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ALCINE REART Parket, 132 Parkete Terretter Trans. max parket, al. beit enest rate. Beitran. Call Mrs. Behwah, CL. 30 /4. ec. BRANDSLEY-CLARKE: REAVILORS, MA. 34(6.

BRIGHTON/, 110 T KLWAM ROAD, Vari-music See Lady of Lourise Parisis, Exp lish type brief, and I there with real tile traf, i bedrastin 2 there with real tile surveys, string laying liting room, scar strings parisis, birging room, modern kile den der gring p. Tax under Ster Magnet, Howers (Line) and Ster Magnet, Bower (Line) till Magnet, and Provide Room (Line)

ania Realty, Cit. Opr. IT. AMERCIER PARTIES .- Marwick Rand-

BONDEQUOIT.ST. ANDROSE SECTION An extraordinary 3-BE home for patie IRONNIKQUUGIT.ST. AMUROBI. IRCTION. An titractinary S.BF heme for pattle-ular home seiter, sunning Pennsylvana blas dans frunt, with hip tool and 36-in avarance Cheeral allithe Elichem planked for efficiency Jarre dining ress. för entertaining. Markle vestihale floor caraser blas stans firshare in cary liv-ing room. 3 twin-bed sized betrooms (3) masizer, colorid all tile bath, with lave-mette, hot water bashoard heat, gas fired. Yau will like the bright, well lighted basement, Ideal for recreation room. Riskersfely dinished in recreation room. Riskersfely dinished in toolar pat-ding mid tile fuor. Over 1640 en (1, eff blick top. 27:22 ft, patie and barbecae all yaid and seighterheed an with treet. Lat 60 x 146. Extra special ef-fering. Built by builder according to most. Fiel collicitation for bis even hem. For agentaineat call GLAMACK. BERACOMP. CU SHI.
AMBROHE PARISH. Orchard Fack DOWN BEAL ESTATE ROW troduction in the Catholic Cour-

 For appointment CU 1734-1. Open Sun.
BRALTORS PARISH, Orchard Park ARD RUSE (1111FCH AND SCHOOL PRCIME, IRR AND SCHOOL PRCIME PRCIME PRCIENT PRCIME, IRR AND SCHOOL PRCIME PRCIENT AND SCHOOL PRCIME PRCIENT AND SCHOOL PRCIME PRCIENT AND SCHOOL PRCIME PRCIENT AND SCHOOL PRCIENT ler Journal last week was good, as a matter of fact it was very good in view of the fact that the Catholic Family hasn't had the opportunity of doing much home shopping in the columns of their weekly newspaper for

lo these many years. We find, and our advertisers are discovering to their delight, that it is a natural inclination of this newspaper (if I may use the

Seein's Believ'n

With Frank J. Giblin

The real estate section's in-

Afail IRONDEQUOIT. ST. AMBROSE PARIBE. IRONDEQUOIT. ST. AMBROSE PARIBE. IRONDEQUOIT. ST. AMBROSE PARIBE. Drehard Park. Want a 6-roome com-mangerapic benefits another Glambardano Intil to immerizing Colonial? Charming subbroam intil to immerizing Colonial? Charming subbroam intil to immerizing Colonial? Charmenics subbroam intil to immerizing the subbroam with perzy internet to the substantion of the sub-entity of the substantian substantial sections. With Yawall partitions to dising reem: with Yawall partitions to dising reem: with Yawall like the convention is described bedreams, combination windows, finished State of powder reems. Slarge twin bed ined refor. State of Silfer. Owner relations to Mark Silfer. Sile substantion of cash investigation. Trades considered. GLAMACK WEAL-TORS: CUINES. comprehensive layout of real estate opportunities are broadcast from these pages. Mean-

IRONNEQUOIT, ST. SALOME SECTION, 15 Herbert St. Want park like setting? Quist. maighterbased? Fast war 7 resm. heave? Watt in have 17/2 baths? Here it is Only 117 ave. Glamark Realiers. CU. 8311



Ex-GI'S Make Good



Jerry Cook and Jack Caldwell, builders, left to right, selected Our Mollier of Serrows parish for extensive developing.

