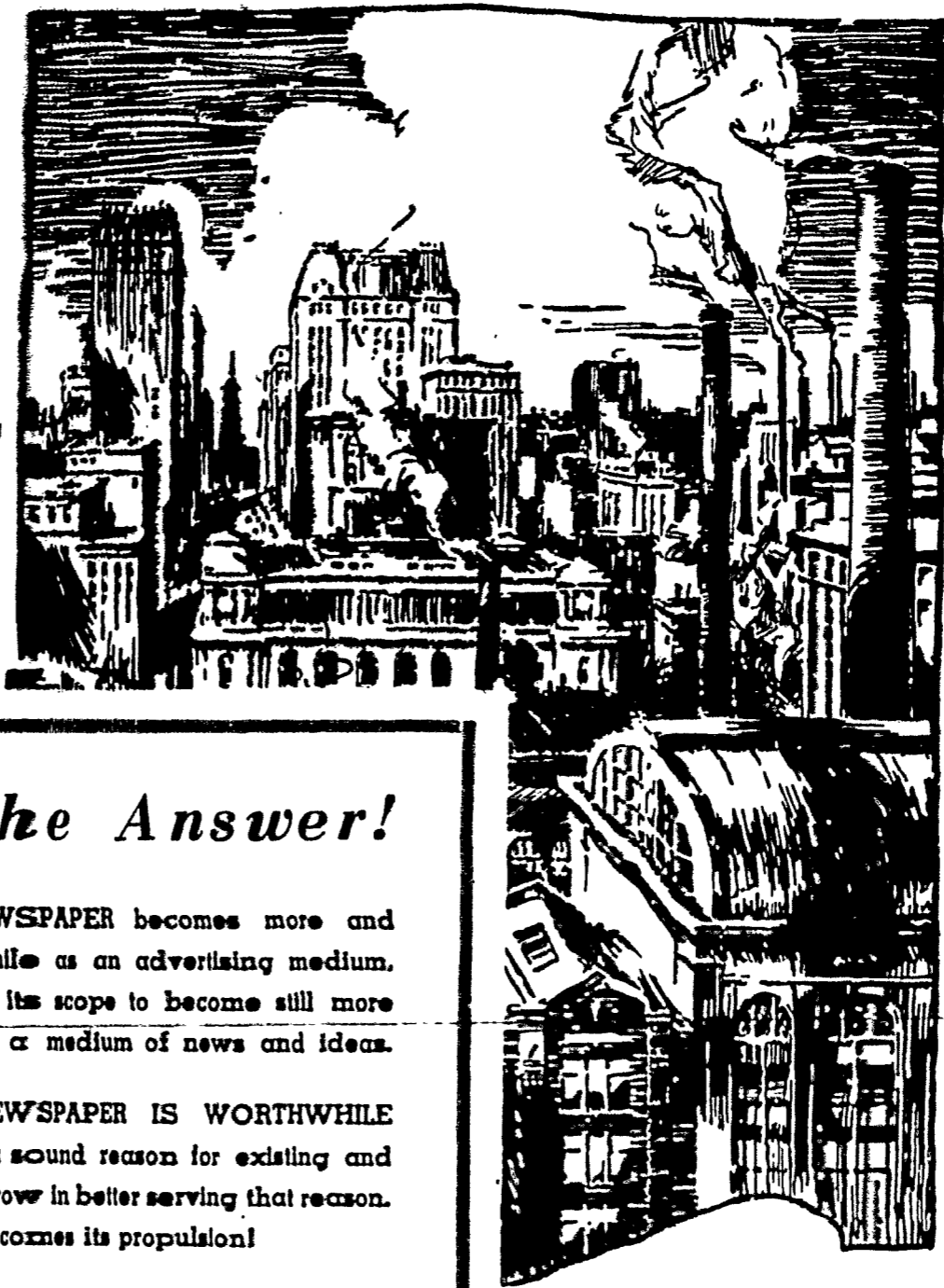




What Makes A Newspaper Worthwhile?



We Believe This Is The Answer!

A NEWSPAPER is worthwhile when . . . first it serves a genuine purpose and need. In serving that need it reaches a constantly growing audience, becoming more and more worthwhile to more and more people.

WHEN A NEWSPAPER becomes worthwhile to enough people, it becomes worthwhile to the advertiser. It becomes a trusted medium through which the advertiser reaches a loyal and attentive audience.

