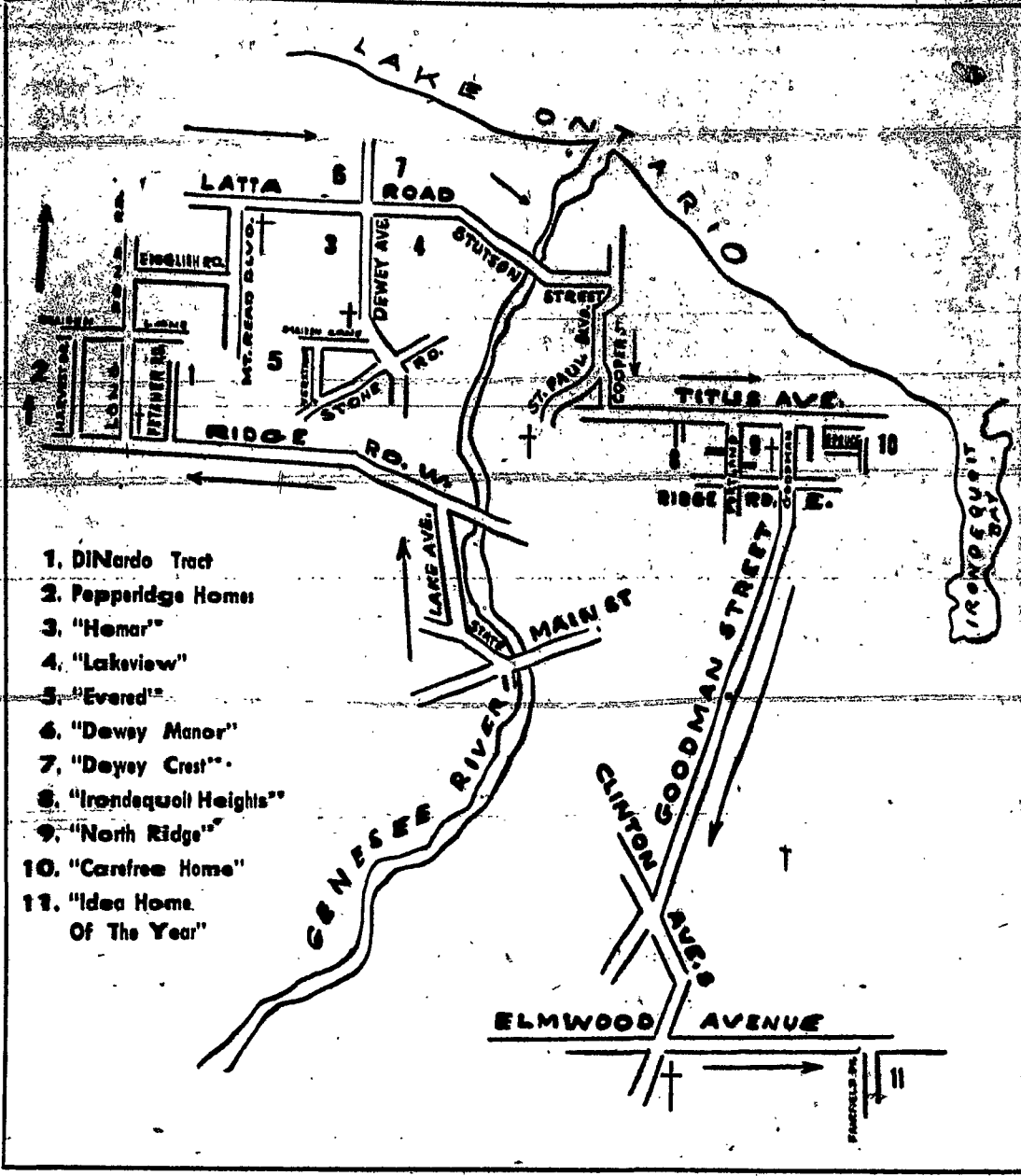


National Home Week-Catholic Family Week Provide Stimulus For Area Homeseekers

35 Mile -- 2 Hour Circle Tour



DeBlase Features 'The Idea Home Of The Year' Near \$1 Million McQuaid Jesuit High School

Acclaimed by "Better Homes And Gardens" magazine as "The Idea Home Of The Year", Fred P. DeBlase's 1955 exhibition home in "Meadow View", just east of McQuaid High School on Elmwood Avenue, has many exclusive features yet remains within the popular price range of today's modern homes.

