VIST and

Home Show Has Accent On Modern Living

DENTITY OF COURIER-JOURNAUS CATHOLIC FAMILY: REVEALED
Fresented As Typical: Home Buyers Near Parachial School...

By Francis Giblin

a look at your shoes. Hmm,n ; ; earth-caked around the soles from tripping over spare lumber. Yes, you've been places and from tripping over spare lumber. Yes, you've ben places and seen liguses in the building. No need to beingan snagged stockings nor torn trouser legs . . . no use to wall about foot blisters and grimy hands . . . they're only a few of the occupational hazards of house hunting. But say, isn't it fun? Isn't it interesting . . . positively bewildering and . . . downright exhausting!

Friends, meet the home buyers we have described in rec issues of the Catholic Courier Journal as Mr. and Mrs. "X" fellow travellers of yours, down "House Hunting Lane." Make your sympathetic ac-

quaintance with Mr. and Mrs. George Akrey, George and June, and their 10 year old daughter Alana Elizabeth as they are grouped by the piano in their small apartment at 14 Strathmore Circle on the eve of the start of their househunting excursions with the Courier Journal. How fresh they looked ... then!

As this edition is going to press, the Akrey's have been home-seekers for weeks, mostly under the watchful lense of photographer Thomas Casey and accompanied by my own fallen arches. What a hithering and thithering! From north to south, from east to west, these three hardy souls have travelled from subdivision to subdivision, from house to house, searching for that elu-"home package" that

would contain all that they desired in a home in an environment that suited them "down to the ground." Split level it could be . . . ranch house, possibly . . . Cape Cod, well perhaps . . . let's see what the builders and real estate men have to offer them, and you as well!

We discovered that, like hundreds of other Catholic couples, the most important buying fac-

selecting a house that suited them in a location near a Parochial School for Alama Elizabeth . . . and Alana's baby brother (they hope) who is expected in June, This, home MUST BE READY FOR OC-CUPANCY before the baby-ar-

"THAT'S for sure," decided George.

"That's fer danged sure," quipped June. 'And we've got to fix up a nursery AWF'ly nice!" Alana... chirped with giee.

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HOW WE MET THE ARREY'S From several inquiries already received. I presume that

"Mrs.Rochester"to Open Home Show Irondequoit Heights



Mrs. Fred B. Powers of 110 Bilimore Drive, right. who was recently crowned "Mrs. Rochester of 1935", is shown above being congratulated by Mr. and Mra. George Akrey representing the "Catholic Family" in this week's Home Show section of the Courier Journal James Spillane, center, of the Rochester Gas & Electric Corporation, handled the contest under the organization's sponsorship.

The 36-year old irondequolt-woman won over \$17 other Monroe County entries and was chosen from four simi-finalists in the contest. She will officially open the 1955 Home Show, aSturday, April 23 at 1:30 p.m. in Edgerton Park.

our method of selecting Mr. and Mrs. Akrey for photographic service to the Courier Journal. There was no "selection" in-

volved. It was just a lucky break for the writer in the interests of this department. Rochester, as we all know,

nationally recognized as the pirthplace of photographic art. Inasmuch as our leading phoographers and craftsmen are

highly skilled in the use of live models in advertising photography, it became the aim and purpose of this department of the Courier-Journal to make use of this skill in planning this Home Show section. With the germ of this idea in mind and on the off chance of

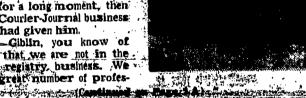
finding what I specifically wanted, I dropped into the office of Peter Braal at Kodak He is in charge of the department of this mammoth industry which has to do with the use of professional findels in national advertising. He greeted me cordially.

"I wonder if you could help me," I began "I would like to locate a photographic model, married, Catholic, with one or more children. She should be young, attractive, with a good-looking, substantial appearing husband who is also Catholic. At this point I hesitated, feel-

steady gaze, before concluding: with "and they should be actually looking for a house to buy." A large order. Mr. Braal continued to look at me for a long moment, then at the Courier-Journal business

ing somewhat foolish under his

card I had given him. "Mr. Giblin, you know of course that we are not in the model registry business. We use a great number of profes-



Sales Impressive

The Alliance Organization, Inc., who are recognized leaders in development as well as the brokerage field in the central New York area, are now well into the second section of the sales promotion of Frontequeit Heights in St. Margaret Mary's parish, according to W. E. "Watty", Brown, sales manager.

