

On this 4th ANNIVERSARY of REORGANIZATION
*we extend an invitation to our readers
 to show their interest by joining us in the*
CRUSADE for COOPERATION

USE BOOSTER LABELS

because ... so tremendous and widespread a movement should challenge the interest and arouse the loyalty of every thinking Catholic! The CATHOLIC COURIER is your voice as a Catholic, your defender as a Catholic, your advocate as a Catholic. Learn more fully what the CATHOLIC COURIER can mean to you. Make it your newspaper. Make this your Crusade!

**BOOSTER LABELS
 Are Being Sent to
 Regular Subscribers
 in Rochester and
 Monroe County ...
 THIS WEEK**

1934
the year of
FIRST GROWTH

FOLLOWING THE example of the Blue Eagle, which, with the help of General Johnson, was hatched in the Fall of 1933 the CATHOLIC COURIER began to soar. Not to any dizzy heights, as did the NRA bird, but upward nonetheless. The last six months of that second year saw the establishment and growth of the carrier boy organization which provided the foundation for circulation gains and which is still the backbone of CATHOLIC COURIER distribution. These young men early became imbued with some of that zeal which then, as now, motivated the whole newspaper staff. The early upward flight, and first growth in retrospect become a source of pride ... and inspiration.

UPWARD STEPS
 that prove the strength
 and importance of the

1935
the year of
PRESS & SURVEY

LATER GROWTH came with the great Rochester Diocesan Holy Name Union campaign for new subscribers to the CATHOLIC COURIER. Successful in attaining its objective, the movement also performed the incalculably valuable service of carrying to the farthest corners of the diocese the message of an increasingly important CATHOLIC COURIER. This, and similar advances in gaining the acceptance of advertisers, made possible new press facilities for the newspaper. As the third anniversary came around, the CATHOLIC COURIER was able to undertake an exhaustively complete "Reader Survey" to determine directly how it could still further improve its service.

**"Things Are
 Looking
 Up!"**

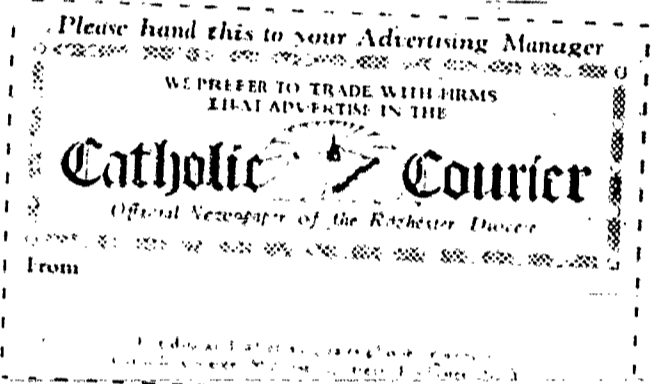


1936

the year of

TWO CRUSADES

...
 THEN CAME the Students' Catholic Press Crusade of last February! 15,000 youthful Crusaders moved as one to advance the cause of "The Good Press." Their tremendous effort carried the CATHOLIC COURIER to unprecedented heights of circulation, a circumstance reflected in immediate further improvements. Pages were added and filled with a wide range of new and timely features of interest to all ages and tastes. Now, progress must go on! The example of youth can be followed by all our readers in the new CRUSADE for COOPERATION. YOUR cooperation will cost nothing in time, or money, or effort. Use BOOSTER LABELS ... regularly!



1933
the year of
CLOSED BANKS

WHEN REORGANIZATION of the CATHOLIC COURIER began in April of 1932, all business (nay, all merely human affairs) seemed to be wheeling madly and inevitably down hill into the maw of the Great Depression. Indeed, the worst fears of the worst pessimists seemed to be in process of realization when, not quite a year later, the banks of the nation were closed by presidential mandate and cigar coupons (or fairly accurate facsimiles thereof) became current as money ... in those United States, the wealthiest country on earth! Some consolation was available in the obvious fact that the lower the newspaper began the further it could climb. And in that spirit the Depression's ebb was met.

Catholic Courier

Progressing in Prestige and Power