The "Idea Home" actually fronts on Fairview Drive although its view to starboard on Elmwood Avenue possesses an attractive facing-view effect. Of one-story contemporary design, the much heralded house for moderns, with semi-attached



McQUAID AREA FORECAST

The home-owning interests of Catholic families with boys of high school age in housing near the new million dollar McQuaid Jesuit High School, has increased to a marked degree in the weeks prior to the school's formal opening, declares Miss Rose Ferraro, Construction Management Executive of the "Meadow View" tract in Brighton.

"This trend months ago," Miss Ferraro added, "Mr. DeBlase has geared the price of this tract to the needs well within the budget figure of families with children of high school age."

"Combined with his service to the Parochial School and Our Lady of Lourdes, the walking-distance convenience to McQuaid High School will contribute to a keen Catholic home ownership in this section of Brighton in my opinion," she concluded.

ed garage, contains three bedrooms including a Master bedroom with off-the-street porch.

The living room is ingeniously planned and the furnishings by McCurdy's blend pleasingly with the interior decor. Pieces by Harvey Prober and Herman Miller, custom manufacturers, are featured. A free-standing fireplace floats in the center of the living room. Of painted brick it blends perfectly with wall areas and the beautiful all-wood broadloom carpeting. A large conversational angle-divan faces the

Family Growth Important In House Choice Gadgets Do Not Substitute Living Space

"It seems many of today's home planners were brought up in a trailer," declared Joseph Entress, builder and developer of the extensive 50 acre residential tract "Honor" on Dewey Avenue, Greece.

"There is no lasting economy, nor wholesome environment in compacted living which sacrifices livability of its economic potential," he went on. "The builder believes that meeting the needs of family growth should play an important part in house planning, statistics proving that families are larger today than in many years past."

Mr. Entress claims that "Honor" homes are planned to give more space per dollar. "No structural changes are needed,"

Catholic Family Spurs National Building Boom!

Observance of National Home Week under the sponsorship of the Rochester Home Builders' Association provides an opportunity for underscoring the very noteworthy contribution which Catholic families are making to the national economy.

The Catholic Family looms as a strong factor in the post-war demand for new homes, a demand which still continues. Definitely there is a link between the increased birth rate and the current home building boom.

In this matter the Catholic Press Association has assembled some impressive facts: In the United States last year (1954) Catholic births totaled over 1,288,000 while other births were under 3,000,000.

While the Catholic population of this country is estimated to be twenty percent of the total, Catholic births have averaged over twenty-six percent of the total national births for the past ten years. In 1954 Catholic births were almost twenty-nine percent of the nation's total.

COURIER JOURNAL 1-A Friday, September 8, 1955

For example, in the Rochester and Monroe County area during 1954 there were over 6,800 Catholic births. This figure represents a major percentage of all 1954 births in Monroe County.

Much of the current boom in home building in the suburban areas of Rochester also is traced to the need of growing Catholic families for adequate living quarters. This is not only represents the actual experience of the builders themselves, but is revealed in the tremendous upsurge of Parochial School facilities.

Residential REAL ESTATE

A. J. PETRANTO

Realtor

535 POWERS BLDG. GL. 5070 LO 5375

TO BUY OR SELL CALL ANYTIME

ROCHESTER'S SUBDIVISIONS Near Catholic Facilities

A Time-Saving Route To Advertiser's Tracts

Editor's Note: Personnel Managers of many of Rochester's leading industries have told us that many employees, being transferred here on a permanent basis, experience some difficulty in locating a home to buy that is most convenient and most suitable for their needs. This simple map and directions below has been prepared as a time-saving device to guide them directly to reputable residential developments advertised in this issue of the Catholic Courier Journal. There are more, but in our opinion, a homesucker could not find better than those among our advertisers. A Circle Tour will convince you!