This scenic tract, owned and developed by F. A. Drumm and W. D. Henderson, president and treasurer respectively of the Alliance, constitutes in total over 225 lots. The first section of over 100 lots has been completely sold out and about 30 of the last section of 113 lots are under contract, Brown stated.

The new section connects Brookview Drive (which circles form Hudson to Titus Avenue to Portland Avenue.

Outlining other current sales activities of the Alliance Or-Gates on Howard Road, between Hinchey and Chili, is j now well under way with construction and ownership in the hands of Bramwell Bowering, a member of the Alliance Organization. "KQ-7. Heights", just off Buffalo Roach beyond Hinchey, is another Gates tract with sales being handled through Allie 're.

Scagliola and Vacchetto, Iric. owners, and de velo pers of "Lake Vista" on Beach Average near-the junction with Desception Avenue, have over a dozen homes in different stages of construction. This desirable sent division, according to Alliance, who are handling the sales promotion, will feature coloraial type homes and split levels in the \$16,000 to \$17,500 bracket. When final plans are filed, the

wanization. Mr. Brown reverted + 60 lots. The Alliance Organizathat "Woodworth Gardens" in tion are also handling the spring and summer sales program for "Shoremont by the (Continued on Page 2-A)



Home Show Claimed Greatest Yet Held



ARNOLD A. SCAGLIOLA The Rochester Horne Shaw will be the greatest in the answer

Builders' Association, sponsors, according to Arnold A. Scagliola, vice president and chairman of the show.

at 1:30 in the Edgerton Park display buildings, the event will feature diversified displays aimed at giving home buyers, prospective buyers and the general public an idea of what is to be had and what they can expect in the future in the line of better living.

Exhibitors and banks will continue to sell tickets throughout Friday, the day before the show's start, Scarliola said. The chairman is being supported by William J. Hill, executive secretary of the Home Builders. Pet-e.r Ranaletta George Wilson, Ray Wolf, and torus of the Rocheten Home Chesten Fitch



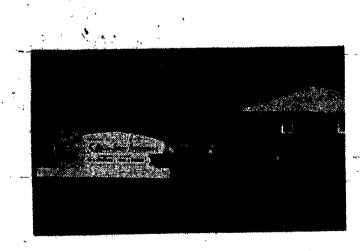
Phone ANDY CHENELLY

interest has been aroused as to

"We found a colony of fine suburban homes in Irondequoit Heights"

<u>L ST. MARGARET MARY'S PARISH</u>

Off 2000 Hudson Avenue or 840 Titus Avenue



All the construction in this desirable subdivision is under the personal supervision of Frank A. Drum, president of the Alliance Organization and W. D. Henderson, treasurer, builders. The lot plan allows winding roads and distinctive floor plans for each home. When you enter the tract from either Hudson Ave. or Titus Ave. you are immediately impressed with the beauty of the development that creates a deep pride in home ownership. \$16,350 Houses are priced from . . .

NO DOWN PAYMENT FOR QUALIFIED G.I.'s

Featuring

Storm and Sanitary Sewers Large Wooded Lots

Ideal Location near Church School and Shopping Center Paved Streets Reanch Homes

Split Levels Cape Cod Homes

Realtors

350 MAIN STREET HAmilton 5000

CO 4514 - 2441 Irondequoit Heights Tract

LIVING ROOM IS FURNISHED IT WILL BE A PICTURE TOO!"-OPEN DURING HOME SHOW WEEK FOR YOUR INSPECTION This exceptionally well-planned three bedroom split level has a double garage, fireplace, wide black-top drive and rear patio. A country styled kitchen makes cooking a pleasure. Exhaust fan carries away the heat. Abundant, roomy closets. Normal quality construction throughout. Lot size 78 x 170. You will be pleased with the layout of the living room overlooking the wooded lot. Dining Built by Frank A. Drum and W. D. Henderson room has separation ceiling lights, (Seen i

PICTURE WINDOW DESERVING AN OSCAR