

THE WILLS REALTY CORP. 63 STATE ST. BAKER 9700 WELCOME TO OUR PHOTO DISPLAY Open Daily 9-9-Sat. 11-5 Sundays 1-5 P.M.

CHILLPAUL RD. - Turn right off Chilli Ave. at Chilli Center new Chilli Paul Gardens subdivision. 5 room ranch home with 1 1/2 garage up lot 100x200 with an estimated tax rate of approx. \$100 per year. Bedroom 12'x12' living room 22'x12' kitchen 12'x12' dining room 12'x12' a total of 1050 sq. ft. in the house. modern floor on all closets, hardwood floor, GE gas heat, full dry basement laid out so you can use it for a lovely sunroom, all built cabinets with lazy susan, priced at \$14,900. Call 5368 down, 30 year terms. FHA 1500 down, 30 year terms. You can do your own painting, etc. as part of your down payment. 5 min. to city bus. Close to St. Peshan Church. Open Sun. from 2 till 5:30. TOM HARRITT, Baker 9700.

ST. JAMES Parochial School district. 1 1/2 yr. old 3 bedroom colonial large kitchen, dining room, large living room, master bedroom has Mr. & Mrs. closets. Bus stop across the street. Only \$16,300. Steve Palko, BR 2572.

NEW HOMES: Ranches, split-levels, 2 story—some ready for occupancy, some also allow you for painting, etc. Maple tract — off 2100 Spencer Rd., west of Elm Grove Rd.—4 room ranch—ready — others under construction—Maple St., 2-3 room ranches ready for painting, Rivira St. split level—in all stages of construction. Chill Center-Coldwater Rd.—3 room ranch—all stages—Also a fine selection of live-in homes, all sections. Also help you find the home you want! Call me anytime—James Gleason GE 5815-M, Willis Realty BA 9700.

LYELL RD. 4781—8 rooms, large living room and kitchen, nice basement, new oil unit. Garage nice shady lot with several fruit trees. 12'x12' Parochial school at door. Wonderful place for children. 24'x30' lot. Call 2517-M, Willis Realty BA 9700.

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TODAY'S REAL ESTATE SELECTIONS

ST. MICHAEL'S PARISH: 4 bedroom home with fenced yard, in excellent condition. Perfect for the family. Modern kitchen, tile bath and sun room. Just listed, under \$10,000. Call Bob Turner, JOHN H. APFELZ, CORP. REALTORS. BA 9850 day or night.

EIGHTHENTH WARD: St. James Parish. Semidetached bay, under \$15,500. 6 rooms featuring 27' living room, 6'x10' large modern kitchen, auto heat, 2 car garage, neat and clean. Call Jim Collins for particulars. JOHN H. APFELZ, CORP. REALTORS. BA 9850 day or night.

EAST ROCHESTER: North Lincoln and Linden Section, rounded 6 room home with attached garage. Has new heating unit and water heater. Large lot. For more information and appointment to see Call George Schwartz, JOHN H. APFELZ, CORP. REALTORS. BA 9850 day or night.

GATES: St. Theodor's Parish. Attention DeLo and Rochester. Product workers see this! Sensational value in this 3 bedroom bungalow on beautifully treed and shrubbed lot. Yes, it has a garage and full basement. Extreme low cost of living can be had in this home listed under \$150. Heat for \$100 per year. Price—well make an offer. Call Jim Collins, JOHN H. APFELZ, CORP. REALTORS BA 9850 day or night.

GREECE: St. John's Parish. Just a few blocks from Long Pond Road. An exceptional custom built home with everything completed to your specifications. All gas need to be done in, sit back and enjoy it. It's a charming 3 room ranch with dining room or 3rd bedroom. Artificially finished knotty pine basement for playroom or entertaining. Enclosed breezeway, rear patio, barbecue. Professionally shrubbed yard with white picket fence. Combination aluminum windows. Owners anxious! Can probably be purchased for under \$10,000. Terms only \$100 weekly. Make this a must on your list of homes to see today. Call Bob Palko, JOHN H. APFELZ, CORP. REALTORS. BA 9850 day or night.