Beginning at "Four Corners" downtown at State and Main, we drive north on State Street and proceed out Lake Avenue to its junction with Ridge Road (Kodak Park Plant on NW corner). Turn left on Ridge Road and follow 1574 Petrar Road. Turn right, this main artery due west.

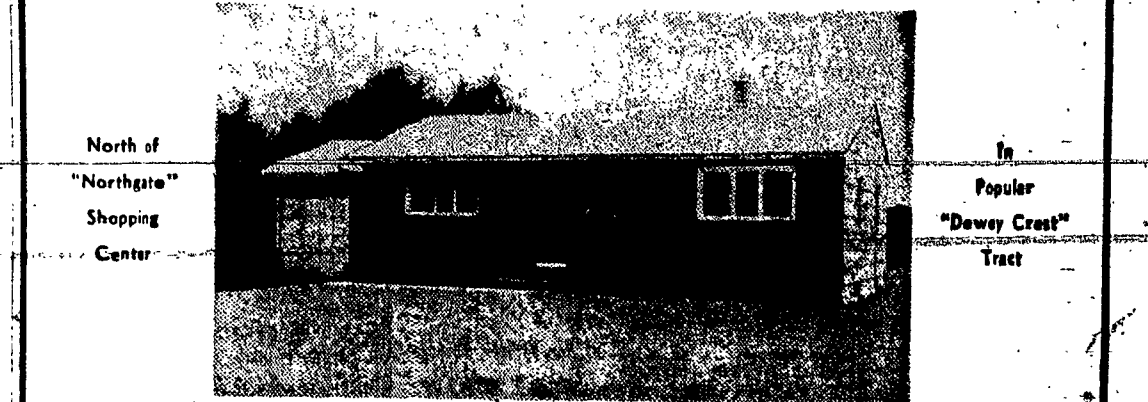
(Continued on Page A)

Brick Demand Seen In "Dewey Crest"

Alvah B. Lawson, developer of the "Dewey Crest" Subdivision north of Latta Road on Dewey Avenue is experiencing an active demand for his houses due to the reputation he has gained over a period of many years home construction in Rochester.

Lawson homes in this area of Our Mother of Sorrows Church and School are particularly favored by Catholic Families, according to Frank E. Fisher, sales representative. The model home at 4542 Dewey Avenue contains a "through hall" and a panoramic floor-to-ceiling window in the rear.

Another "Our Mother of Sorrows" Parish Gem!



CONVENIENT TO CHURCH AND PAROCHIAL SCHOOL

Popular "Dewey Crest" Tract

"THE DEWEY CREST"

4542 DEWEY AVENUE NORTH (North of Latta Road)

Three bedroom Ranch type home with attached garage. Youngstown colored kitchen with built-in range and oven. Large floor-to-ceiling window in rear gives panoramic view. Ceramic tile bath with linette and sliding door medicine cabinet. THROUGH HALL. In a much wanted feature. Partial brick front, planting bed, storm and sanitary sewers. \$12,100.00.

