

PARISH BOUNDARIES

7th of a Series... St. John's Parish—Greece
Published in cooperation with Parsons

"Seein's Believin'"

DOMUS REAL ESTATE CO.
With Frank J. Giffin

Morgan Houzel, prominent realtor, member of the Board of Directors of the Real Estate Board of Rochester and chairman of its important Advertising Committee, is one of our valued advertisers on this real estate page. His advertisement has appeared regularly each week since the department was introduced last February. In the beginning, he inserted specific sales listings for a few weeks and then settled down to a more institutional copy. One would be more inclined to doubt a statement coming from George Washington, were he alive, than one from Morgan Houzel.

Mr. Houzel said to me today, "Frank, in all the time that I have advertised in the Catholic Courier Journal, I have yet to trace one single inquiry from the newspaper's circulation."

That's laying it right on the line. It is exactly the way I like to hear it, no ifs, ands, or buts. Good or bad, let's be positive. But why should I mention it here?

I would rather the readers and other realtors see it in print, from me, than from any other source. It gives me a chance to write something that may throw some light on the subject and encourage some positive action.

Morgan Houzel is not the only real estate man who has told me the same thing.

Two or three, no more, have stopped advertising through me because the results did not please them, or they had no results at all.

On the other hand, other real estate men and women tell me that they are getting GOOD results from their advertising on our real estate page.

AT A PROPITIOUS TIME within a few weeks, I am going to PROVE that some real estate firms and individuals are getting excellent results from their advertising in the Catholic Courier Journal.

What this 66 year old, Catholic family newspaper is trying to do through my sincere efforts and its own "audited" circulation figure in excess of 53,000, is BUILD UP its real estate advertising volume to a point where the smallest advertisement, will bring results to its advertiser.

Offhand, one of the best illustrations that I can think of to get my viewpoint across, regarding real estate advertising in the Catholic Courier Journal is one of today's great suburban shopping centers. Think of any one of them around Rochester.

THE CATHOLIC FAMILY CHOOSES A HOME

IT'S PAROCHIAL SCHOOLS

CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

Today's Houses Larger-Better

Builders are tailoring houses to meet consumer tastes and preferences today, and as a result—the American public is getting substantially more home for its money in structure and design, according to Chester A. Fitch, president of the Rochester Home Builders Association.

"Some very significant changes in residential housing are taking place," he pointed out.

"Generally speaking, new homes today are larger, have more bathrooms, better heating plants and more insulation. They offer a variety of built-in conveniences not found in the homes of a few years ago. Lots are bigger, landscaping is better, streets and setbacks are more skillfully arranged," he said.

Several major factors have worked to produce this result. The builder-president explained that a marked sharpening of public tastes in design and construction, increased availability of materials, healthy competition, builder exchanges to technical information, and better use of materials as a result of experiments and research—all these are responsible.

"After World War II, the first houses produced were generally sections of pre-war models, as was the case with automobiles," he said. Builders then were concerned with

REAL ESTATE SELECTIONS

GATES — AUBURN AVE. New listed! Excellent 3-room ranch, built 1924; expansion attic, knotty pine den; oil heat, automatic hot water, aluminum storm screens; attached garage, blacktop drive; near church, school, and shopping center. Also including adjacent lot of 1.500. Call Glen, 1232-W or call BAKER 8150.

GATES — ST. HELEN'S PARISH — 380 McKinley Road, 1 room ranch—garage—black top drive and stone front—air conditioning, full bath—barbecue pit in basement. Call Glen, 1232-W or call BAKER 8150.

IRONDEQUOIT — 153 STONEHENGE — Stone front Colonial—4 large rooms—master living room, fireplace, tile kitchen and powder room, bedrooms, 2 master. Full tile bath—knotty pine throughout. Call Glen, 1232-W or call BAKER 8150.

IRONDEQUOIT — ST. THOMAS — Half block from school, excellent condition, center entrance Colonial, 21 ft. living room with fireplace, tile kitchen, dining room with dining all of kitchen, powder room, 3 bedrooms, (2 master size), screened porch, full bath, tile floor, hardwood floors. Call Glen, 1232-W or call BAKER 8150.

