

WHERE TO BUY Preferred

A Listing of Business Firms

GENERAL INSURANCE
EGBERT F. ASHLEY CO.
312 Union Trust Bldg., Main 444
Rochester, N. Y.
1852 1911

C. H. MORSE & SON
RUBBER STAMPS
NOTARY CORPORATION
21 No. Water St.
Main 1298
Rochester, N. Y.

STOP Drafts — SAVE THE WEATHERSTRIP & CAULK
Doors & Windows—NOW
F. H. FREDMAN CO.
15 St. Paul St. Main 703

ROOFING and SHEET METAL WORK
Our attention is given to all types of work in this line. We are equipped with the latest machinery.
W. M. J. MEYER CO., INC.
CONTRACTORS
Phone 111 103 State St.

TIRE REPAIR SPECIALIST
Loc. In Rochester, N. Y. We have the latest machinery.
Neidinger Tire Rebuilder
Phone 111 103 State St.

Bartholomay
PASTURIZED MILK — CREAM
Phone — MAIN 4330

TownTalk Bakery
INC.
601-607 Fullman Avenue
GLKN. 6773
Every Day We Go You Way

CITY DELIVERY STORAGE CORP.
"Caring and Delivery Services"
107 N. W. 2nd St. Phone 909

DIRT WEARS RUGS
LET US CLEAN YOUR RUGS BY OUR SCIENTIFIC PROCESS
GRAY'S
Memor. 1864 251 S. State St.

FLOORS
NEW FLOORS INSTALLED
OLD FLOORS REFINISHED
Largest Methods of Floor Laying
Distributor for David E. Kennedy
Alpha Tile Floor
Genesee Flooring Co.
John DeLoach — 178 Elliot St.
GENESE 4675

MAIN 4118 WE DELIVER SEE
Ben Miller
FOR Window Glass Furnace Supplies Plumbing and Roofing
551-553-555 State Street
ROCHESTER, N. Y.

LEATHER GOODS
ZIPPER BINDERS
ZIPPER PORTFOLIOS
ZIPPER WALLET
HEINRICH-SEIBOLD
STATIONERY CO.
28 Exchange St. Main 2493

LOWE BROTHERS
QUICK DRYING
Floor Enamels and Varnishes
Thrive On Hard Knocks!
They're real floor finishes! And so tough that they stand the hardest kind of wear! They are easy to apply — dry in a few hours! Also enamels for concrete floors.
Ask Us About These Long-Lasting Finishes
Lowe Brothers' Most Complete Paint and Art Supply Store
Howard Porter & Remington
100 North Water Street — Main 8140

HOME PLANNING

1940 Proved Big Year For Home Building

WASHINGTON, D. C. — Wide gains over a year ago in recent F.H.A. home mortgage insuring activities indicate that residential building will get off to a fast start this year, said Federal Housing Administrator Arthur H. Ferguson. During the four weeks ended Dec. 28, applications for mortgage insurance on new homes to be built under F.H.A. inspection showed an increase of 24 per cent. over the like period of 1939, as compared with a 13 per cent. gain in November, Mr. Ferguson reported. In the week ended Dec. 28, the gain over last year was about 35 per cent. These applications, which provide an accurate barometer of future home building activity, covered approximately 12,750 new small homes in the December period on an average of almost 5,000 a week, as compared with 4,888 in the corresponding period of 1939. They represent more than half of all private single-family homes being planned.

Although there naturally has been a seasonal curtailment from the peak building season of the summer and early fall, the sharp increase in current new-home applications during the last year indicates that the new residential construction in the coming weeks will be at the highest winter level in the last 15 years, the Administrator declared.

This trend is particularly gratifying in view of the new housing needs being created by the nation's intensive defense production effort. The sharp increase over a year ago in new home construction under the F.H.A. program are occurring in the vicinity of important defense industry centers where industrial employment is expanding rapidly.

