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Real estate salesmen's chitchet in State Street's Red Dome lunch: There's goin to be a big deal made tomorrow." "Yeah whose deal, yours?"
"No, the Giants" (from Wills). "Held a house open Surnday, had quite a few shoppers.
what's that a homer in
Ebbett's Field? Man, I could bit a homer there myself in centerfield it's a BANDBOX" "Talking about homer, what are you advertising this week

Detroit outfield din't bad either" (Apetz), "Deblonski's a good third baseman? Not in my book judging from what he did here 'say did you close that deal on Tacoma Street?" (Kaveiz) "Hear about that homer in Los Angeles, 550 ft. boy what a drive!" "550 ft. your say? What is it, Lake frontage of industrial?"
(Wills) "I'm showing two nouses today, what are you doing about three?" "Hurranm, yup Walker's good for THIS league but not for the majors"

(and for dessert from the countergib) 'HIT? That guy hit! ... well maybe if they'd gave him a bigger bat."

Stationwagon jottings around town: Guile a flutter of home no municipal parking lots nor any private parking lots of buying in the vicinity of Mc-Quald Jesuit High School as dedication day draws near ... rurnors of a new building tract opening up near the new paro-chial school to be built in Penfield. . better watch East Rochester it's due for a boom . . another year will see vast changes in the vacant properties near Mother of Sorrows

church and school. Funny how a "stone's throw" location will go begging for months and then, alluvasudden ZOWIE everybody wants in! Lookit St. John's in Greece for Example for those new apartments near St. Charles Borronce, first and last months' rent, credit references, bank statement. They have two bedrooms upstairs, powder room off the kitchen

. Caldwell and Cook's Latta Road has lots of shopper traffic ... Entress' tract on Dewey shaping up . . . Stoddard -built' homes attracting a lot of interest in St. Salome's parish, off Culver Road . . . the parochial school has a lot to do with it according to inquiries re enrollments next term.



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Civic Affairs Have Real Estate Significance

MERCHANT PROBLEM AIDS REACTIVATION EAST ROCHESTER CHAMBER OF COMMERCE Every community of justifiable size needs the support

of a Chamber of Commerce devoted to the welfare of its citizens and its business people. Primarily it serves the business people, as related to commerce. A critical situation often arises in the history of a progressive city that gives mo-

merce activities. Such appears to be the case in East Rochester in the recent reorganization and reactivation of of its Chamber. The crisis in this particular instance is the parking prob-lem in the business district of the village condensed within about 6 blocks this a-way and 5 blocks that a way. There are

mentum to Chamber of Com-

sufficient size to hold the overflow of shopping traffic on peak shopping days, The rejuverated C of C. organized to combit this problem, is sparkplugged by its new president. Saverio Alesi, dry cleaning plant operator, "Mel" Finn, auto accessories dealen chairman of the Promotion Committee, Allen Ginegaw, hardware merchant, secretary, and Ted Mancusso, real estate broker, treasurer. Active in the solicitation of new members to

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lend substance' to Chamber's local authority, are two mem-

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sion, Mancuso and Leo Venette. That the problem is of grave concern to the downtown merchants can be readily realized when the monthly payroll of this industrial village is considered. Approximately \$750.000.00 is disbursed to employees each month by two mammoth railroad shops and several other sizable industries. In normal years, the annual industrial payroll of this village of some 8,000 rest. dents reaches an estimated total in excess of \$20 millions of dollars.

The question facing the new Chamber of Commerce: "Where can that \$20 million be parked in East Rochester before it goes somewhere else to be

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EAST ROCHESTER

At the present time, the Chamber of Commerce directors are formulating plans fora proposal to the village planning board that will, involve the tearing down of an old existing structure to provide a convenient downtown parking area. Other plans are on the fire to be discussed at the next meeting scheduled for Tuesday bers of the real estate profesevening, Jude 28th, in the

Community Room of the High School, according to President Alesi, Real estate-wise, the village

of East Rochester has a great potential in growth Located about 8 miles from Rochester's "Four Corners" by crow or a speedy ten miles by motor car, the village has been one of the most favored communities un-der the bequests of the late Kate Gleason. A swimming pool and acreage for a municipal park are among her generous gifts to the scenic community. Taxes, normally around \$18, are held to a low level aided by industry. The residential areas are well planned with winding roads in true suburban style. There is considerable activity in new home building.

With a new lease on life, the East Rochester Chamber of Commerce, will help solve the critical parking situation to the satisfaction of the townspeople and the merchants. It will take time, but the effort will be rewarding to all concerned.

\$20 millions of dollars is a lot of cabbage to send somewhere else to be spent. East Rochester will put up a good fight for its just share. (F.J.G.) For Prempt Personal Action

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more important effects of its enactment, and the efforts that have been made to enforce its provisions efficiently, have been the minimizing of fraud and fraudulent practices in real estate transactions, and the promotion of higher standards of efficiency and trustworthiness in the real estate brokerage busi Before licensing, real estate brokers must have served as licensed real estate salesmen with an accredited firm for at least two years. The salesmen they employ must pass an examination that covers mortgages, leases, acknowledgements, deeds, titles and a complete glossary of realty terms. They must

know the penalties of misrepresentation and fraud (strict in this State). They must be familiar with property values in every section of the city to be successful in their profession. Yes, there is a commission involved, but in most

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