearance.

You have done a great job in building up the paper, and its appearance in standard size, which has so many advantages in make-up, marks another step in the splendid progress you have been making.

Please accept my congratulations for yourself, Tom O'Connor, and Father Mooney.

With best wishes for your continued success. Sincerely yours, THE ROCHESTER JOURNAL THE ROCHESTER AMERICAN Ralph P. Young, Managing Editor

The new make up of the CATHOLIC COURIER is a decided improvement over its old dress. It reflects the alertness and aggressiveness of the publishers.

We congratulate you. Yours very truly, HART-CONWAY COMPANY, INC. H. L. Hart, Pres.

Congratulations on the new and definite improved make-up of the CATHOLIC COURIER.

The average reader now finds your paper infinitely more interesting-looking and easier to read with the advertising value of the COURIER enhanced accordingly.

Very truly yours, HOWE'S ROADS COMPANY Frank S. Bloom, Adv. Mgr.

May I add my expression of pleasure I have received from the new, improved format of the CATHOLIC COURIER? Being in the newspaper and printing business, and one who loves the smell of printer's ink and all the traditions of the Fourth Estate, I can readily appreciate how proud you of the COURIER are of your new sheet. The new IDEAL type-face is just that, and the new press facilitates a better layout of the newspaper.

I am sure the laymen readers share my pleasure over the improvement. It should gain for the CATHOLIC COURIER new subscribers and advertisers. More power to you! Yours very truly, THE CLYDE HERALD, Harold A. Nichols.

Please accept my congratulations on the exceptional progress you have made. There is a definite need for a publication such as yours, and we are glad to cooperate with you.

Yours for a continued success, THE CLOTHING MARKET, INC. Miles W. Ark, Pres.

May we extend our congratulations on the new and improved set up of your paper.

As an advertising medium we are glad to recommend the CATHOLIC COURIER to any prospective advertiser.

Very truly yours, NARANORE-HEINRICH STATIONERY CO. K. C. Heinrich.

You certainly have made radical and praiseworthy changes in the make-up of the CATHOLIC COURIER.

Your enterprise is all the more outstanding in these times and deserves commendation. Accept my congratulations on your achievement.

Yours very truly, McLEOD ADVERTISING AGENCY Wm McLeod

MORE POWER TO YOU

It takes power to keep the wheels of industry turning. It requires power lighting to insure safety and efficiency in business and industrial operations. Heat is required in industrial practices to insure consistently good products. All these, Power, Lighting and Heating it is our pleasure to provide. It is also an ideal of the company to see that you get the greatest possible efficiency and satisfaction in the use of these necessities.

Our service includes advising with you in connection with any problem relating to the use of Power, Lighting and Heating.

Allow me to congratulate you on the results achieved by the many changes made in the COURIER. In appearance and arrangement of matter it now easily ranks among the most attractive and readable papers we receive.

It certainly does credit to the publishers and their staff and should be a source of pride to the entire diocese.

Cordially yours, SCRANTON'S E. E. Geraldine.

Will you accept our sincere congratulations on the greatly improved appearance of your paper?

While your paper was always interesting, it is made additionally so because of your elegant and added typographical appearance.

With best wishes, I am Sincerely yours, THE PAINE DRUG CO. F. H. Goler.

May I congratulate you on the greatly improved form of your publication? It should prove not only more attractive to your readers, but more suggestive of the importance of the COURIER in the Rochester Diocese.

With all good wishes. Yours very sincerely, THE NEWS PAPERS LEROI E. Snydes.

We are very much pleased to note the progress shown in your set-up of your newspaper.

We believe your new physical set-up to be indicative of the CATHOLIC COURIER'S desire and constant success in keeping up with the times.

Very sincerely yours, GENESSEE SPORTSWEAR, INC. Alan Frankel

I was deeply impressed by the new appearance of the CATHOLIC COURIER with its additional news space. It should have an added interest for the reader, and we believe that our advertising will also show to better advantage.

We extend our congratulations for this great improvement. Wm. F. BREMMER, D. A. Friedman.

We have recently seen some copies of the new COURIER and wish to compliment you on the improved appearance of your paper.

We think that the new type-face and additions to your columns have been a big forward step. You have our best wishes for success and prosperity in the coming year.

Sincerely yours, HURST ENGRAVING CO. V. Waldemar Hurst, Jr.

The recent improvements in the CATHOLIC COURIER culminate a program of constant improvement that I have noted with much interest during the past few years. The publication is achieving a deserved success.

ROCHESTER TELEPHONE CO. F. T. Byrne, Commercial Supt.

May I extend my congratulations on the new type and improvement in the COURIER. While the old forms was always interesting and contained a great deal of interest to its readers, I am sure everyone will heartily agree the CATHOLIC COURIER is a paper to be proud of.

With best wishes for your continued success, I am THE CENTRAL TRAVEL BUREAU Victor C. De Prez

The editors of the CATHOLIC COURIER are to be congratulated on the augmented size of their fine paper as well as its attractive new dress. The new type, attractive and readable, gives to it an interesting metropolitan appeal. It is sure to go far in its new guise.

E. W. EDWARDS & SON. Mrs. R. C. Forbes, Adv. Mgr.

We have always recommended the CATHOLIC COURIER to our clients and shall continue to do so, now more than ever.

Where the appropriation is large enough, we cannot see how such a valuable medium can be omitted from the advertiser's schedule.

This opinion is based strictly and entirely on the merit of your newspaper. ADVERTISING HEADQUARTERS ASSOCIATED Julius G. Lipsky

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INTERTYPE "IDEAL NEWS" TYPE

is used exclusively by special arrangement for the composition of all news matter in the new and improved CATHOLIC COURIER.

THIS IS typical of the complete and varied facilities used in improving this newspaper.

DUPLEX PRINTING PRESS

equipment enables us to obtain a perfectly printed newspaper in standard or tabloid (half) sizes.

THIS ISSUE of the CATHOLIC COURIER indicates the high standard of our press work.

THE GREATER

Catholic Courier

OFFICIAL NEWSPAPER OF THE ROCHESTER DIOCESE

Receiving the Stamp of Public Approval EVERYWHERE



... A NEWSPAPER, like a man, is known by the company it keeps. On that depends its reputation, its status, its prestige in the community it endeavors to serve. COMMENTS on the recent improvements effected in this newspaper, some of which we present (with no little pride) on this page, indicate clearly that it is held in high regard by a varied company of critically competent people. This, among other things, proves it to be THE MOST INFLUENTIAL WEEKLY IN THE ROCHESTER AREA

Catholic Courier Official Newspaper of the Rochester Diocese 50 CHESTNUT STREET ROCHESTER, N. Y.