Building Team Anticipated Home Construction Needs

Two young Rochesterians, they have been able to keep Jack Caldwell and Jerry Cook, formed an Ex G.I. partnership at the close of World War 2 for the local introduction of a "dry wall" product in new home construction. As salesmen and applicators they met with an immediate measure of success they claim; except that they were unable to control all while, you may be sure, every section of the city and its subfactors required to turn out a urbs, are, being-systematically top-notch job.

"Take any dry material and covered by this department in the effort to bring you what is apply-it-flush-to-a-wet-material," says Jack Caldwell in new, advertising-wise and ediexplanation, "something is gotorial-wise, in local real estate ing to give when the wet mahappenings from the Catholic terial dries out." Some builders viewpoint. Your support in their haste to do the job mentioning the Courier in your themselves applied wet fram. inquiries will be extremely ing lumber to the dry wall helpful, and I might add, with unsatisfactory results to pleasant information to our the trained observer. real estate advertisers whose

Satisfied with nothing less than perfection in the installamoney we wish them to spend wisely in our columns. tion of their dry wall, a gyp-

abreast of the brisk demand for Caldwell and Cook homes by employing their own crews on the project."By doing this. we have practically eliminated dependence on sub-contractors on various phases of our onperation." he declared. "As a result, in addition to keeping in closer touch with construction, we have been able to meet the building-time deadlines on each house.

Because the homes are being purchased and occupied, in many instances, before streets are paved and sidewalks laid, this, element of construction works strongly in favor of the selling organization under the direction of Jack Caldwell.

Caldwell and Cook homes are built from five basic floor plans with five or six eleva tions for each plan, the builders stated.

"Eight out of ten people who visit our tract today want split-level homes," declared Fern ando

"Fred" DiNarno. spokesman for the father and son firm of builders in the area adjacent to the Ridg e crest Shopping Center on Ridge Road West which they built three Fred DiNardo years ago. "Although we are building some

ranch homes and expansion. type 2-story houses on direct order, the overwhelming demand is for split levels, primarily because they offer sucha wide choice of plans," he ädded, The current popularity of this type home is attributed to

Caldwell and Cook

The LAKEWOOD

The whole town's buzzin' about is its wonderful new Lakewood .

a bome created with an eye for .

Here is Lakeview's newest and

293 Woadcrofe Dr.

maximum flexibility and comfort.

brightest star . . . and other models from

trom 1 to 9 P.M. ... so take that earliest

afternoon or morning of and see what

w Bich to choose. We're open every days

CALDWELL & COOK

Building A Better Way of Living

the fact that, although by no

means new in design, until recently the split level home was identified with*those in the 20 to 40 thousand dollar bracket. In the history of Alphonso Di

Nardo & Son, Builders, the change-over came dramatically in 1949, according to Fred Di Nardo,

"We were building cellarless humes at the time," he explained, "with a four foot deep excavation below the ground levet to provide air space beneath the house. A customer of ours wanted a partial cellar planned for his new house, sufficient for his heating unit and laundry tubs which he in. sisted on being below the first floor. Dad, and I came to the office and struck upon the idea of raising a portion of the house-and-excavating a-little deeper directly beneath that portion to provide a shallow cellar. It ended by our building. our first split level house without a plan just for an experi-

furnished

McCurdy's

by

CHarlotre 1000

ment. Today we have seven different plans of such homes and build from 75 to 100 of them every year."