Coincident with the strong trend in new-home applications, new homes started under F.H.A. inspection are showing impressive gains over a year ago. In the week ended Dec. 28, the gain over last year was 28 per cent., while for the four weeks' period the gain amounted to 15 per cent. Approximately 250 new small homes were started each working day under F.H.A. inspection during the four weeks. The total for the period was in excess of 10,400, as compared with 8,299 in the corresponding period of 1939. In addition, several hundred new small homes being financed by loans insured under Title I of the National Housing Act were started under F.H.A. inspection.

Halls Contribute Privacy To Home

The subject of hall space—and to what extent it is wanted—has become a question of importance in the discussions of most progressive builders.

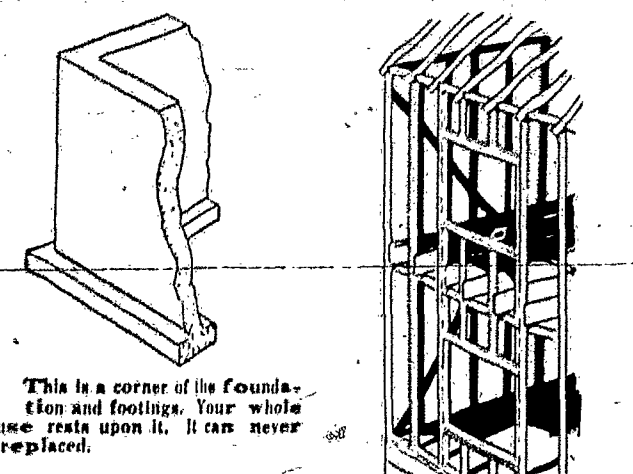
Play Rooms Most Popular In Winter

Basement recreation rooms play to a full house during the winter. On cold, dreary nights and weekends they serve as comfortable places for recreation and fun.

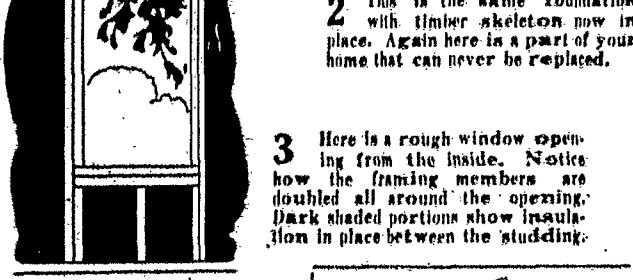
LOWE BROTHERS QUICK DRYING Floor Enamels and Varnishes Thrive On Hard Knocks!

They're real floor finishes! And so tough that they stand the hardest kind of wear! They are easy to apply — dry in a few hours! Also enamels for concrete floors.
Ask Us About These Long-Lasting Finishes
Lowe Brothers' Most Complete Paint and Art Supply Store
Howard Porter & Remington
100 North Water Street — Main 8140

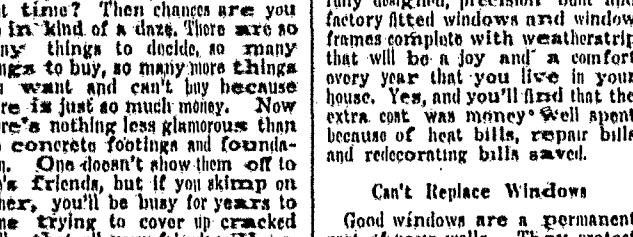
DON'T NEGLECT FUNDAMENTALS IN YOUR NEW HOME



1 This is a corner of the foundation and footing. Your whole house rests upon it. It can never be replaced.



2 This is the same foundation with timber skeleton now in place. Again here is a part of your home that can never be replaced.



3 Here is a rough window opening from the inside. Notice how the framing members are doubled all around the opening. Dark shaded portions show insulation in place between the studs.

Be Sure You Build The Home You Really Want

To be sure that the things not wanted in a home are actually among the missing when the structure is completed, it may be wise to start home planning with a list of undesirable features.

