



FOLLOW THE LEADER . . .

**for CHURCH
for HOME
for SCHOOL**

OUR DIOCESAN newspaper embarks on another tremendous endeavor to enlist new thousands of readers. More than 15,000 "Crusaders" will "follow the leader" in a gigantic drive for readers that will gain victories even more sweeping than last year. "Crusaders All!" with one goal before them: A CATHOLIC COURIER in every Catholic Home!

FEBRUARY is "Catholic Press Month" . . . signalized throughout the United States by special attention to every branch of the Catholic publication field. February last year was made especially significant in Rochester when the CATHOLIC COURIER Crusade for Circulation resulted in a total of more than 8,500 subscriptions . . . and a record gain that made 1936 a record year for this leading publication. Let us make 1937 even more notable in new growth!

Note This

RISE in labor, paper, and equipment, and increases in state and Federal taxes, indicate the necessity of increasing subscription rates after the close of the SECOND ANNUAL STUDENTS' CATHOLIC PRESS CRUSADE. Keep this in mind

CRUSADE for your growth! Grow in knowledge and understanding of things Catholic . . . of things that affect and concern all loyal Catholics. Know the latent power of the Catholic Press. And realize how important is your cooperation in making that power more vocal, more concentrated, more effective for the welfare of your Church and you . . . through the CATHOLIC COURIER, your own diocesan newspaper, your voice, your defender, your advocate. This is your newspaper; make this your Crusade. "Follow the leader!"

And Plan To

SUBSCRIBE . . . NOW!

more for the money



In 1937 the Catholic Courier will confirm leadership with new growth and important improvements.

• A newspaper for the family

Catholic Courier

Newspaper of the Rochester Diocese