

\$\$\$ In Catholic Buying Power Spur Business Sales

The advertising fraternity of America, ready coiner of catch phrases, now knows that "something new has" indeed "been added."

"New and Improved" is another handy slogan to be found in many an advertising blurb. And "new and improved" may well be said to characterize the approach of a small but dedicated band of advertising salesmen who today represent 48 Catholic newspapers including the COURIER JOURNAL, in the national advertising field.

What does advertising have to do with a new and improved Catholic newspaper? Why is advertising so vital to the Catholic newspaper and to the cause it serves? National advertising represents the difference between what the Catholic newspaper can do now and what it should like to do. The Catholic newspapers must secure their share of the advertising dollar upon which American journalism lives. If they fail to get it they are not going anywhere.

The Catholic newspaper is not interested in advertising for the sake of making a profit. The Catholic newspapers' purpose is not to make money. But Catholic newspapers must be vitally concerned with getting their share of the eight billion dollars spent each year for advertising if they are to serve the Church best by serving their readers better.

What Advertising Means

Advertising has a great deal more to do with a new and improved Catholic newspaper than the non-professional person can possibly imagine. For the reader, advertising revenue spells the difference between an eight page paper giving a bare minimum of news and a 60 or 65 page paper — one that will supply what every Catholic from six to sixty needs to know to lead an informed Catholic life.

More advertising means much more, too, than many more pages. More advertising will make possible extensive coverage of the news at home and abroad; it will insure faster and even better handling of the news; and it will permit the employment of the larger staffs needed to operate our Catholic newspapers. Above all, more advertising will assure circulation of the Catholic newspaper to every Catholic at the lowest possible price.

More advertising in the Catholic newspaper will strengthen its work for the Church by giving Catholic readers the kind of news they and the Church deserve, the kind of Catholic newspaper our publishers wish they were able to provide now.

If this national advertising is so vitally important, why haven't our Catholic newspapers been getting it? Why haven't you read about this before? Mainly because Catholic editors already had two other high hurdles to surmount before they could face this present problem of national advertising.

The publishers of Catholic newspapers are realistic men. Their first problem was to make a good newspaper with the basic news Catholic readers need. With the formation and development of the N.C.W.C. News Service the Catholic newspaper was able to reach its present high editorial competency.

Complete Circulation

Having leaped this first hurdle Catholic editors hurried on to the next, big obstacle, circulation. Again, with the cooperation of bishops and pastors, the complete family coverage was developed; this plan is now spreading rapidly as one of the main methods of assuring a Catholic newspaper in every Catholic home every week.

Now with this new and improved approach to national advertising Catholic newspapers have faced up to the last great hurdle in their path. That is why the publishers decided to join forces last year to turn their tiny stream of national advertising into a broad, and flowing, river of revenue. They banded together to set up a joint organization of their own, Catholic Newspaper Representatives, to sell national advertising on the values of the Catholic market.

Through this new organization the Catholic newspapers are concerned chiefly with national advertising. National advertising usually tells readers what to buy while retail advertising tells them where to buy. Thus advertising of products like automobiles, television sets, home appliances, cigarettes and packaged foods is considered national advertising. Retail advertising, on the other hand, is that placed by a local merchant seeking to attract purchasers to his particular store.

