



IN A FAMILY NEWSPAPER . . .

CONTENT COUNTS

. . . and in the Catholic  Courier

CONTENT COMMANDS CIRCULATION

NEWS gives a newspaper both its **NEWS** name and its reason for existing.

Without NEWS, a publication may be interesting and worth reading, but it is *not* a NEWSpaper. A Catholic NEWSpaper, in turn, requires not only NEWS but Catholic NEWS, and NEWS of special interest to Catholics. To get that type of NEWS, to present it week after week, as consistently, comprehensively, and completely as possible, YOUR diocesan NEWSpaper draws on many and varied sources. For national and international NEWS,—the NCWC NEWS Service, which passes through its headquarters in Washington the NEWS of the world that has special point and meaning for CATHOLICS. For local and diocesan NEWS,—the services of special NEWS correspondents and writers who report on all activities of Catholics and non-Catholics, clergy and laity, that have any interest for Catholics. All his NEWS passes through the hands of a staff that knows how to present the most NEWS within the limitations of space. Every step and process is designed to give YOU as much Catholic NEWS as possible in such form and quantity as is not available from any other local source.



VIEWS If a publication without NEWS is not a NEWSpaper, a NEWSpaper without strong and virile VIEWS is impotent and ineffectual. The primary concern of your diocesan NEWSpaper is to present Catholic NEWS. The secondary concern, but one not less important than the NEWS, is to interpret that NEWS, to illuminate and clarify it. Quotations from a book mean little unless the general meaning of the book is known. In the same way, much that is important NEWS means little unless the general background of it is known. Your diocesan NEWSpaper aids you to understand the world from a Catholic standpoint, to understand the NEWS that is being made in the world, to understand the import and significance of that NEWS for Catholics. The CATHOLIC COURIER is not only your Catholic NEWSpaper, it is also your Catholic VIEWSpaper. As such it is authoritative, reliable, and completely trustworthy. Its VIEWSpoint on the NEWS is expressive of what is fundamentally best and truest in Catholic thought and opinion. Every Catholic needs it for both the NEWS and VIEWS.



All eyes are on YOUR newspaper because now . . . more than ever . . . it is the complete Catholic family newspaper

Catholic Courier

Official Newspaper of the Rochester Diocese