

1926

Queen Marie of Rumania makes a grand tour of America. . . Gertrude Ederle swims the English Channel, first woman to do it. . . Henry Ford inaugurates the five-day week. . . Sesquicentennial Exposition held at Philadelphia.

The National Broadcasting Company established. . . Children-The Magazine-for-Parents begins. . . Jagat Jit Singh, Maharaja de Kapurthala, and others of the nobility endorsing Melachrino cigarettes.

Old Gold cigarettes introduced. . . Opening sentence of a cold cream advertisement of the current lush school: "Oh, the glamor of New York in the purple dusk of twilight—what witcheries of the night as darkness falls, and Midtown, this modern Bagdad, flashes to fairyland and splendor under the myriad lights of Broadway."

1927

Charles A. Lindbergh reaches Paris in non-stop solo flight from New York. . . President Coolidge at summer camp at Rapid City, S. D.: "I do not choose to run." . . Sacco and Vanzetti executed at Charlestown, Mass. . . William Hale Thompson elected mayor of Chicago on promise to "bust King George in the snoot."

Ford Motor Company goes out of production for six months to make way for the Model A. . . Columbia Broadcasting System formed. . . Scripps-Howard acquires the New York Telegram. . . The iceman turns to advertising to avoid being frozen out by the rapidly growing mechanical refrigeration industry.

1928

Herbert Hoover triumphs over Alfred E. Smith in presidential election. . . Amelia Earhart becomes the first woman to fly the Atlantic. . . First all-talking picture, "The Lights of New York," appears. . . Graf Zeppelin arrives at Lakehurst, N. J., from Germany. . . There seems to be something of a boom in the stock market.

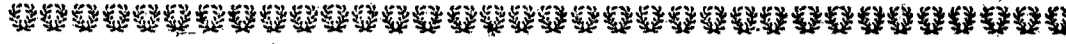
Merger business: Chrysler Corporation takes over Dodge Brothers, Kraft Cheese Company acquires Phenix Cheese Company, Postum Company acquires Maxwell House coffee, General Mills, Inc., organized as a consolidation of Washburn-Crosby and other milling concerns, Colgate & Company and the Palmolive-Peet Company combine. . . A. W. Shaw Company merged with McGraw-Hill Publishing Company. . . Batten, Barton, Durstine & Osborn organized as a consolidation of the George Batten Company and Barton, Durstine & Osborn. . . Post office department introduces the business reply card. . . Doubleday, Doran & Company starts American Home. . . Hosiery manufacturers jittery over the feminine bare-leg fad.

Scanning the vogue for special weeks, M. L. Crowther looks over the calendar and finding the second week of June, 1927, unappropriated as yet, designates it as "Mind Your Own Damned Business Week."

1929

Kellogg-Briand treaty pledges sixty-two leading powers to renounce war as an instrument of national policy. . . Commander R. E. Byrd flies to the South Pole from Little America. . . October, and public speculative fever mounts as stock market zooms to new highs. . . Stock values decline \$15,000,000,000 in last two months of the year.

Passenger car production for the year: 4,794,898. . . Standard Brands, Inc., formed as a con-



Time In Its Flight...



1933

Consolidation of the Fleischmann Company, Royal Baking Powder Company, Chase & Sanborn.

Youth's Companion merged with the American Boy. . . The idea of sliced bread takes hold rapidly. . . Fashion authorities announce return of long dresses and numerous indignant women's organizations protest that they will never give up the freedom of the short skirt.

1930

Population now 122,775,046. . . Chief Justice William Howard Taft resigns from the Supreme Court and Charles Evans Hughes is named his successor. . . Bank of the United States at New York City closed and many banks in the Middle West suspend business. London Naval Reduction Treaty signed.

The American Medical Association establishes a Committee on Foods to pass on advertisements of food products and issue an official seal of acceptance for those approved. . . Says Cremo: "Spit Is a Horrid Word But It's Worse on the End of Your Cigar."

The slat-like flapper is giving way to the romantic, languorous lady who features curves. . . Fortune Magazine begins. . . James G. Stahlman elected president of the Nashville Banner. . . The nation is exhibiting a weakness for small things—midget radios, the baby Austin and miniature golf.

1931

Supreme Court upholds validity of the Eighteenth Amendment. . . Democrats gain control of the House of Representatives for first time in twelve years. . . Hoover moratorium on inter-governmental debts goes into effect.

Henry Ford turns out car No. 20,000,000. . . Home-rolled cigarettes coming into high favor. . . Liberty Magazine purchased by the Macfadden Publications. . . Latest development in book publishing is to scent the volume with an aroma that creates the atmosphere of its central theme.

The New York World acquired by the Scripps-Howard Newspapers and merged with the Telegram. . . Mickey Mouse making 09881—Gal. No. 10—his debut as a salesman. . . Life inmate of a State penitentiary wins first award in radio contest. The prize: a trip to Europe.

1932

Constitutional amendment ends "lame duck" Congresses. . . Ivar Krueger, match king, ends life at Paris. . . James J. Walker resigns under fire as mayor of New York City and goes to Europe. . . 20,000 bonus marchers invade Washington. . . Franklin D. Roosevelt elected president.

"Look At All Three!" is the keynote as the Plymouth makes an aggressive bid in the low-priced car field. . . Cyrus H. K. Curtis retires from presidency of the Curtis Publishing Company; George Horace Lorimer succeeds him. . . Jigsaw puzzle rage is going strong and "endless chain" letters are back again.

Several firms reported to have postponed sales programs through worry over "Technocracy," new economic cult which promises national bankruptcy and chaos in eighteen months. . . Advertisement in a Chicago newspaper: "Bullet Holes Re-Woven Perfectly in Damaged Clothes."