Billion Dollar Bonanza

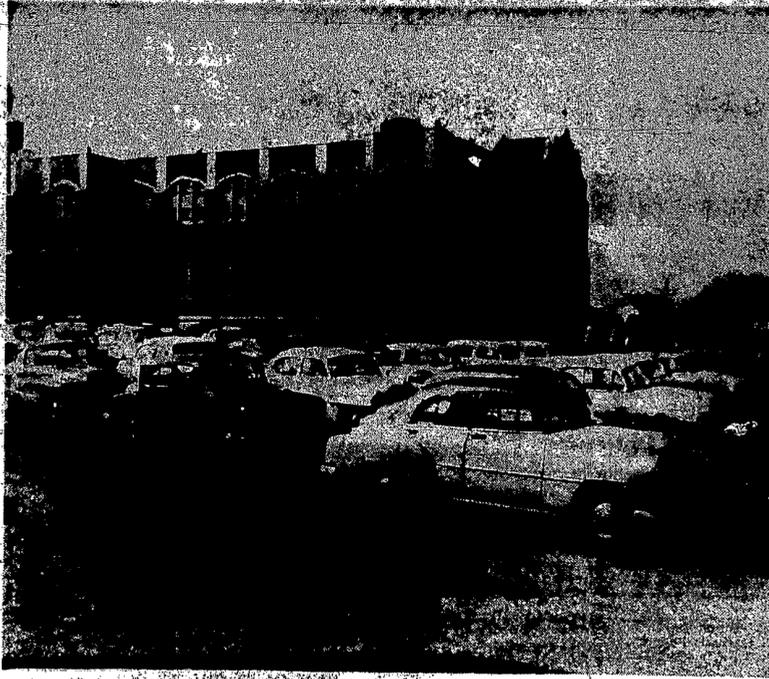
Publishers of Catholic newspapers had long looked wistfully at the rain of dollars poured out prodigally by advertisers to sell their products to you and me and our neighbors. In the United States a year's expenditure for advertising is well in excess of eight billion dollars. And only the tiniest trickle of this vast flood is spent in Catholic papers. Yet the Catholic population is unquestionably the sales target for well over one and a half billion of those advertising dollars.

Today Catholic publishers are still looking, but wistful is no longer the word; there's now a much more calculating and confident look in their eyes. For here is what Catholic publishers found once they started focusing on national advertising.

1. A Catholic market with a population well over 30 million, and amounting to 20 per cent of the national total.

2. They found the Catholic population concentrated heavily in urban and suburban centers which happen to be the big-buying areas, too.

In Rochester, for example, Catholic families make up over 40% of the total population and so account for nearly half of all the buying done



THE BIGGEST AUTOMOBILE SHOW IN TOWN—Takes place every Sunday morning outside any Catholic Church.

here. In the children's market it is over 50% of the total.

And in Rochester the total Catholic food bill each year runs well over \$8 million dollars.

Not only are Catholics so important a segment of the total market in most American cities, but they have another decided advantage: the Catholic family is a bigger consumer unit by far, and one that uses more of most products—a direct result of the remarkably high Catholic birth rate.

The Catholic population is increasing two-and-a-half times faster than the rest of the country. During the past year the Catholic birth rate averaged 72.9 per cent higher than that of the rest of the U.S.

For example, in Connecticut 61 out of every 100 children born in 1952 were baptized Catholics. In New York and New Jersey one out of every two children born was baptized a Catholic, and in other states, too, the proportion of Catholic children born each year runs way ahead of all other births.

The sales significance of just three facts is plain. For a manufacturer of baby foods, carriages, toys, and other infant and children's products the Catholic market is obviously superior. And since children have a way of growing up quickly, the Catholic market's definite sales advantages keep growing just as fast. Catholic food buying, too, is greatly influenced by fasting and abstinence regulations, one more important factor of major concern to food packers and processors because of its direct effect on sales and profits.

Today the nation's advertising people are getting a chance to learn these basic facts on the Catholic market. Because now the story of the Catholic market is being told to them regularly and consistently.

But here is an objection that often is an honest puzzler to ad buyers. Though Catholics are certainly the target of over one and a half billion dollars worth of advertising, the major advertisers can reach Catholics in the same way they reach their non-Catholic neighbors. The publishers of Catholic newspapers anticipated this difficulty, and were prepared for the questions, "Don't Catholics read advertising in daily newspapers and magazines?" "Aren't Catholics exposed to radio and television commercials to the same degree as non-Catholics?"

