

## CATHOLIC COURIER NAMES 35 TO NEW DIRECTORATE

### INDICATIONS COURIER HAS PROGRESSSED

Review Shows Headway Made Since Reorganization Began in 1932; Cite Steps Taken

By HOWARD W. KLEPPERT, Manager  
(Excerpts from comments addressed to Board of Directors at a preliminary meeting held on Thursday, January 9, 1936.)

A brief review of the activities of the CATHOLIC COURIER since reorganization began in April, 1932, indicates substantial progress. Of course, the important consideration here is not that we have been instrumental in effecting this progress but that such marked progress was possible under the circumstances. Those circumstances may be summarized as follows:

The first year of reorganization coincided precisely with the last and lowest ebb-tide year of the depression. The background of the newspaper was far from favorable.

The newspaper field was and has continued to be highly competitive.

Finally, weekly newspapers in general, and Catholic weeklies no less, have been uniformly belittled by business men whenever and wherever possible—a circumstance not without justification considering the general character of most weekly newspapers.

The CATHOLIC COURIER began something like effective operations in April, 1933, a date signalized by the removal of the newspaper office from a draughty loft in a rear lot building in Andrew's street to the Columbus Civic Centre Building. With this almost symbolic movement, the diocesan newspaper entered its more progressive stages. Now let us consider what has been done in the less than three years since then.

The most important advances are given tangible form by the successive editions of this newspaper itself. Embodied in them are mechanical improvements that have made for better typography and printing, for more usable space in a given number of pages, and so on; editorial improvements in volume, variety, and quality of news, features, editorials, and illustrations; consistently increasing volumes of advertising.

Be it noted that these advances have been made during a period when many weekly newspapers have been losing ground, or suspending publication altogether. In 1935, 164 newspapers in the United States went out of business; of this number, 150 were weeklies. Meanwhile, far from losing ground, the CATHOLIC COURIER has consistently moved to higher ground, a leader in its field.

Relatively brief as the time has been, the progress has not been accomplished overnight. Perhaps, if you will permit a pun, we may say that it has been accomplished over many nights. Basically, our objective was to build soundly, believing meanwhile that the long way around can be the short way home.

In this sense, what we haven't done has been fully as important as what we have done. For instance, we have sold advertising and circulation, not begged for it; we have not endeavored to avoid getting into the newspaper merits which would make it saleable to advertisers and subscribers.

As those merits have increased we have methodically and as intelligently as possible presented them to advertiser and subscriber. Salesmen are given rigid instructions to sell on the basis of facts. Misrepresentation is a cause for immediate dismissal. In building our sales force, the endeavor has been to form a permanent, reliable

(Cont. on Page 16)

## CATHOLIC COURIER NEW BOARD OF DIRECTORS

### THE MOST REV. EDWARD MOONEY

ARCHBISHOP BISHOP OF ROCHESTER  
Pontifical Catholic Latin High School  
Cleveland, Pastor St. Patrick's, Youngstown  
Special Director, American College  
Rome, Italy. Co-Editor, History, University of  
1926. Appointed April 1928. Director of  
1929. Appointed Delegate to June 1930  
National Council of Bishops of Rochester, August,  
1933.

### RT. REV. MSGR. JOSEPH S. CAMERON

DEAN OF LAMBDA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND WILLIAM F. BERGAN

DEAN OF ALPHA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND WILLIAM F. STAUDER

DEAN OF BETA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### RT. REV. MSGR. WALTER J. LEE

DEAN OF GAMMA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### RT. REV. MSGR. JOHN J. LEE

DEAN OF DELTA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND EDWARD SIMPSON

PASTOR ST. FRANCIS PHILIPS  
Appointed to St. Francis Philips, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
Canastota, July 1932. Appointed to St. James's,  
Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### JOHN P. BOYLAN

PRES. ROYAL CATHOLIC TELEPHONE CORP.  
Appointed to St. Francis Philips, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### JOHN L. KEENAN

DEAN OF EPSILON DEANERY  
Appointed to St. Francis Philips, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### FRANCIS E. WOLFE

DEAN OF ZETA DEANERY  
Appointed to St. Francis Philips, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
Canastota, July 1931. Appointed to St. John's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### JUSTIN PURCELL

PRES. PUBLIC TELEPHONE CORP.  
Appointed to St. Francis Philips, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND LEO C. MOONEY

MANAGING EDITOR CATHOLIC COURIER  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND JOHN E. MASSETH

EDITOR CATHOLIC COURIER  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND WALTER A. FOERY, S.T.L., PH.D.

DEAN OF THETA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND JOHN F. MUCKLE, PH.B.

PASTOR ST. THOMAS CHURCH  
Appointed to St. Thomas Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### REVEREND JOHN B. SULLIVAN

DEAN OF IOTA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### RT. REV. MSGR. JAMES GRIFFIN

DEAN OF KAPPA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1935.

### REVEREND LEO G. SCHWAB

DEAN OF LAMDA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
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Canastota, July 1935.

