

## SELECTIONS UR MOTHER OF SORROWS PARISH (Gresse) asm 41% 12 ranch an 10% lat-large 31 comb slichen dining room 3 large betremt: Buy new far choice af calor. Us, and Formics. 813,500, Jm Scatt. CO 7387, JOHN H. APETZ CORP. BAbay 9358

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<sup>\$</sup>16,400



Overlooking The Bay

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Main. Another tarrife nouse at a ter-rifically low prime and hear tichel. T rowned in all, networks 1 hadrowned 11 m and one on 16 Roar: Nawly decorated inside. (cushy, painted ontride. Heats for 1124-per roar, Taxes, 1168 yearly, far stift-per roar, Taxes, 1168 yearly. Make your supplication now with J. Co-ling, JOHN W APETZ CORP. BA 9934.

CHURCH OF THE ANNUNCIATION Se-ion Brand new listing Attractive ranch home. Three nice bedreams, becauting living room. All tils believens: Large altrachmoders, Altchen with breakfast wrat. Large full solar. Altachen garage Excellent lacation (as children Asking etc. \$13,000, PHONE TODAIE REAL TV CO. 18 Main St. W. BAker 9202 5T. CECILIA. PARISH (Iréndeauoit). Im-mediate persentan on this excellent i-room raine built in 1851; All. reary spacing, 15, 12 mairs, beforms. In-deed yes'll be pleasanily surprised when year as this charmer. Call Jim Colling with JOHN H. APETZ CORP. REAL-TORS, RAMES \$358 day or night.

BONDEQUOIT-1538 Wintow Read North many Empire Blod. Nations resultant Destiling and the ball of the Long Bacaus living room ville at form for Spacing living room ville at open for Blace, present room, briegaway and ga-naw. Largen lat. Price 305 268, Open 1-5, PERKINS REALTY, LOCUS 6328 For appaintment out, CUIVER 2754. SEADREEZE EXPRESSWAY-ALK.'N. OF RIDGE RD. E.

VACANT Bring reconditioned. Lawer, UAAN anything in meinhowed Backin-den in ST. BONNEACE parish with school Goost condition, Beckniy paint-ed. 4 bedrooms, Oli hat. Try 510,889, Call RALE Reafer. TO 3239 for sp-pointment.

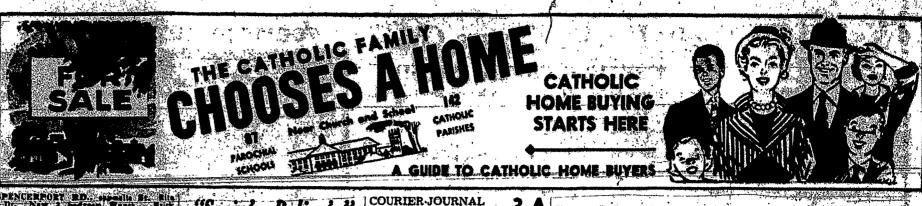
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MEMBER Audit



"Seein's Believ'n" DOWN BEAL ESTATE ROW With Frank J. Giblin

Let me start by quoting an outstanding realtor whom I interviewed this morning. His opening words to me were, "We are not Catholics but I am interested in advertising considerable volume in your news-paper because of its circulation. . . ."

Friday, March 18, 1955

That, my friends, is a statement that I, as an advertising The past week was a busy man, love to hear. When I soone for yours truly in assisting licit advertising for this newsin the preparation of "Tributes In Type" to the beloved Sisters paper I am not trying to sell Catholicism, I am selling CIRof St. Joseph whose Centenary CULATION AND READERin the Rochester Diocese is cele-SHIP to effect a profit to you brated with a special tabloid through the medium of adversection in this edition. As most tising.

of my calls are by personal I do not seek a donation. . . contacts with builders, devel-I do not ask you if you're Cathopers and real estate men, there olic, Protestant, Hebrew or Mowere a number whom I was hammedan, it's a dollars and unable to see, which, space alcents proposition to me. The lowing, gives me a good oppor-tunity to try and explain to our. only way that I can make more money for me is by making non-Catholic friends in real money for you, through adverestate and affiliated fields, the tising to the Catholic Market basis of my own solicitation of DIRECT. Yes, I am proud that their accounts for advertising. I am a Catholic but that is beside the point, my only interest with you is real estate, and CORPUS CHRISTI PARISH telling-more-than-150.000 readers every week what you're

doing that is of interest to

B Irequois St., corner of Rosewood Terrate, 6/6 BUILT AS DOUBLE -wonderful condition throughout Ideal for home and income. \$15,800 them. So this newspaper provides a ANDY CHENELLY Pontor medium of reaching this seg-

## **Bank's Report Forecasts** Home Building Trends

The First Federal Savings and Loan Association of Rochester, in their published survey of residential construction for the year 1954, reached the following conclusions that are of interest to prospective home buyers and builders alike.

"Any forecast following the conclusion of a peak year of residential construction might tend to be overly optimistic.". "Certainly there is no overload of inventory to be sold; there seems to be no serious shortages of labor or material: there is no evidence of a scarcity of buyers who want better homes than they now have;

present indications are that adequate financing will be available to finance any reason able amount of construction." "In the period ahead, builders will face greater problems in the development of raw land in order to obtain icts to build upon. This will require larger Investments in land and development and may present difficult problems for the smaller builders. There will be more demand by the towns for ade-

tary sewers and sidewalks provide carefully planned subdivisions." "The building industry must

remember the buyer of today is buying because he wants a better home than he now his and he is going to demand luxuries and comforts in his home."

"The building industry must by efficient operation, research and careful planning, do all in its power to produce good homes within the reach of the buying public."

"All of the plus signs noted above, if combined with research and efficient operation of the building industry, and good marketing procedures, should bring forth good results for the industry of home building throughout the year.

If the general economy of our Country, and, approximatioly the same level of employment and wages can be maintained throughout 1955, it i believed to be safe to predict that the Rochester area can and will produce a volume of home building at least equal to that produced in 1954.