AS THE NEWSPAPER becomes more and more worthwhile as an advertising medium, it can extend its scope to become still more worthwhile as a medium of news and ideas.

THUS, A NEWSPAPER IS WORTHWHILE when it has a sound reason for existing and continues to grow in better serving that reason. Its purpose becomes its propulsion!

SUCH A NEWSPAPER is definitely worthwhile. Such a newspaper is the CATHOLIC COURIER.

We Have Served These Advertisers--These Advertisers Serve You!

SOME REGULAR ADVERTISERS WHO USED SPACE IN 1938

- A. B. C. Dry Cleaners
- A. J. Tea Shop
- Albert Elvitt
- M. L. Allen & Son
- American Brewing Co.
- Andrew's Market
- Angostura Bitter
- Erbert F. Ashley
- Aunt Jennie's Bake Shop
- Barnard, Porter & Remington
- Bathhouse Co.
- E. E. Baulch Co.
- Baskette Inc.
- Beck Cleaners
- Billy's Home Bakery
- Barnett & Tracy
- Blackboard Guild
- Blanchard Florist
- Blessed Sacrament Church
- Bowl Store
- James Boring Company (N. Y.)
- Brownell Shoe Stores
- Brownie Bros.
- Burns Pharmacy
- Carr Pharmacy
- Catholic Near East
- Cayuga Amusement Co., Inc.
- (Ennis Jettick Park)
- Columbus Tacos (N. Y.)
- Cunard White Star Lines (N. Y.)
- Central Trust Co.
- Chase Bros. Nursery
- Flood L. Christ
- City Delivery & Storage Co.
- Geo. M. Clancy Carting Co.
- Columbus Civic Centre
- Commonwealth Liquor
- Conroy's Pharmacy
- Corbett's Clothier
- Corpus Christi Church
- Monroe County Treasurer's Office
- D. E. Coll. Jeweler
- Wm. E. Cowan
- Cramer Drug Stores
- Crane & Co.
- Crosby-Fillars Fur Co.

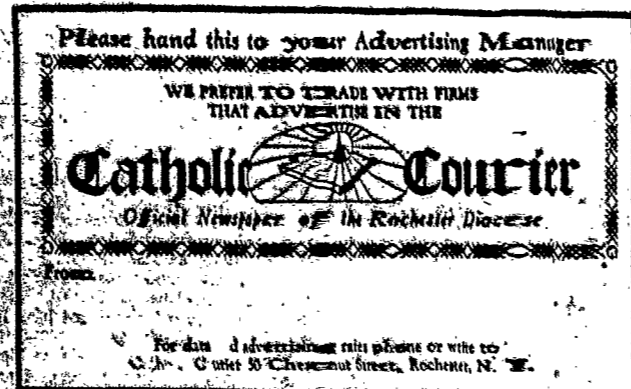
- Cytherea Funeral Home
- Curtice and McElwee (Canandaigua)
- Dairyville Milk Co. (Auburn)
- Deauville
- De-Luxe Shoe Repair
- R. J. Dengler (Butter and Eggs)
- Central Travel Bureau
- A. DiPasquale Shoes
- Di Pasquale Furniture
- Doerner's Bottling Works
- Dorschall Radio
- Doyle Gasoline & Oil Company
- East Side Savings Bank
- Eaton & Sims
- Ecker Drug
- E. W. Edwards & Son Co.
- Elroy Food Markets
- Ferguson Beauty
- Fish Pharmacy
- Fitzgerald-Dress Shop
- B. Flannery Drug Store
- B. Forman Co.
- Frances Kitchen
- French Line (N. Y.)
- Fromm Bros.
- Gate Company (N. Y.)
- Gem Amusements
- General Baking Co.
- Genesee Chow Mein
- Genesee Valley Trust Company
- Goodrich Silvertown Tire & Rubber Co.
- Goodyear Wende Oil Corp. (Texaco)
- Gotham Freight Lines
- Sarr Gottly Carting Co.
- Wm. V. Graesser Co.
- W. T. Grant Co.
- Gray Carpet Cleaning
- Green & Dwyer Co.
- M. D. Green Lumber Co. (Auburn)
- Griffin Hat Shop
- Guarantee Bedding Co.
- Haerner Home Laundry
- Harris Electric Co.
- Hart's Food Stores
- Health Thurston Pharmacy
- Heinrich Seibold Stationery Co.