Following numerous "bank holidays," President Roosevelt closes all banks March 6. . . Gold redemption of currency suspended and all gold money remanded from circulation. . . Century of Progress Exposition opens at Chicago. . . Agriculture and industry come under Government control with passage of the Agricultural Adjustment Act and the National Industry Recovery Act. . . Diplomatic relations with Russia resumed.

Cyrus H. K. Curtis dies. . . News-Week launched. . . Legal selling and advertising of 3.2 beer begins. . . Goodwin Corporation organized at Chicago to promote sales through ladies' church societies. . . Inroads of new 10-cent cigarettes cause the "Big Four" to slash prices.

Esquire, a quarterly for men, appears. . . NRA parades being held in many large cities. . . Magicians protest that the Camel "It's Fun to Be Fooled" campaign blackens their art.

1934

Gold weight of the dollar reduced to 59.06 per cent of the par fixed by the 1900 Act. . . Drought and dust storms damage Middle Western farm areas. . . Post office cancels air mail contracts and the army air corps carries the mail for over three months. . . Bill providing for Philippine independence passed by Congress.

WLW (Cincinnati) opens 500,000 watt broadcast transmitter.



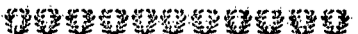
AND 1939

U. S. Navy left the Pacific for the first time since 1934 to participate in maneuvers in the Atlantic. . . Robert Ripley claimed he was "more widely traveled than Marco Polo, Magellan and any other human being that ever lived" . . . Irish terrorists conducted a surprise bombing in Manchester. . . Europe suffered another case of "Hitler jitters" as alarming reports of Germany's strength were given out to the world.

His Holiness Pope Pius XI passed away after ruling the Catholic Church for seventeen years. A sorrowed world mourned his loss and greeted his successor, Eugenio Cardinal Pacelli, who took the name of Pius XII. . . President Roosevelt sent a peace plea to Adolf Hitler. . . Heywood Brown was received into the Catholic Church.

Tension increase in Europe during August and fears became realities as Hitler announced his armies were invading Poland. . . France and Great Britain declared war on Germany. . . Poland succumbs to the German onslaught. . . Russia, assisting with knife-in-the-back technique. . . World War II in full swing. . . United States ponders problems of neutrality. . . Brightest spot in our year—The CATHOLIC COURIER

GOLDEN JUBILEE EDITION



Macfadden Publications buy Photoplay. . . Beer in cans is appearing on the market. . . Whispering campaigns alleging that certain advertisers contribute to the Nazi movement or employers are being circulated in what appears to be an organized manner.

Large volume of advertising ties in with the modernization program of the Federal Housing Administration. . . Vitamin D now included in chewing gum. . . International Magazine Company purchases Pictorial Review. . . The Burlington Zephyr becomes the first streamlined train to go into regular service. . . The new trend in premiums: oil burner company gives away coal shovels, vacuum cleaner firm offers free brooms.

1935

Saar Valley returns to Germany. . . Social Security Bill signed. . . Supreme Court decision invalidates the National Industrial Recovery Act. . . Death of Adolph S. Ochs, publisher of the New York Times. . . Amateur hours are the big thing in radio programs.

This Week begun as a weekly magazine supplement. . . Santa Claus behaves outrageously in the advertising pages, smoking cigarettes, flirting with women and drinking young blended whiskey.

1936

Supreme Court decision upsets the Agricultural Adjustment Act. King George V of England dies and Edward VIII succeeds him. . . German troops reoccupy the Rhineland. . . Rebellion in Spain. . . Franklin D. Roosevelt re-elected as President.

Time, Inc., buys Life and terminates the career of the fifty-three-year-old humorous magazine, applying its name to a new weekly featuring photographic content. . . The undraped feminine form is being used to draw attention to advertising messages for a wide variety of products.

Literary Digest poll registers 100 per cent error in predicting the presidential election, raising some questions about research samples.

1937

Epidemic of sitdown strikes spreads over the nation. . . Committee for Industrial Organization breaks with American Federation of Labor and sets up rival labor federation. . . Dirigible Hindenburg burns at Lakehurst, N. J. . . Roosevelt proposal to increase Supreme Court to fifteen members side-tracked by the Senate. . . The "Recession" begins. . . Japan starts China "incident."

New York American merged with the Journal. . . Look is a new picture magazine. . . 2,000,000 people buy \$12,000,000 worth of cigarettes to compete for \$200,000 in prizes in the Old Gold contest.

Pictorial Review buys Delineator. . . The Dionne quintuplets, three years old, earn \$861,148.39, a large share of it for recommending advertised products.

1938

Wage earners go in for old age insurance in big way as U. S. Social Security Board reports

36,000,000 registered. . . Chiang Kai-shek resigns as premier of China to lead defense against Japs. . . Italy announces record naval construction. Small business men have national conference which ends in a row. . . U. S. gets first of the "so sorry" notes from Japan. . . Chancellor Schuschnigg of Austria announced "accord reached" with Hitler. . . Hitler welches on agreement and seizes the country. . . Konrad Henlein aids chief crisis-maker in starting trouble in Sudetenland. . . Hitler follows with demands on Czechs, with appeasement in peace of Munich, and Czecho-slovakia is swallowed. . . Roosevelt asks end of persecution of Jews in Germany. . . Eamon de Valera demands union of Eire and Ulster. . . Pope Pius XI stricken with cardiac asthma, but made temporary recovery.



50-50

WE KNOW how it feels to be fifty . . . because we passed that milestone a few months back. For fifty years it has been our privilege to serve Rochester . . . and the readers of the Catholic Courier.



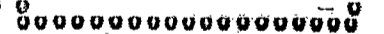
80 CLINTON AVZ. S. ROCHESTER



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from

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