

Catholic Courier Circulation Growth Advances Interests of Catholic Public

The Business SPECTATOR

News and reviews of the business world presented as items of information. Material herein is not to be construed as representing editorial opinion of the CATHOLIC COURIER

ARMORY SCENE OF GENERAL MOTORS SHOW

With decorations and exhibits in place and entertainment features announced, the General Motors Show of 1936 is set to open Saturday in the East Main Armory and continue through the Saturday of the following week. The show combines the latest products of General Motors and its subsidiaries with an elaborate entertainment program.

All models of General Motors 1936 automobiles will be on display, together with late models of GMC motor trucks, Frigidaire electrical refrigerators and air-conditioning equipment, Delco heating units, United Motors accessories and numerous smaller household appliances will make up the remainder of this large exhibition—the largest General Motors Show ever staged in this city.

Leo Reisman and his Society Orchestra, according to P. C. DeBussy, general manager of the Show, will play each afternoon and evening. Reisman and his orchestra have played engagements in the more important hotels and night clubs from coast to coast besides numerous radio engagements during the past 10 years.

The Armory will be brilliantly decorated for the occasion. Blue in three shades will provide the color scheme. The interior of the exhibition hall will be backed by salmon wall panels ten feet high.

Further entertainment will be provided by a nightly series of acts by popular local radio artists who will appear in person on the large stage which will be built especially for the various entertainment features at the General Motors Show.

Mr. DeBussy announced that hours of the show will be from 11 a. m. to 11 p. m. daily. Admission will be free at all times. It is expected that more than 50,000 people will attend between Saturday, March 29 and Saturday, April 4. The show will be closed Sunday, March 29.

Suskinds Design New Wallpaper

To attain an exact duplication of the appearance of wallpaper and paint in a room, Suskind's recently modeled their store at 165 State street. This new idea in display utilizes the walls of the store to show modern designs in paper and colors in paint.

According to Harry Suskind, streamline effects are finding their way into the wallpaper trade. The modern trend in all household furnishings and interior decoration has made a new demand upon wallpaper designers to offer a paper to match.

These new wallpapers, the streamline designs are shown in direct application to the walls of the shop. Thus the customer can see exactly how various papers harmonize with different trims.

The entire interior of the store has been rearranged and redecorated to present the new selection of papers and paints. Suskind's store at 228 Joseph Avenue also is displaying these papers.

In the total of 88 daily newspapers in New York State, there are only 16 (outside of Greater New York City and Buffalo) which have circulations larger than the Catholic Courier.



SECRETS

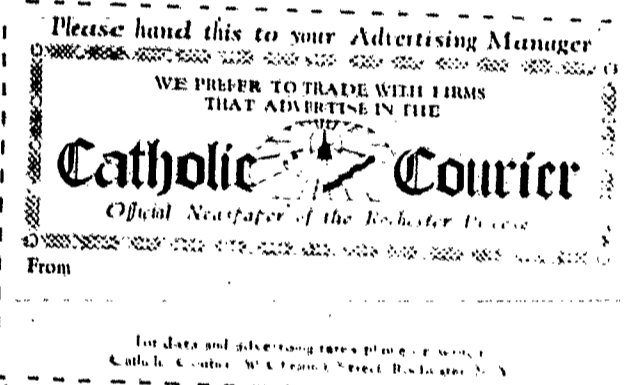
... are all right in their places ...

BUT

DON'T make a secret of the fact that you're one of the hundreds, who, by patronizing our advertisers, are making the CATHOLIC COURIER Rochester's most influential newspaper. Carry a pad of BOOSTER LABELS with you, ready to use at all times. They afford a convenient method of expressing preference for Courier advertisers, and also, of letting non-advertisers know you'd like them to use your paper!

WHAT & WHY are

BOOSTER LABELS..



WHAT are Booster Labels? Simply small slips of buff paper imprinted with the wording you see at the left. 20 of them are packaged together in a neat little cellophane envelope, conveniently carried in purse or pocket, or as conveniently kept ready-to-hand in a writing desk drawer. Used as an enclosure when paying bills by mail or when writing to merchants, handed to salespeople in shopping, Booster Labels become signs and symbols of your interest in adding to the prestige and power of your own newspaper.

WHY are Booster Labels? You know, as well as we do, that the CATHOLIC COURIER is an influential newspaper. The objective is to convince more business-men of that fact so that their use of advertising space will be in proper proportion to this newspaper's merits. If you still ask, why Booster Labels for me, remember that the volume of CATHOLIC COURIER advertising has a bearing... a very real bearing... on the quality of the newspaper which we place in your hands each week.

Booster Labels Will Be Mailed, Soon, To All Regular Subscribers

Plan Now To Use Yours—Regularly

MEANWHILE ...

These firms advertise consistently and are recommended to your consistent attention:

LECKINGER'S SHOE STORE
HICKSON ELECTRIC CO.
HOWE & ROGERS
HART'S FOOD STORES
FEE WINE CO.
WIDMER'S WINE CELLARS INC.
THE PAINE DRUG CO.

ROCHESTER GAS & ELECTRIC CORP.
SIDLEY, LINDSAY & CURR CO.
WM. V. GRAESER CO.
ROCHESTER SAVINGS BANK
ROCHESTER TRUST & SAFE DEPOSIT CO.
LINCOLN-ALLIANCE BANK & TRUST CO.
FIRST NATIONAL BANK & TRUST CO.

MONROE COUNTY SAVINGS BANK
GENESEE VALLEY TRUST CO
WALKER MUSIC STORE
ROCHESTER TELEPHONE CORP.
KNOPF CLOTHES
WM. F. PREDMORE
STAUB & SON

PROJANSKY
FIRESTONE AUTO SUPPLY & SERVICE STORES
BERGHASH LIQUOR STORE
TRANT'S CATHOLIC SUPPLY STORE
LOUIS SHULMAN & CO.
WEIS & FISHER
LEON FRERES INC.

BOOST for your newspaper

Catholic Courier

Official Newspaper of the Rochester Diocese