ALVAH B. LAWSON

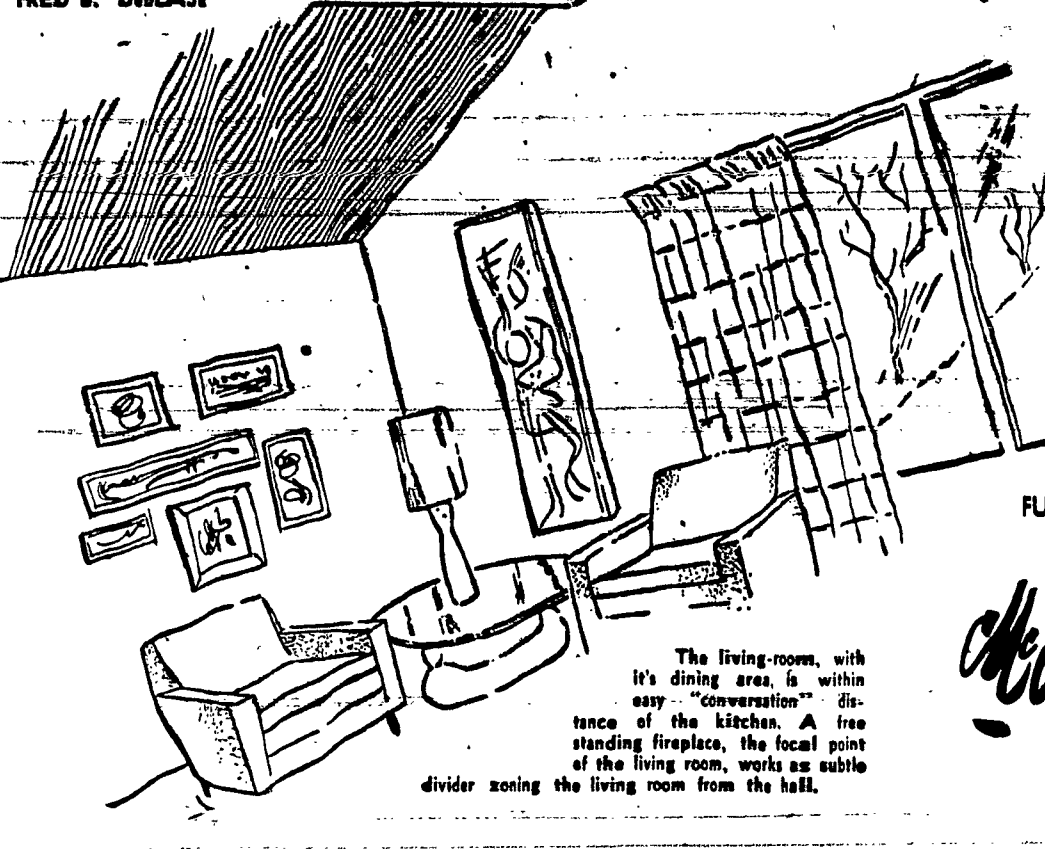
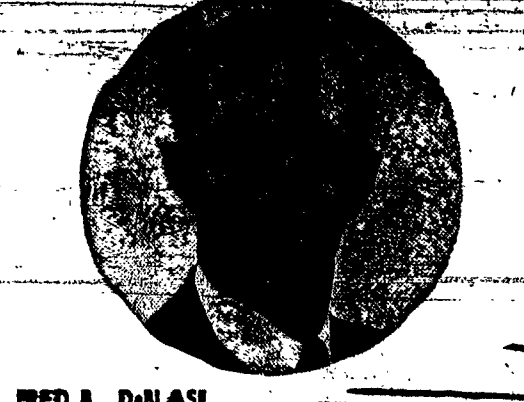
BUILDER-DEVELOPER

