

Press Progress
LOOKING FORWARD

(Continued from Page 73)

In the past of this newspaper the ideal order of these factors has more than once been altered unfavorably. The task of the future is to establish still more firmly the proper sequence of factors, and of the events which shape those factors.

In this task the staff of the CATHOLIC COURIER will find its greatest strength and encouragement in the existence of a widespread audience of priests and people who share with us this Golden Jubilee Edition and the significant history which has made it possible. It has been the privilege of the present staff of this newspaper to work for the advancement of the Catholic Press during a period when the events of each passing day have underscored the constant growth of the need for better Catholic newspapers. Depressions and recessions, wars and threats of war, all the alarms and excursions have but kindled greater enthusiasm for the task at hand, the onerous

TIME IN ITS FLIGHT . . .

1893

World's Columbian Exposition at Chicago formally opened by President Cleveland. . . . Gold reserve falls below \$100,000,000, precipitating a panic. . . . Free postal delivery extended to rural communities. . . . The Cherokee Strip between Kansas and Oklahoma purchased by U. S. for \$8,595,736.12. . . . First "Billion dollar" Congress adjourns.

New York has forty-nine dailies, Chicago twenty-seven, Philadelphia twenty-two, St. Louis twelve, Boston eleven, Baltimore eight. . . . Pictures of theatrical stars being widely used. . . . W. R. Hearst's World's Fair edition of the San Francisco Examiner, largest issue of a daily ever published, creates a sensation—120 pages, 500,000 copies, \$70,000 worth of advertising. . . . Elbert Hubbard leaves Larkin Soap Company to establish the Roycroft Shop.

"The weekly illustrated magazine Life is a great success." . . . 259 publications of all kinds have a circulation over 25,000.

1894

Coxey's Army invades Washington. . . . President Cleveland sends Federal troops to Chicago to protect the mails in the Pullman strike. . . . Wheat and cotton reach lowest prices ever recorded—wheat at 54.5 cents, cotton at 5.56 cents. . . . Gold reserve down to \$61,000,000. . . . Labor Day made a legal holiday.

Matrices just coming into use in newspapers. . . . Sunday papers carrying as many as thirty-six pages and their bulkiness causes complaints from readers and advertisers, jokes from vaudeville performers. . . . Henry Ford makes his first motor vehicle.

Stenography is opening a new field for women workers, a young lady having taken notes at a New York Senate session "without showing the least sign of embarrassment." . . . "The pleasure of a confidential chat is heightened by the sweet breath that goes with a well-ordered system"—advertisement of Ripans Tabules. . . . Godey Publishing Company, publishers of the famous "Godey's Lady's Book," in the hands of receiver.

but gratifying task of building each day a slightly better newspaper for an increasing, and increasingly responsive, audience.

In the final analysis, or insofar as there can be any finality in the manifold, progressive, many-sided Catholic Press, the success of the CATHOLIC COURIER rests with that audience. In this connection, we would refer our readers to page 62 of this edition, —to the last paragraph in the first editorial written in the first edition of the "Catholic Journal." That editorial hints at the conditions under which our original predecessors started the Catholic Press in Rochester and indicates the policies being formulated to meet those conditions. Significantly, even ironically, the last paragraph of that editorial has this to say:

The success or failure of THE CATHOLIC JOURNAL is now in the hands of the Catholics of the Rochester diocese. If they want a home paper and think the JOURNAL meets their ideas and approval, let them subscribe for it and advertise in it. If this is done, the JOURNAL will be a success; if not, it will be a failure.

It is not quite fair to say that the whole success or failure of a Catholic newspaper, or of a diocesan newspaper, is solely and entirely in the hands of its readers. But a greater portion of that success or failure is in their hands than many realize.

So that our readers may freely give their diocesan newspaper that cooperation which is so desirable and necessary to achieve the fullest measure of service, the CATHOLIC COURIER at the 50th Anniversary pledges itself to carry forward such a program of improvement and growth as will merit both the fullest favorable attention of our present readership, and the added cooperation of those who have not yet recognized the importance of the services which their diocesan newspaper renders. Given success in such a program the future generations of Catholics in the Diocese of Rochester will not hesitate to add their contribution toward the immeasurable advances which should be in evidence in another 50 years from now.

Complicated and many-sided as are the problems involved in an adequate program of improvement and growth, the essence of the readers' cooperation necessary to their attainment may be summarized in this simple formula:

Let all subscribers to the CATHOLIC COURIER read their weekly copies thoroughly. Let them encourage others to do likewise. Let them give their favorable attention to the advertising which appears in the pages of the diocesan newspaper, recognizing that their favorable attention will be the measure of this newspaper's present and future stability. Let them encourage others to do likewise. Let them express an interest in the diocesan newspaper to those who do not subscribe for it and to those who do not advertise in its pages. Let them encourage others to do likewise.