CELLAR WALLS WATERPROOFED We GUARANTEE a dry cellar Free Estimates General Mason Work and Repairs DRAIN TILE INSTALLED A. J. ARINO Gen. 1588

NEW "PEPPERIDGE" FAMILY MOVES IN!



Mr. and Mrs. Edward F. Schaller and daughters, Mary (7), Kristine (3) and Suzanne (2), boost the mounting total of Catholic Families in the "Pepperidge Homes" tract in Greece by one. They were photographed by the Courier-Journal photographer as they were preparing to move into their new home on Harvest Drive. One of Mr. Schaller's new neighbors stated that on his block, 10 out of 12 homes are owned by Catholic Families who attend St. John's Church. Parochial School has been a magnet to the area and an addition is planned to meet the student demand. (Tom Casey Photo)

DeBlase "Idea Home" (Continued from Page 1A) diswasher, an electric under a one-piece stainless steel counter top, is the new wall refrigerator-freezer unit which hangs on the wall like a picture. The "Family Room" opposite the kitchen, also has a Panarama sliding glass wall looking out upon the seeded lawn. Furnishings are in complete harmony with the restful (and appetizing) setting. An unusual safety feature of the "Idea Home" is the "Fire-bell" installation by the Minneapolis Honeywell Corporation, manufacturers. A warning bell sounds when a fire is detected and a light on a master panel

"Seein's Belie'n" DOWN REAL ESTATE ROW With Frank J. Gilpin



It was Bruce Barton who once said, "Many a man who pays rent all his life owns his own home, and many a family has successfully saved for a home only to find itself at last with nothing but a house." It is the close relationship of the Catholic Church with the Family that makes the Church, actually, the greatest real estate sales agent in the United States today. Through its teachings it provides an abundance of its own home-loving, closely knit families who are the best prospects for houses on long-term mortgages. Catholic families are not the only home-loving families of course — but let's face it, they are in greater abundance. Every real estate man, every builder, every mortgage company, every bank in the City of Rochester and its environs, to mention the local level only, would be very unhappy were it not for the Catholic Family Market in houses. Every Tom, Dick and Harry in the real estate and building businesses doesn't advertise in the Catholic Courier Journal. The reason that every Tom, Dick and Harry doesn't advertise in the Courier Journal is because I cannot get around to see them all personally, regularly, discuss copy and layout, take their listings, etc. Maybe it's a good deal for these folks who do advertise that there isn't too much confusion of ads in our real estate pages. I'm a great believer in daily newspapers believe me. I've gotta keep up on airplane crashes and hurricanes, shootings, stabbings, the stock market, Henry Clune and Little Orphan Annie, just like anybody. Fact is, I owe all my grey hairs and ulcers to daily newspapers. But when it comes to real

estate advertising, I believe that the poor little old Courier Journal, the largest weekly newspaper in New York State outside of Manhattan, is a natural medium for this phase of advertising. Believe that it has a vast potential in this field. This issue in celebration of Catholic Family Week and National Home Week is pretty good I guess. I regret having to leave out a number of advertisers who decided too late, and a great number whom I didn't have time to see at all, like my very good friend Nick Glanack and others. Next week National Home Week will be gone until another year rolls around, but the Catholic Family will continue on buying homes faster than the builder can build them.

King's Highway is the scenic entrance to Durand Eastman Park and Golf Course, turn left past "Christ the King" and drive due south continuing on Goodman Street, across Main St., to Clinton Avenue South (Cinema Theatre). Turn left on Clinton over hill and down date to Elmwood Avenue facing the new Million Dollar McQuaid Jesuit High School for Boys. (Opened Tuesday for the first time.)