The Di Nardon chose the parish of St. John's in Greece for their extensive building ac tivilies several vest and se-cause of the popularity of the parochial school under the direction of the Sisters of St. Joseph. Father and son are veterans of World Wars Land respectively. Both served in the Engineer Corps, Alphone with the Italian Army in and "Fred" with the American Army in World War 2, European theatre. The lion "trade mark" used in Di Nardo & advertisements was taken dom the DL Wardd family actest traced back to the area of Rome, Italy as far back as 1427. The DI Nardos, father and son, are building more than 400 homes in the vicinity of St. John's in Greece.



LAKEVIEW

Caldwell and Cook's bright, new tract of friendly neighbors is situated in the heart of the Mother of Sorraus Parisb . . .

your daors"! A stone's threw from heautiful Northgate Plaze, Lakeview is just off 4290 Playery Avenue, in the town of Greece. Why mel the

by, today ... and see why Lake-

view was designed for YOU?

all models

Open Daily

and

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9:00 P.M.

IN ST. JOHN'S PARISH

Homes purchased now at this price

fall PAROCHIAL SCHOOL

will be ready for occupancy in time

OFF 2824 RIDGE RD. WEST

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reader audience to shop this expression) religiously, for something they want if theyknow it's going to be there. It is going to take a little time and considerable reader loyalty from more than 50,000 subscribers before a completely



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partners decided to build a house and install the walls themselves to make certain the -job was done properly. As events proved, it was a wise and timely decision, for their house had immediate acceptance and the quality and practicability of their product was proved to their personal satisfaction. They decided to build more homes. As time went on, the Town of Greece appealed to the progressively minded building combine and they began construction of popularly priced homes on the Lakeview Subdivision, one block east of 4290 Dewey Avenue. The proximity of Our Mother of Sorrows Church and Parochial School was instrumental in their selection of the tract. Jerry Cook, who superin-What is believed to have es tablished-somewhat of s local record in the sale of homes from plans alone without benefit of an exhibit home, was recent sales leat of the John H. Apetz realty organization with offices in the Genesee Valley Trust building.

The price of the "Lakewood" elsewheren in the country the is-\$14,650, not-including garage. Lot sizes average 70x140. The improvements that will be found on this tract are sanitary and storm sewers, 5-ft. sidewalks, paved streets and street lights. The other model homes are,

the "Woodcroft" a 2-bedroom expansion type story and a half home at \$14,400, which may be expanded to a 4-bedroom home with 2 full baths, and the "Heather," a 3-bedroom Ranch home priced at

\$13,650. With the advent of Spring,

tends construction, stated that

Apetz Sells 73 Homes

The multiple sales activity that provided a hectic two week campaign was centered in Elmwood Heights, between Elmwood and Highland Avenue, Brighton, near McQuaid Jesuit High School. The homes, built by Raymond A. Burklandof Wilmington, Delaware, are completely sold out and will be ready for occupancy around April 1, Apetz said. Selling in the \$16,900 range,

the homes are of frame construction with stone and brick trim, and were offered in a choice of 4 elevations and a wide selection of colors. The ranch type dwellings contain 712 rooms including 3 bedrooms, 2 baths, living room, dining room, kitchen, den, utility room and attached garage. Much of the lumber was precut and the hardware and the other --equipment-- represented volume purchases by the builder effecting considerable savings to the buyer, the realtor inferred.

Raymond Bukland, operating as the Redeco Construction Company of Delaware builds on a vast scale, Apetz said, having built more than 1700 last year. The builder has options on tracts in Henrietta, served by the Good Shepherd parish and plans early construction, it is believed, featuring lower priced homes

Caldwell and Cook are moving into another section of their tract, beginning construction. on Sandalwood, White Oak and Ironwood Drives. The new 31, acre tract contains 98 lots. To date, over 100 homes have been completed with approximately 35 houses presently under construction that have been sold. The builder's method, proved successful in Wilmington and here, is to provide specific plans, elevations, trim and col-

or for specific lots with none interchangeable by the purchaser. Options are acquired by home purchasers in advance of initial construction.

BA. 5014

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Realtor

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LO. 5378

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