Better Homes Better Living

A good roof is just as important decoratively as any other part of the house and from the view of year-to-year maintenance, of prime importance.

R. G. & E. Makes Seven Promotions

Seven promotions in the Rochester Gas and Electric Corporation took effect with the announcement made last week by President Herman Russell.

DEVIL'S ISLAND

Spread toast with deviled ham and sprinkle with grated cheese. Roll under low flame until cheese melts.

BUILD WHAT YOU PLAN MENU SUGGESTION

OUR Menu Suggestion TODAY!

By popular request we are reprinting recipes of favorite dishes prepared by Miss Irene Muntz at the CATHOLIC COURIER "Schools of Cookery." Today we suggest:

GRUYERE LAMB PATTIES
1 1/2 lbs. lamb breast ground
8 slices bacon
2 eggs
1/2 cup milk
1/2 cup butter
1/2 cup flour
1/2 cup salt
1/2 cup onion
1/2 cup celery
1/2 cup carrot
1/2 cup lettuce
1/2 cup tomato
1/2 cup mushrooms
1/2 cup olives
1/2 cup capers
1/2 cup anchovies
1/2 cup olives
1/2 cup capers
1/2 cup anchovies

CHOCOLATE ROLL
Temperature 350 F
Time: 20 to 25 Minutes
4 eggs
1/2 cup sugar
1 T cold water
1/2 cup flour
1/2 cup salt
1/2 cup baking powder
1/2 vanilla

Separate the eggs and beat yolks with sugar and cream until light and fluffy. Add the water and beat well. Mix and sift the flour, cream salt and baking powder. Fold into the egg mixture. Turn into a paper-lined pan and bake in a preheated oven. Turn out onto a towel sprinkled with confectioner's sugar. Trim off crust and roll in powdered sugar. Cool and spread with cream filling.

APPLE, CELERY, TUNA SALAD
2 cups sliced apple
1 cup sliced celery
1 can tuna
1 cup mayonnaise to taste
Lettuce
Stuffed olives
Decorate with sliced olives

In Using the Above RECIPES

- We Suggest You Try For Shortening: ★ Nucco Margarine For Flour: ★ Pillsbury's Best For Milk and Cream: ★ Brighten Place Dairy For Pie Filling: ★ Good Luck Foods For Mayonnaise: ★ Hellman's For Tuna Fish: ★ Great-O'-Chicken For Vanilla: ★ Baker's

Watch for Announcement on New Series of "Schools of Cookery"

Security Trust Announces Retirement Plan

The Directors of the Security Trust Company of Rochester have instituted a contributory retirement fund for its employees.

BEDROOM ARRANGEMENT

F.H.A. officials caution prospective home builders to arrange bedrooms with special consideration as to privacy.

FOUND TITLE VITAL

A sound title is the keystone of a sound loan, according to Federal Housing Administration officials.

THOUSANDS ORDER blue coal FOR 10TH STRAIGHT YEAR

YOU, TOO, WILL GET BETTER HEAT AND GREATER COMFORT IF YOU HEAT YOUR HOME THE EASY WAY WITH blue coal

It makes home heating EASY — Saves money, too

• Today more people are burning blue coal than any other anthracite. And for wonder! The high quality Pennycuik hard coal is especially prepared to make home heating EASY. You can depend on it for clean, steady, uniform heat in every room with little attention and at lowest possible cost.