HONDUVE FALLS — Southern Manor Homes, Open 14 p.m. Saturday and Sunday, 2-4 p.m. weekdays. Right in the hills, 2 1/2 acres, 3 bedrooms, tile kitchen, school and shopping. Prices start at \$8,700 for 3-bedroom home. GI financing. Home, office, must have 200 down. Drive out East Henrietta Rd. (16A), through Henrietta and Bush 1/2 Point, Honduve Falls Rd. Turn right Monroe St. to Ontario St. in heart of Honduve Falls, to East St. past school. Alternate route: Clover St. to Honduve Falls, SOUTHERN MANOR INC., Page 4. Honduve Falls, N.Y. 14622.

BARBER ST. — First offering! 3 room bungalow—new oil unit—under \$2000—1100—baking \$225. Open 2-4 p.m. Saturdays. Call Glen, 1232-W or call BAKER 8150.

ST. JOHN'S PARISH — Top this if you can't 7 room—4 bedrooms, 1 1/2 baths, open fireplace—automatic heat, UNDER \$1000. Call Glen, 1232-W or call BAKER 8150.

IRONDEQUOIT — James Parish, excellent older 7 1/2 home, VALUE PLUS! Call Glen, 1232-W or call BAKER 8150.



CHESTER A. FITCH
"Today, just any house won't do," Mr. Fitch explained. "Public interest in good design has considerably affected the market, and consumers gradually have become more sophisticated in their preferences. Because prospective home buyers know what to look for and are not hesitant to express their desires, builders are assessing these consumer preferences and producing a better product," Mr. Fitch concluded.

Each one of these vast retail "plazas" is built around one, or possibly two, great traffic incentives. I think readers will agree that the Super Markets, in each of these centers, represent the greatest single traffic incentives.

Next in line as traffic incentives are the branch stores of big department stores, closely followed in importance traffic-wise, by chain "5 and 10's" and women's specialty store branches.

Now, in place of the shopping center, let us substitute a newspaper. The newspaper circulation, the dominating traffic incentive, instead of the Super Market is NEWS, national and local. Closely following in importance traffic-wise, are the principle features of the newspaper—women's section, sports for men, comics for children, young and old, birth notices, "jobs" and WANT ADS. IT IS POSSIBLE (not only possible but self-evident in many cases) to operate a small store in a busy shopping plaza and not enjoy much business, not make many sales.

IT IS POSSIBLE, but never ventured in retail trade at least, to operate two shopping centers directly opposite one another with the same Super Market operation.

The Catholic Courier Journal

CELLAR WALLS WATERPROOFED

We GUARANTEE a dry cellar! Free Estimates! General Mason Work and Repairs. DRAIN TILE INSTALLED.

A. J. ARIENO Gen. 1588

OWN YOUR HOME... LIVE RENT FREE! 5/5 (double)—6-53 Myrtle Hill Park—Holy Apostle's section, 3 blocks from Parochial School, near business district—2 bedrooms and bath on both sides. Owner's side, modern kitchen—comb. stove and refrigerator. For 500 call Harry FELDMAN, REALTOR, 958 South Ave., RA. 1231.

PAINTING PAPER HANGING ARVON TEXTURES
30 Years Service to Rochester & Community
ALFRED DOE & SONS
125 Beaverton Rd. CH. 4148
FHA Financing Arranged

RESIDENTIAL REAL ESTATE
A. J. PETRANTO
Realtor
635 POWERS BLDG. LO 5079
TO BUY OR SELL CALL ANYTIME

RIDGE LUMBER CO. LADDERS

OPEN ALL DAY SATURDAY

Extension	Req. Price	Sale Price
16 Ft. ... \$9.95	20 Ft. \$28.00	\$15.95
18 Ft. ... \$10.95	24 Ft. \$33.00	\$19.95
	28 Ft. \$39.20	\$23.75
	30 Ft. \$42.00	\$24.75
	32 Ft. \$44.80	\$26.75
	36 Ft. \$50.00	\$29.95

