

McFARLIN'S

This Store Extends Hearty
 Congratulations to the
 Catholic Courier on Its
 Golden Birthday



One of Your Best Assets
 (in Business, or Socially)
 is Successful Appearance

One of McFarlin's big jobs is selling clothing as fine as skilled hands and quality wools can produce. That's why we feature clothes tailored by the very best manufacturers of America. That's why we have a "voice" to speak in every business. For McFarlin clothes go to important sales meetings, board conferences and business trips. In every field, they make important contacts every day. They make favorable impressions socially. They speak for well-earned assurance. They are an unmistakable asset! One try-on will convince you. One purchase, we're sure, will make you a McFarlin customer for life! May we have the pleasure of serving you when you're ready to buy your next suit or topcoat?

McFARLIN

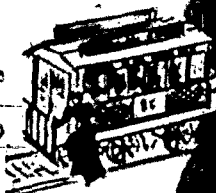
SUITS and TOPCOATS

\$25 to \$75

McCurdy's Clothing Co.

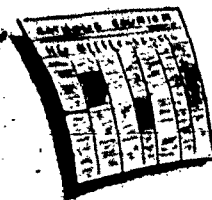
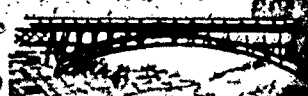
Fifty Years Old
-in Rochester

The first electric car line
 operated to Charlotte
 . . . in 1889



Transparent photo film dis-
 covered by George Eastman
 . . . in 1889

Driving Park bridge
 spanned the Genesee
 . . . in 1889



The first modest edition of the
 "Catholic Courier" made its
 bow to Rochester readers
 . . . in 1889

Fifty years later . . . This same Catholic
 Courier observes a birthday . . . and as
 B. Forman Co. extends felicitations, it looks
 forward with keen anticipation to the time
 when its own Jubilee will be as richly deserved.

Specialists in Feminine Fashions

B. FORMAN CO.

CLINTON AVENUE SOUTH MAIN 3788

Salute TO PROGRESS

For fifty years the Catholic Courier has gone forth through the Rochester area, carrying a message of faith and good cheer to the clergy and laity of the diocese. Its finger has been on the pulse of the community, interpreting news and doctrines courageously, intelligently, honestly.

The Catholic Courier of tomorrow will reflect the achievements of today . . . and to those who are contributing to that progress, this 50th Anniversary Issue stands in salute.

We take this opportunity to extend our congratulations and a sincere wish that the Courier may continue to enjoy, for the next half century, the same full measure of success and popularity that it has attained during the half century just passed.

McCURDY'S
 OF ROCHESTER