Wherever a major financial investment is made in the Diocese, for a new church, a Parochial School, or in this particular instance, a magnificent Catholic High School... tracts spring up and wise investors begin to buy or build, Catholics and non-Catholics alike, for they are confident that property values will rise or remain stable. Turn left on Elmwood Avenue and you will have plentiful evidence on either side. But on

"Evered" Features St. Charles Section The 41 Ranch Home development of St. Charles Borromeo Church and Parochial School, Greece, off Maiden Lane on Vestrest Drive, is gaining the attention of a growing number of Catholic Families seeking residence in this parish. It has been reported. Michael DiGennaro, builder, is offering 3 bedroom ranch homes with attached garages in the \$15,000 bracket with full basements, plastered walls, gas automatic heat, with large lots topped with seeded and graded among the home-buying attractions. Proximity to the Parochial school is strongly stressed. Sales representative is the Arrow Realty Company with offices at 31 Exchange St.

Circle Tour (Continued from Page 2-A) School and Catholic High School to be constructed in the near future. Innumerable Catholic families are flocking to the residential tracts with an eye to future church and school facilities. Return to Titus Avenue on Portland, turn right again past the imposing Irondquoit Town Hall and Goodman Street, one block on right to "Northridge", a major development of the Barry Realty Company. Joseph and Anthony Audino, builders. Turn right into tract to Spruce Street, turn left to end and "The Carefree Home". Driving back to Titus and Goodman (to the right over

the south side of Elmwood, almost in the long shadows cast by McQuaid Jesuit High School, is "Meadow View" tract, well into development by Rochester's nationally acclaimed builder Fred DeBlase, and at the corner of Fairfield Drive and Elmwood, his "Better Homes and Gardens Idea Home of the Year."

Returning via Clinton Avenue South to State and Main should clock 25 miles and the time consumed unless you bought a home en route, two hours on the nose.

When you wish the home you will always be proud of

EXCEPTIONAL HOME BUYS

ST. CECILIA'S—Charming Cape Cod on 60x165 lot. Three large bedrooms—two tile baths. Large Youngtown kitchen, disposal—dishwasher. Custom built 1953. \$18,500. SPACIOUS three bedroom bungalow—near "a" pin—Beautiful—large kitchen—enclosed breezeway and garage. 80x130 fenced yard. 2 bks from St. Salomes. \$16,600. Jim SCOTT REALTOR CO 7367

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GREECE St. John The Evangelist 2386 Ridge Road, West REV. DONALD E. LUX, Pastor MASSES 6:15, 7, 8, 9, 10, 11, 12 NOON RIDGECREST HARDWARE CORP. Linoleum - Floor Covering RIDGECREST SHOPPING CENTER We Deliver GL 7728 RIDGECREST FAMILY SHOE STORE "Shoes For The Entire Family" 1936 RIDGE RD. WEST Ridgcrest Shopping Center RIDGECREST R. J. FINNEGAN CO. General Contractors Diners & Specialty - We Raise The Roof! DUPOIN PAINT SUPPLIES 2335 RIDGE RD. W. GL 7398 RESTAURANT 1 BLOCK WEST RIDGECREST SHOPPING CENTER 8'Fast - Luncheon - Dinner - Snack 2000 RIDGE RD. W. GL 8286 K.V. LIQUOR STORE MR. & MRS. GEORGE DRANE 1439 RIDGE RD. W. GL 7184 CRAFT & CLARKE RED & WHITE 2 Complete Food Stores 2547 Ridge Rd. W. 1445 Ridge Rd. W. GL 5578 KAUSTINE HEATING EQUIPMENT GAS & OIL CONVERSIONS SALES AND SERVICE RIDGE HEATING 2351 RIDGE RD. WEST GLen. 6936

PEPPERIDGE HOMES Gives You THE MOST ROOM FOR YOUR MONEY! MODEL HOME OPEN - 729 HARVEST DRIVE 1600 SQ. FT. OF LIVING! PLUS 14 x 21 GARAGE 4 Bedrooms 2 BATHS FINISHED COMPLETELY - FULL BASEMENT ON LOTS 80 x 150 LOCATED IN ST. JOHN'S PARISH - PAROCHIAL SCHOOL \$18,500 and up PEPPERIDGE HOMES OFF 2824 RIDGE RD. W. OFFICE ON TRACT