Catholics Worth More

But the Catholic publishers also recognized that the objection misses the point; the questions conceal the truth. It is true that Catholics do read advertising in general media. But Catholics are demonstrably bigger-than-average customers and better prospects. The bigger customer traditionally gets more advertising because advertising is always a percentage of sales. The higher the sales the more advertising it commands. There is only one way an advertiser can give the selective Catholic family market the extra advertising it deserves economically, that is by advertising to them in Catholic newspapers. The Catholic family is worth more to advertisers, and Catholic newspapers are the sole means for giving the Catholic family selectively the extra advertising its extra economic power deserves.

Something new is, after all, something new. So Catholic publishers expected that even advertising buyers would be slow to accept a new idea. Advertisers and advertising agencies need more than cold logic, reasoned argument, and valid proof. That is why Catholic Newspaper Representatives keep feeding them the facts, repeating them forcefully in emotional and dramatic form.

"The Biggest Automobile Show in Town", they tell ad buyers, "takes place every Sunday morning outside any Catholic Church. Every model of every make is there on display, and all are in full and active use by America's largest families."

"The Catholic family is so much bigger," our salesmen tell automobile dealers, "that it has more cars per family, or uses the car; it has harder and often, a family with five or six children has to own an automobile to go anywhere, and there's nothing like six kids for aging a new car quickly."

Sunday Drivers

This dramatic way of phrasing the truth never fails to awaken instant attention. Not long ago the manager of a major gasoline company said "You don't have to sell me; my wife's a Catholic, and when I drive her to Mass on Sunday, I have to ride a half mile past the church to park. You needn't tell me about the biggest auto show in town. You're real gas burners, you Catholics." "Because Catholics increase and multiply, you can increase and multiply your profits by special advertising attention to the Catholic market," our ad representatives keep reminding advertisers. Baby foods, furniture, clothing, soaps and detergents are all used up faster in any Catholic home. "You'd better make sure they use up your brand," our salesmen tell the advertisers. "Be sure to pay the Catholic family what it's worth in advertising by telling them your sales story in THE COURIER JOURNAL."

School Days

Early next summer the sales theme of our Catholic Newspaper Representatives will go like this. "Back-to-School spells another record-breaking year for enrollment of Catholic children. The 1,022,508 Catholic children born in 1948 are now ready to start first grade."

"Taking the trade estimate of \$50 a child (in apparel sales alone) adds up to quite a sum, well over fifty million dollars—to say nothing of how much Catholic kids will get their parents to spend for shoes, watches, pens, pencils, school bags, etc."

These are typical examples of the way our Catholic newspapers are telling the dramatic story of our Catholic market to the men at the central offices of major advertisers, and to their advertising agencies.

D Day Plus Nine

The selling story must be told at all levels—to the executives at the home office, to the staff of its advertising agency, to several regional sales managers, often to state and city sales executives, and then to the hundreds of retail outlets all over the country where Catholics do their buying. All these people have some influence on a company's decision to buy advertising in THE COURIER JOURNAL. Each one of them must be awakened to, and thoroughly sold on, the special sales merits of THE COURIER JOURNAL.

What You Can Do

You who can change the world can start much nearer home by changing THE COURIER JOURNAL by taking a personal interest in the advertising columns you can do more to make THE COURIER JOURNAL a perfect Catholic newspaper than a regiment of skilled editors, or an army of the best advertising salesmen. A few simple words spoken quietly at the cash register when you buy means more to THE COURIER JOURNAL than a thousand sales letters. THE

COURIER JOURNAL will be twice as good, and at least twice as big in every way when you keep it on the tip of your tongue.

Catholic advertising salesmen know their ad slogans; they know better than to "underestimate the power of a woman." And they are confident that the Catholic woman who holds the purse strings, can use the power of the purse to help THE COURIER JOURNAL even as she drives her shrewd bargains.

So be sure when you buy to tell the retail sales people, the store managers, and even the president of the company why you expect to see their advertising in THE COURIER JOURNAL. Whether its blankets, sheets, yard goods, baby wear, men's apparel, women's wear, keep THE COURIER JOURNAL not only in mind, but mention why you like its advertising information.

