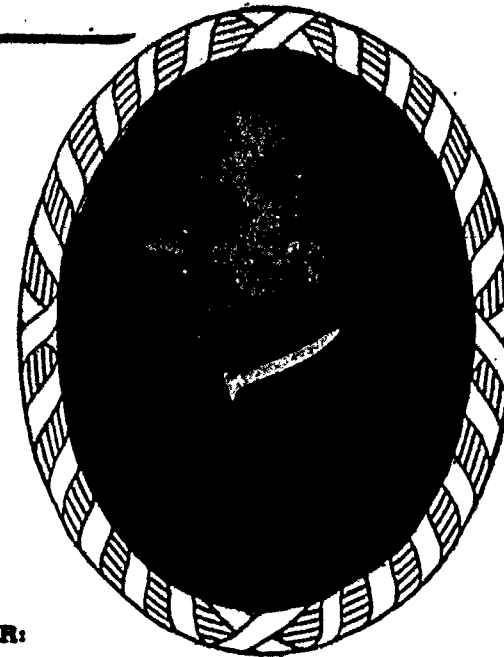


Inviting You to *SHARE WITH US*

A Letter from Bishop Kearney



TO FRIENDS OF THE CATHOLIC COURIER:

- The Catholic Courier, newspaper of the Rochester Diocese, will celebrate its 50th Anniversary soon. This span of life goes back to small beginnings, and to a period when the inherent importance of the Catholic Press was but partially realized. I am proud that the half-century mark in the history of our diocesan newspaper finds it measuring up more and more fully to ever-increasing opportunities for service to our Catholic people and to the community at large.
- This pride may well be shared by all men of good will who recognize the power for good which the Catholic Press represents. During fifty years the Catholic Press in Rochester has never failed to publish regularly—a record which attests as much to the vital need for this publication as to the loyalty and perseverance with which that need has been served.
- The Golden Jubilee Edition of the Catholic Courier deserves your friendly consideration, for its intrinsic merits of editorial content and comprehensive coverage, and for its special significance in the history of the Catholic Press movement in Rochester.
- You are cordially invited to share with us in this crowning achievement.

Very truly yours,

+ James E. Kearney
Bishop of Rochester

Announcing

The GOLDEN JUBILEE EDITION

TO ALL READERS:

For nearly a year the CATHOLIC COURIER has been quietly preparing for the issuance late in October (1939) of an edition to signalize the completion of 50 years of uninterrupted publication.

The original objective was to make this edition "the crowning achievement in half a century of Catholic Press progress in the Rochester Diocese."

The vast quantity of material already prepared assures the attainment of that objective. The edition in its every feature should be a source of pride to all of our people.

The Golden Jubilee Edition will be in magazine form, printed on fine enameled stock, and will be issued as a supplement to a regular edition of the CATHOLIC COURIER. Content will include pictures of every church in the Rochester Diocese; outstanding camera portraits of Church dignitaries, including the officials of the Rochester Diocese; original historical material heretofore not available; historical notes about the diocesan churches; a history of the Catholic Church and of the Rochester Diocese since 1889; and other outstanding features too numerous to be listed here.

A copy of this edition will be delivered without EXTRA charge to every REGULAR subscriber.

If you are not now SUBSCRIBING to the CATHOLIC COURIER we urge immediate action so that you may be included in the distribution of this outstanding publication.

The Golden Jubilee Edition will itself be worth the price of a year's subscription.

TO ALL ADVERTISERS:

In the accompanying message addressed to our readers, the forthcoming Golden Jubilee Edition of the CATHOLIC COURIER is highlighted.

The occasion for which this edition is published, the high quality of its format and content, its widespread distribution, all combine to make it an outstanding medium for the advertising of any and all reputable business firms that have goods or services which merit the attention of the Catholic public of the Rochester Diocese.

The acceptance already accorded this edition by leading advertisers, both local and national, is clear-cut evidence that the Golden Jubilee Edition of the CATHOLIC COURIER is worthy of most careful consideration by all advertisers.

Extensive efforts have been made to reach as many potential advertisers as possible. In spite of this fact, some business firms may have been unintentionally overlooked. We shall appreciate hearing from any firms or individuals who want advertising representation in this outstanding edition, and who have not as yet been called upon.

We can assure advertisers that this edition represents an outstanding advertising value, and that their cooperation will be appreciated by the thousands of Catholic families into whose homes the CATHOLIC COURIER goes each week.

1889

The *Influential Newspaper* of the *Rochester Diocese*
Catholic Courier

1939

Rounding Out a Half-Century of Catholic Press Progress