CHARLOTTE 4517

OFFICE: 316 DEWEY - OPP. NORTHGATE

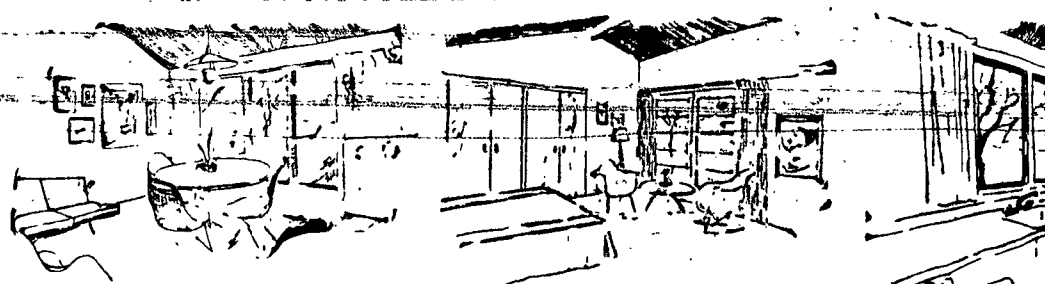
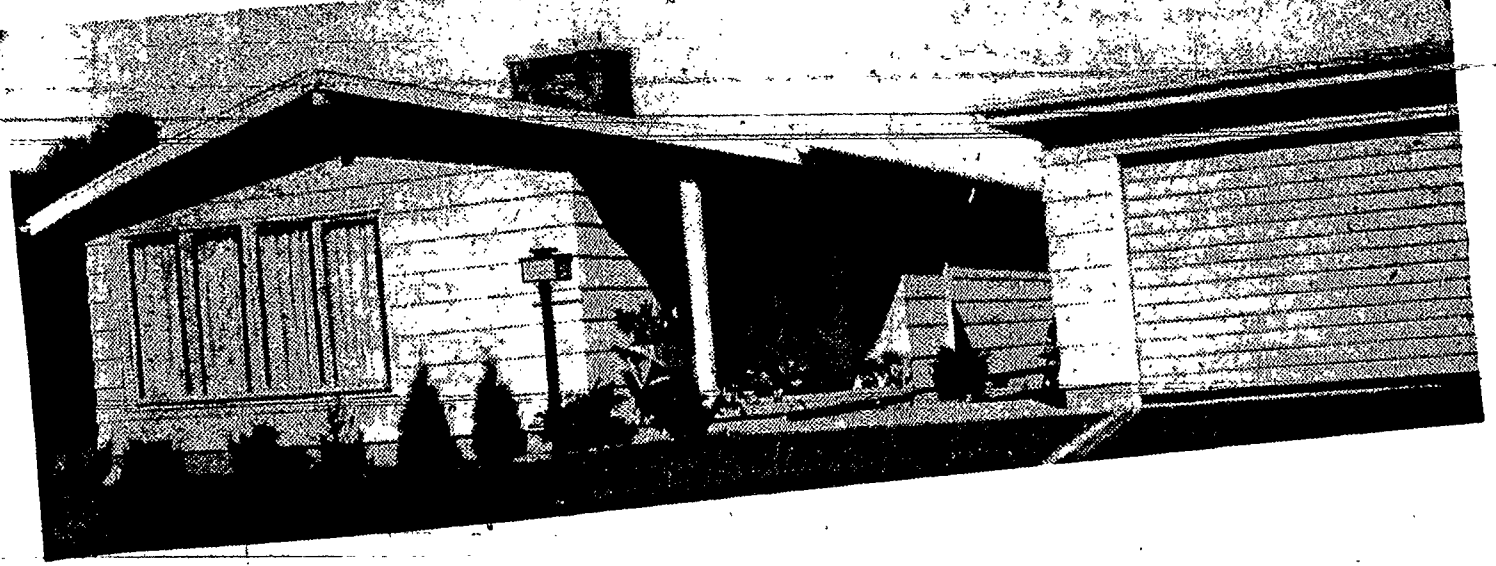
SALES FRANK E. FISHER CH. 3641

Better Homes and Gardens IDEA HOME of the year



"MEADOW VIEW" SUBDIVISION—Off Elmwood Avenue—Between Winton Road and Clinton Avenue.

DeBlase welcomes you to his "Idea Home Of The Year" and to his planned community of contemporary homes.



FAMILY ROOM—Arrangement in this room is planned sensibly for all types of family activities. This activity can be used as an attractive indoor-outdoor dining room with its Pan-O-Rama sliding glass wall.

MASTER BEDROOM—actually an apartment in itself—may be totally shut off from the rest of the house (when teen-agers entertain in front rooms). It has ample space for a coffee table, lounge furniture, and a second TV set.

KITCHEN—a marvel of convenience! Featuring the new G.E. "Kitchen Center" and the Wall refrigerator-freezer that hangs on the wall like a picture! The most revolutionary kitchen of the year!

As featured in "Better Homes and Gardens" magazine! Come out and see it for yourself -- a thrilling contemporary home for average income families in a superb Brighton location adjacent to the new Million Dollar McQuaid Jesuit High School. Come and see what a joy it would be to own a home in a planned Community -- The DeBlase Subdivision in Our Lady of Lourdes Parish.

FRED P. DeBLASE

Office Address: 2015 Elmwood Avenue — BRONWING 3391