When you deposit money at your bank; when you stop at your favorite gas station, or go to your neighborhood store, let them know your preference for THE COURIER JOURNAL. Show them a copy and explain that you read it regularly for both its news and advertising. You can tell it anywhere, in the drug store, the beauty shop, at the toy counter, and in the bargain basement—and it will be more of a help to THE COURIER JOURNAL than you can possibly imagine.

If in every parish there were just five or ten determined Catholics with faith enough to keep mentioning THE COURIER JOURNAL whenever they bought or walked around a store, they could complete an advertising revolution in this or any diocese within three months. Any Catholic who would use his purchasing power as efficiently as this could easily triple his yearly contribution to the Church without spending an extra cent. Words are magic as any advertiser knows, and a few simple, quiet words spoken regularly by our readers to the right people can help any Catholic newspaper to leap the last high hurdle in its path.

If we put our wills to it and mobilize our vast buying power, the resultant progress of our Catholic press would surely amaze us. Everybody must help. That goes for the individual, the housewife, the pastor, the Mother Superior, and the heads of diocesan departments and institutions. In a word, all those who control the buying for our homes, our parishes, our numerous institutions, hospitals and schools can make or break the Catholic press. If we carelessly overlook the opportunity to help, our press will never be what it should be to do its work to perfection.

Lenten Program

For weeks now Catholic newspapers have been making a special effort to secure Lenten food advertising. Strangely, though Catholics are the principal observers of the Lenten season, only an insignificant portion of Lenten advertising goes to Catholic newspapers. If ever the Catholic housewife need food ideas and food suggestions from advertisers, it is during Lent, when she faces in six weeks 88 out of her 241 meatless meals of the year.

Right now Catholic advertising salesmen are selling merchants how many hats, shoes, spring coats, dresses, gloves etc. your family will be buying for Easter. They are telling the gasoline companies that you'll soon be changing the oil in your auto's crankcase.

They are telling hotels and resorts about your family vacation plans; about the room air conditioner you'll be thinking of for your home during the hot summer days; about the feed tea, ice cream and soda pop your family will drink.

Then when summer does come in your Catholic Newspaper Representatives will again be talking to advertising managers about your "Back to school" buying, your fall house-cleaning needs, and what your Christmas shopping bill will total.

So all year around it goes, whatever the season and whatever the products the average family buys or uses—don't forget that the Catholic family buys more and uses them up faster. And don't forget either that you can in many ways be a more effective salesman for THE COURIER JOURNAL than the most earnest and zealous representative on our staff.

Once advertisers are convinced that Catholics read their advertising in THE COURIER JOURNAL, the rest will be easy. Once advertisers are certain that all things equal, Catholics will buy what they see advertised in THE COURIER JOURNAL the way will be open for the greatest advances in our history. Then you may count on a Catholic newspaper comparable in every important respect to the most urbane metropolitan daily.

Advertisers will get the point quickly enough when each one of our readers makes it a point to volunteer to give them some good sound sales advice. You can be sure you'll be doing a favor for the prospective advertiser as much as for THE COURIER JOURNAL.

Our Catholic people know why we must have a Catholic newspaper; they appreciate the need for the widest circulation so that THE COURIER JOURNAL will be read each week in every Catholic home; and now that the national advertising problem is seen in its true light, the Catholic publishers are confident that their readers will respond in a massive, unified effort to help the Catholic newspaper that tries so hard to serve them better.

Next May the Church will canonize Blessed Pope Pius X. He was the Pope who told the Catholic press it was his voice. He was the Sainted pontiff who said he would pawn his pectoral cross if it were necessary to help the Catholic press.

You needn't pawn anything today to aid the Catholic newspaper. All you need do is to keep quietly telling advertisers your preference for your favorite Catholic newspaper THE COURIER JOURNAL. Why not begin today?