

DOLLARS for YOUR THOUGHTS

WIN A PRIZE

IN THE NEW CO-OPERATION

\$150 Prize

CONTEST

**How To Solve This
PROBLEM?**

Advertising is vital to the operation and development of your diocesan newspaper, the CATHOLIC COURIER.

This is so because: The CATHOLIC COURIER is a self-sustaining newspaper organization operated by a corporation which is owned and supervised by the Catholic Diocese of Rochester. As such, it has no income beyond revenues from circulation and advertising.

The development of advertising acceptance by business firms who seek increased Catholic patronage has been accelerated during the past years by increases in circulation which the CATHOLIC COURIER has secured.

BUT . . .

That advertising acceptance has not been fully in accord with the value of the CATHOLIC COURIER as a newspaper and as an advertising medium; it has not been in accord with the importance of the Catholic population which is served by the CATHOLIC COURIER; it has not been in accord with the increased influence of the CATHOLIC COURIER with its increased thousands of readers.

NOW . . .

What suggestions have YOU to offer, as a Catholic and as a reader of this diocesan newspaper, for the solution of a problem which involves the progress, the dignity, and the prestige of the CATHOLIC COURIER, and of the Catholic Press in the Rochester Diocese?

**Your Answer May
WIN A PRIZE!**

Just Follow These Few
SIMPLE RULES:

1 Entries should be in the form of letters, not less than 700 words or more than 1,000, written in ink, or typewritten, on one side of plain paper.

2 Entries should be mailed to the Cooperation Contest Chairman, c/o CATHOLIC COURIER Press Committee, 50 Chestnut Street, Rochester, New York, and to be eligible for a prize must be postmarked not later than midnight, February 15, 1942.

3 Entries will be judged by a committee of five members to be announced in the CATHOLIC COURIER issue of February 5. Decisions of the judges will be final and all entries will become the property of the CATHOLIC COURIER.

4 Entrants must be 16 years of age or older and must be members of a parish within the Rochester Diocese. In entering the contest they automatically accept these rules.

5 Entries will be judged according to originality and merit of content in offering solutions to the problem stated in the box at the left hand side of this page. Three prizes, totaling \$150.00, will be awarded as follows:

First Prize — \$75.00 in United States Defense Bonds

Second Prize — 50.00 in United States Defense Bonds

Third Prize — 25.00 in United States Defense Bonds

(The contest is not open to CATHOLIC COURIER employees, or members of their families.)

Send Your Contest Entry To: Co-operation Committee

Official Newspaper of
the Rochester Diocese

Catholic Courier

50 CHESTNUT STREET
ROCHESTER, NEW YORK