Ready Mix Cement \$2.48 Portland Cement \$3.28
FREE DELIVERY—C.O.D. ORDERS TAKEN

OPEN MON. & FRI. 'TIL 9
ALL DAY SATURDAY

Ridge LUMBER COMPANY
112 HOLLENBACK ST. CH. 9700

BUYING AND SELLING CALL FRANK L. HEMPEL REALTOR
Individual attention to your home. CH. 5234

HALL REALTY CO.
216 2897
SALES APPRAISALS
Tax Depositions a Specialty
LO 3230 239 POWERS BLDG.

THE WILLS REALTY CORR.
63 STATE ST. BAKER 9700
WELCOME TO OUR PHOTO DISPLAY
Open Daily 9-9 Sat. 'Til 5
Sundays 1-5 P.M.

AVON
Avon Hardware Corp.
Use MOORE Paint
Hardware, Paint, Glass
Phone 4141 — We Deliver

ST. AGNES PARISH
Rev. Charles E. Muckler, S.T.B., Pastor
Sunday Masses 6:30, 8, 10, 11:30 a.m., 12:15

Chevrolet — Oldsmobile
Sales and Service
"DK" Used Cars—Genuine Parts
CLARK CHEVROLET SALES CORPORATION
Avon 3181 81 W. Main St.

GRECE ST. CHARLES BORROMEO
64 MAIDEN LANE
REV. ROBERT A. KELEHER, PASTOR
SUN. MASSES 6:30, 8, 9, 10, 11:15, 12:15

MEN'S — BOYS', LADIES' AND INFANTS' APPAREL
Open Even 'Til 9

FAMILY DRY GOODS STORE
3202 Lake Ave. — Lake Theatre

Edw. T. Boyce & Son
RADIO AND TELEVISION SERVICE
ALL MAKES REPAIRED
"Your Community Service Shop"
3327 LAKE AVE. CH 1189 2890 DEWEY AVE. CH 2077

WALKER'S APPLIANCES, INC.
2844 Dewey Ave. Charlotte 1167
FRIGIDAIRE MOTOROLA TV
COMPLETE REPAIR DEPARTMENT

GRECE HARDWARE
Home & Garden Supplies
DuPont Paints

NATIONAL HOME WEEK
Sept. 10-18
ALSO CATHOLIC FAMILY WEEK
ISSUE OF SEPT. 9th
Please reserve ADVERTISING SPACE EARLY

TRADING POST
241 BANKERS BLDG.
2230
ANDY GREENE, Realtor

WHERE SAFETY COUNTS!
It's gamble you don't take when they're an expert who can pack your household goods, move them to your new home or store them in the finest fireproof warehouse in your community... often at less cost than it would take to replace damaged goods. Free estimate on request.

BLANCHARD
Rochester's Leading Moving
MOVING & STORAGE
Local 5494 320 Broad St.

ALLIED
REPRESENTATIVE
TAN LINES

When you wish the home you will always be proud of

W. A. FELDMAN REALTOR
1451 LAKE AVE. GL 3561

Specializing in ST. JOHN'S ST. CHARLES PARISHES
Phone for ALL Listings: RA. 01-1245

William J. Malloy REALTOR
Residential Property Specialist
GL 6422 35 Park St.

BRENNA REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
HA. 6348 24 Sixth Street

IRONDEQUOIT — In the new Church of the Holy Family, (open) 2 1/2 acres, 3 bedrooms, tile kitchen, full bath, hardwood floors, Call Glen, 1232-W or call BAKER 8150.