TRY A ZON OF blue coal WE'LL GIVE YOU THE FASTEST, CLEANEST DELIVERY IN TOWN

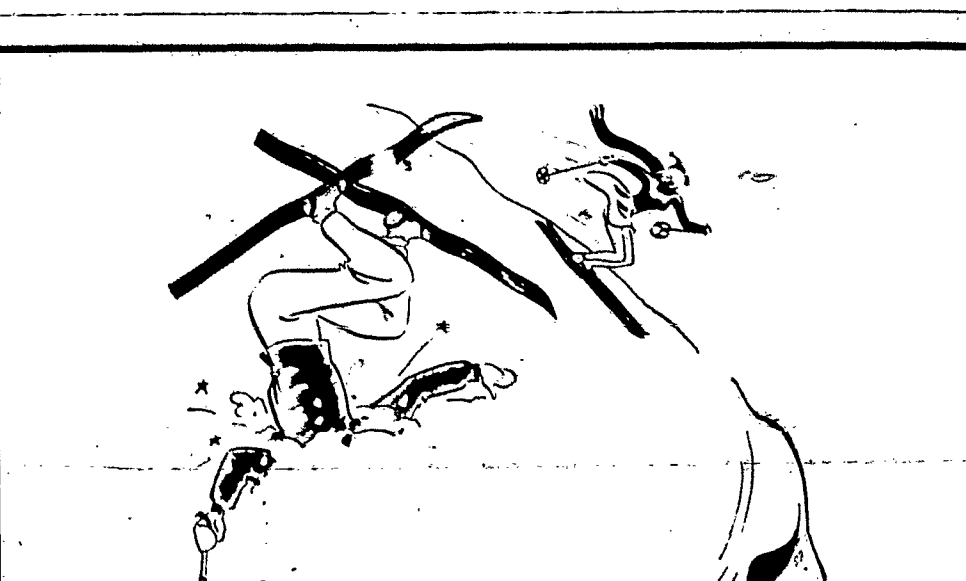
TUNE IN ON THE SHADOW EVERY SUNDAY AFTERNOON WSAY 5:30 P. M. MUSICAL CLOCK DAILY — WHEC

ORDER 'blue coal' from These Authorized Dealers

- FRIEDMAN, JOHN A. 1148 W. St. — Gen. 5519 Holy Family Parish
- SMITH COAL CO. 907 Monroe Ave. — Main 1662 Blessed Sacrament Parish
- CAILEY COAL COMPANY, Inc. 936 Mercantile Bldg. — St. 206 St. Ambrose Parish
- SULLIVAN'S COAL & COKE CO. 402 1/2 Lexington — Gen. 6996 Holy Rosary Parish
- HAMMER FUEL CO. 392 Thurston Rd. — Gen. 414 St. Augustine Parish
- WARD-REIN COAL CO. 524 W. Main St. — Main 1735 St. Peter and Paul's Parish
- KRAFT, J. F. 169 Cash St. — Gen. 715 St. Peter and Paul's Parish
- WILLIAMS COAL COMPANY 134 Dewey Ave. — Gen. 1133 Pro-Cathedral Parish
- LINDER, ALBERT I. 32 Fayette St. — Gen. 6923 Holy Family Parish
- MCINTOSH BOTT, INC. 410 Conkey Ave. — Gen. 3326 St. Michael's Parish
- PASCH, AUGUST COAL CO. 512 Clinton N. — Main 368 St. Bridget's Parish
- POPPENK, HENRY 485 North St. — Stone 5174 Our Lady M. Coronel Parish
- PRENNER, L. & SON 1511 Main St. E. — Col. 1046 Corpus Christi Parish
- A B C FUELS, INC. 407 Ch. Ave. — Gen. 7500 St. Augustine's Parish
- BAETZEL, FRED 63 Broad St. — Main 1708 St. Peter and Paul's Parish
- BAETEL, C. H. CO., INC. 785 Dewey Ave. — Gen. 1154 Holy Rosary Parish
- BRADSHAW, CHAS. COAL CO. 21 S. Fitchburg — Main 148 Blessed Sacrament Parish

'blue coal' SOLD ONLY BY AUTHORIZED 'blue coal' DEALERS

Be Sure To See Page 10 For The Second Set of Questions In The \$8,500 Prize Contest



Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

Pay A Small Amount For Gas Used

1 A MONTH RENTS AN AUTOMATIC GAS WATER HEATER

ROCHESTER GAS & ELECTRIC Corporation
For more details and service call Telephone Main 1909
For rates, deposits and personal calls Telephone Main 7070