Such a simple program carried out faithfully through the years will bring to the CATHOLIC COURIER such opportunities and abilities to render added service as are now almost undreamed of. The 100th Anniversary, in fact the 60th Anniversary, will then show gains for the benefit of the Church in the Rochester Diocese comparable to the gains which at this 50th Anniversary are measured against the simple beginnings of 50 years ago.

Surely by looking backward we may learn how to go forward in the years ahead.

These features cover a diversity of interests. Not all of them have been given the space that was wanted—or deserved—but they are in the general outline of the contents of the progressive Catholic newspaper toward which a steady advance has been made, and will be fully achieved.

Press Progress

EDITORIAL

(Continued from Page 67)

out of Rochester. Especially this is true if we arrive at a step where out-of-town editions are mechanically and economically possible.

Heading the list of departments is the editorial department, with its purpose to serve as an enlightening guide in interpreting the news and in offering solutions for many problems of the day.

Other features now included in its coverage are apologetics, books, education—religious and secular—letters to the editor, review of the files, calendar of future events and clippings from the Catholic press, which could be made a promotion for the idea of the Catholic press in general, and also clippings from the secular press.

We are also devoting space to sports, features for children, housing and miscellaneous features, women's departments, recipes, fashions, etc., human interest articles; a "Society Page," with notes on Catholic weddings,

parties, etc.; an amusements page including the theater and radio, and a business page.

The CATHOLIC COURIER is now delivered into nearly 20,000 homes—and stays in them, read with growing interest by all members of the family. It interests, entertains, and instructs them. With further improvements inside the broad outlines of the above policies its usefulness will be extended to many thousands more in the Diocese of Rochester.

Toward the goal of the ideal Catholic newspaper on which we are on the way at this historic milestone, we pledge a steady advance until it is finally reached and all projected improvements a reality.

For other phases of PRESS PROGRESS See Pages 65, 66, and 73.

TIME IN ITS FLIGHT . . .

1895

President Cleveland affirms the Monroe Doctrine as applicable to boundary dispute of Venezuela and British Guiana. . . . Anti-Saloon League founded in Washington. . . . Gold reserve, after dropping to \$41,000,000, finally returns to \$100,000,000. . . . Morgan-Belmont-Rothschild syndicate lends treasury 3,500,000 ounces of gold coin.

National craze over the book "Triby" finds its reflection in the merchandising world in the naming of every conceivable type of merchandise. . . . Sale of Sunday newspapers reported on the decrease because so many people are riding bicycles that day.

2,359 new publications established in the last year, but the net increase is only 228. . . . Newspaper with the longest name: Milwaukee Die Deutsch-Amerikanische Gewerbe und Industrie Zeitung—Fortschritt Der Zeit. . . . Newspaper with the shortest name: Wilkes-Barre, Pa., It.

1896

Utah admitted to the Union as the forty-fifth State. . . . Gold found in the Klondike region. . . . William McKinley defeats William Jennings Bryan for the presidency. . . . Regulations for fourth-class mail matter enacted. . . . Woman's suffrage becomes effective in Idaho. . . . Congress contains twenty-seven newspaper editors and nine former editors.

Adolph S. Ochs acquires the New York Times. . . . Cyrus H. K. Curtis is the new owner of The Saturday Evening Post. . . . 892 department stores in the United States. . . . A Boston mercantile house, having no snow for sleigh and reindeer, sends Santa Claus through town with a fleet of donkeys. . . . Chicago retailers, indignant over high advertising rates, discuss plans for a newspaper of their own to be run at a loss, and the trade predicts success in reaching that objective. . . . First showing of a motion picture in the United States via Thomas A. Edison's vitascope.

War scare with Britain over the Venezuelan question. . . . Metropolitan Telephone & Telegraph Company boasts 12,500 subscribers in New York City. . . . Leading premium of the day: court plaster—an especial favorite with the accident insurance companies.

Facts and Fallacies

Why . . .

PERHAPS YOU ask, Why a Catholic newspaper? Its prime purpose should be to interpret the world to Catholics, to interpret Catholics to Catholics, to interpret Catholics to the world! The CATHOLIC COURIER is necessary because nowhere else, and in no other way, can local Catholics obtain a comparable presentation of news and views of interest and concern to them.

How . . .

OPINION PERSISTS in some quarters that a Catholic newspaper can exist without having a sound and valid reason for existence or, at least, without genuinely serving its purpose. If this were so, the task of establishing and maintaining such a publication would be far simpler than it is. Today a Catholic newspaper has but two ways open; it can procrastinate and perish or, like the CATHOLIC COURIER, it can serve and survive!

Who . . .

SHOULD ONLY CATHOLICS be concerned about the progress and welfare of the diocesan newspaper? Certainly they are first, but a well-edited and soundly operated Catholic newspaper may well claim the respectful attention of all people who are interested in forces operating for the civic and public good. Such a force is the CATHOLIC COURIER, and that fact undoubtedly contributes to its success.