- B. Held Inc.
- Hetzler Bros Ice Company
- Hershberg's
- Hickson's
- Wm. B. Hislop (Auburn)
- Hoffman Music Stores
- Oscar Hoffman
- S. Holland's Sons (Hamell)
- Hollywood Shoes
- Holy Rosary Church
- Hotel Seneca
- Howe & Rogers Co.
- Huber Electric Co.
- G. H. Humbert
- S. E. Humphrey
- Immaculate Conception Church
- Inlet Valley Farms (Ithaca)
- Johncox Dairy (Canandaigua)
- Kennedy Valve Co. (Elmira)
- J. Kircher Dry Goods
- Kleer Ice Company
- Knopf Clothes
- Kort's Dairy
- Kruger's Trunk Store
- Kuhn Bros.
- LaMay Drug
- Langie Coal Co.
- Lapple's Bakery
- Leo House (N. Y.)
- Levis Music Stores
- Likly's
- Lincoln-Alliance Bank & Trust Co.
- A. J. Lindner
- Little Flower Monastery, Newton, N. Y.
- Loan Service (Geneva)
- Lovely & Hickman
- Love's Popcorn Co.
- Lyell Ave. Liquor Store
- Mandell's Pharmacy
- Manhattan Wine & Liquor Store
- Markin's Pharmacy
- Mechanic's Savings Bank
- Wm. J. Meyer Co.
- M. G. Silk Store
- Mock Studio
- Monroe Amusements (RKO Theatres)

- Monroe County Savings
- Monroe Sample Shoe
- C. H. Morse & Sons Co.
- Mt. Read Pharmacy
- Murphy's Baby Foods
- McCurdy & Co.
- McConnell Milk Co. (Pittsford)
- McFarlin's Clothing Company
- National Clothing Co.
- National Liquor Store
- Neidinger's
- Niagara University
- Nunelys Restaurant
- Stove O'Hara's
- Our Lady of Perpetual Help Church
- Oxford Pharmacy
- Paine Drug Company
- Payne and Hunham
- Pearson Bros. (N. Y.)
- Peasley & Sons
- Perry's Pharmacy
- Personal Finance (Auburn)
- Pinnacle Nursing Home
- Plymouth Dairy
- Wm. F. Predmore
- Prens Storage
- Projansky
- Propagation of the Faith Society
- Public Market (Ithaca)
- Purcell Motors (Corning)
- Quality Restaurant
- Rochester Brewers Exchange
- Rochester Brewing Company
- Rochester Business Institute
- Rochester Civic Music Ass'n
- Rochester Dividend Corporation
- Rochester Fruit & Vegetable Co.
- Rochester Gas & Electric Corp.
- Rochester Independent Oil Co.
- Rochester Savings Bank
- Rochester Savings & Loan Ass'n
- Rochester Telephone Corporation
- Rochester Trust and Safe Deposit Co.
- Roger's Photo Studio
- Fred Rondina (Auburn)
- Sacred Heart Pro-Cathedral
- St. Boniface Church

- St. Margaret Mary's Church
- St. Mary's Church
- St. Patrick's Church
- Sarson Shannon Dance School
- Schultz Clothing Store
- Sears, Roebuck & Co.
- Security Trust Company
- H. Setine
- Shafer Co.
- Shine Theatres
- J. F. Shortall
- Sibley Lindsay & Carr Co.
- H. Siebert's Sons
- Smallino's Pharmacy
- Smart Frocks
- J. W. Smith Dry Goods
- Smith Radio Sales
- Specialty Co.
- Springside Inn
- Standard Brewing Co.
- Staub's Dry Cleaning
- Steuben County Trust Co.
- Summer's Bedding
- Summit Optical Co.
- Tasket Studio
- Tip Top Lunch
- Town Talk Bakery
- Towner Bros.
- Trant's Catholic Supply Store
- Trott Bros.
- Tucker Chas. A.
- Tuttle's Studio (Auburn)
- Typewriter Store
- Union Trust Co.
- Van Hoesen Co.
- Geo. Wabnitz
- Wegman's Dairy
- Weis & Fisher
- Weissend Bros. Lumber Co.
- Charlotte White
- Widmer's Wine Cellars, Inc. (Naples)
- J. W. Williamson (Corning)
- William's Pharmacy
- C. Wolf Hat Store
- S. L. Woodburn (Canisteo)
- Woolley Bus Lines
- Zwergle's

Let the advertiser know that you appreciate his patronage of YOUR Newspaper



Use Booster Labels to give practical proof of your loyalty to all that is worthwhile