### JOSEPH MAC SWEENEY

DEAN OF MU DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### DR. JOSEPH GUZZETTA

DEAN OF NU DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1935.

### MATTHEW KENNEDY

DEAN OF XI DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1935.

### FRANK J. LESCH

DEAN OF OMEGA DEANERY  
Appointed to St. Mary's Church, Canastota,  
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Canastota, July 1935.

### RT. REV. MSGR. WILLIAM M. HART

VIAR GENERAL  
Assistant St. Patrick's, Holy Family, Assisi  
at Corpus Christi, Rochester. Vice-Chancellor  
and secretary to Bishop Hickey. Pastor  
Corpus Christi. Appointed Vicar General by  
Bishop O'Hern. Domestic Prelate. Vicar  
Capitular. Appointed Vicar General by Arch-  
bishop Mooney, Oct. 14, 1933.

### REVEREND JOHN M. DUFFY, M.A.

SUPV. OF SCHOOLS  
Appointed assistant at St. Anthony's, Canastota,  
August 1928. Appointed principal of  
St. Anthony's, Canastota, July 1929. Appointed  
principal of Holy Family Church, Auburn, July,  
1927. Made Director of Catholic Education,  
Superintendent of Catholic Schools of Roch-  
ester Diocese, July 1929.

### VERY REV. JOHN A. CONWAY, M.R., V.F.

DEAN OF SIGMA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1935.

### REVEREND JOHN B. CROWLEY

DEAN OF TAU DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1935.

### REVEREND FRANCIS J. LANE

DEAN OF Upsilon DEANERY  
Appointed to St. Mary's Church, Canastota,  
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Canastota, July 1935.

### OTTO SHULTS

DEAN OF PHI DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1935.

### JOHN MURRAY

DEAN OF CHI DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### WILLIAM A. HEINDL

DEAN OF PSI DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### B. EDWARD SHLESINGER

DEAN OF OMEGA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### B. EMMETT FINUCANE

DEAN OF THETA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### WM. P. O'MALLEY

DEAN OF IOTA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### MICHAEL J. LEARY

DEAN OF KAPPA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
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Canastota, July 1933. Appointed to St. Joseph's,  
Canastota, July 1934. Appointed to St. Michael's,  
Canastota, July 1935.

### CHAS. J. LANNER

DEAN OF LAMDA DEANERY  
Appointed to St. Mary's Church, Canastota,  
August 1928. Appointed to St. Anthony's,  
Canastota, July 1929. Appointed to St. Paul's,  
Canastota, July 1930. Appointed to St. Peter's,  
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Canastota, July 1935.

### ARCHBISHOP HEADS LIST OF CLERGY, LAITY

Board Appointment Completes  
Courier Reorganization; Mile-  
stones in Paper's Career Listed

Formation of a Board of Directors comprising 35 leading members of the clergy, and laity of the Diocese of Rochester this week completes the reorganization program of the Catholic Courier.

The directors, selected from a wide field of varied endeavor, will advise and aid in the future course of the official diocesan weekly.

Naming of the board brings to realization a desire of Archbishop Edward Mooney for a staff of competent clergymen and business leaders to become actively identified with the Catholic Courier.

All five deaneries in the diocese—Rochester, Geneva, Elmira, Corning and Auburn—are represented in the personnel of the new board which is headed by the Archbishop. Names and brief accounts of the careers of the new directors are printed at the left.

With the appointment of a full directorate, the Catholic Courier staff realizes the culmination of a march of progress which began when the Most Rev. John Francis O'Hern of blessed memory designated this paper as the official diocesan news organ.

That designation was the start of a long, uphill battle against what appeared to be overwhelming odds at times. Shortly after the Courier was launched on its new course of life, the bottom of the depression was struck.

Nevertheless, the staff inspired by Bishop O'Hern and counseled by the Rt. Rev. William M. Hart, vicar-general of the diocese, pressed forward. Archbishop Mooney gave the Courier fresh impetus on his accession to the see of Rochester.

Milestones in the Catholic Courier career dating from the completion of reorganization follow:

April, 1933—Improved typography introduced.

February, 1934—First Catholic Press Exhibit held.

June, 1934—Holy Name Rally Edition.

August-September, 1934—Holy Name Circulation Campaign.

August, 1934—First Catholic Schools Supplement.

October, 1934—Diocesan Review and Calendar, and Hornell Edition.

January, 1935—New type face—New press facilities—Newspaper changed to 8 columns, standard make-up.

March, 1935—Reader Survey conducted.

March, 1935—Supported Elmira priests in defense of attack on Church in Mexico.

April, 1935—Augmented "Easter Edition" published.

April, 1935—Stage Play Indecency Attacked—Refutation made of local misstatements on Church in Mexico.

August, 1935—Second Catholic Schools Supplement issued.

November, 1935—Official Calendar and Diocesan Review appeared in large format.

November, 1935—Geneva Church Centennial Edition issued.

December, 1935—Augmented "Christmas Gift Edition."

January, 1936—Birth Control attacked—First Extra edition published.

January, 1936—Appointment of Board of Directors.