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ALLIANCE
ORGANIZATION
Realtors
350 E. Main St. HA.5000

GRECE St. John The Evangelist
2386 Ridge Road, West
REV DONALD E. LUX, Pastor
MASSES 6:15, 7, 8, 9, 10, 11, 12 NOON

KAUSTINE HEATING EQUIPMENT
GAS & OIL CONVERSIONS
SALES AND SERVICE
RIDGE HEATING
2351 RIDGE RD. WEST Glan. 6936

R. J. FINNEGAN CO.
General Contractors
Domers a Specialty—"We Raise The Roof"
DUMONT PAINT SUPPLIES
2335 RIDGE RD. W. GL 7398

RIDGECREST HARDWARE CORP.
Linoleum — Floor Covering
RIDGECREST SHOPPING CENTER
We Deliver GL 7728

RIDGECREST FAMILY SHOE STORE
Shoe For The Entire Family
1936 RIDGE RD. WEST
Ridgecrest Shopping Center

ST. RITA'S West Webster
Rev. Francis A. Kleshammer, Pastor
J. 8:15, 9:30, 10:30 A.M., & 12 Noon

SCHLEGEL'S MARKET
Quality Meats
PHONE WEBSTER 261
West Webster, N. Y. WEB 261
General Auto Repairing

READ-FLOORING COMPANY
James C. Read
WEBSTER 86W
107 Grand St. W. Webster, N.Y.

MERZ GARAGE
FRONT END ALIGNMENT
Elmer A. Merz
1186 RIDGE RD.
Webster, N. Y.
PHONE 131

For Personal Attention In Selling Your House
LIST IT WITH
MORGAN HOUSEL
REALTOR
1783 Monroe Ave. GR 1523

LOCATIONS IN EVERY CATHOLIC PARISH
Rochester's Largest Realty Organization

JOHN T. ROTHMAGLE INC. REALTORS
The Gallery of Homes
BA. 8150

More People In This Area Buy Their Homes LIST WITH US

NOW STARTING! DEWEY MANOR
OUR MOTHER OF SORROWS PARISH
807 7 1/2 Block of Latta Road off Dewey Ave.
3 BEDROOM RANCHES
Ideally planned, with attached garage, 20 foot minimum walls, non-leaking STORM DRAIN, SANITARY SEWERS, black top drive, graded lots, PLASTERED WALLS. Close to church and Parochial school.
For Details Phone
CU 7314

LADUE & FITCH
BUILDERS AND DEVELOPERS

WATCH "HOMAR"
New Residential Community
MOTHER OF SORROWS PARISH
DEWEY AVE. — GRECE
Completed Homes Will Be On Display
"NATIONAL HOME WEEK"
SEPTEMBER 1955
JOSEPH ENTRESS, Builder
For Details Call GE 5490

LIMA
In Lima, it's the ATLANTIC SERVICE STATION
OPP. THEATRE — EAST MAIN ST.
LUBRICATION WASHING MOTOR TUNE UP
BRANDS: CHEVROLET, FORD, PLYMOUTH, BUICK, OLDSMOBILE, LEXUS, SEAT, VOLVO, MER.

ST. ROSE'S PARISH
Lata Avenue Rev. John M. Pastor
Sunday Masses 8 A.M. & 10 A.M.

WERNER GRILLE
E. MAIN ST. U.S. 5-20
LIMA, N. Y.
Now under original management
PAUL AND HILDEGARDE TURK
Phone: "Home" Daily
Sat. & Sun. 24 Hrs.

HOUSE FOR SALE
Adults Preferred...
with from four to ten children to romp and play and enjoy their home to the fullest in the ideal residential subdivision only 7/10ths of a mile from St. Ambrose fine church and parochial school.

NO CHILDREN IN "VIEWCREST"
will be disappointed with their surroundings—and their parents will find complete contentment because their boys and girls are growing up in the right environment.

WE'VE BUILT A HOUSE...
not for just anybody, but expressly for a Catholic family because it's so convenient to church and school, and it's a beauty. We've thought of everything, you'll agree. We call it "The Little Millionaire."

COSTS NO MONEY...
to look and the pure air from the hilltop will do you good. Open today and every day 2 'til dark.

TO REACH...
begin at St. Ambrose Church (Empire and Culver) after you have dropped in for a visit. Drive west to 180 Empire, turn north on Pardee Rd. to Silverdale to View Crest Drive. Follow Glackmack signs.

NICK GLAMACK
Realtors
CU. 8311