



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

CHILL-PAUL RD. — Turn right off
Chill Ave. at Chill Center new Chill-
Paul Gardens subdivision, 5 room
ranch home with 1 1/2 garage w/ lot
100'x200' with an estimated tax rate
of approx. \$100 per year. Bedroom
12'x12' living room, 21'x21' dining
room, 12'x12' kitchen, 12'x12' bath,
total of 1950 sq. ft. in the house,
modern floor on all closets, hard-
wood floor, GE gas heat, full dry
basement laid out so you can use it
for a lovely rummage room, all built
cabinets with lazy susan, priced at
\$14,900. Call 5368 down, 30 year
terms. FHA 11000 down, 30 year
terms. You can do your own paint-
ing, etc. as part of your down pay-
ment. 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 Mrs. Mc-
Closkey. Bus stop across the street.
Only \$16,300. Steve Pollock, Baker
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 Elmwood
Rd.—4 room ranch—ready—others
under construction—Maple St., 2-3
room ranches ready for painting,
River St., split level—in all stages
of construction. Chill Center-Cold-
water Rd.—3 room ranch—all
stages—Also a fine selection of
lived-in homes, all sections. Also
help you find the home you want!
Call me anytime—James Gleason
GE 2815-M, Willis Realty BA 9700.

LYELL RD. 4781—4 rooms, large liv-
ing room and kitchen, nice bed-
room, new oil unit. Garage, nice
shady lot with several fruit trees.
12'x12' Parochial school at
door. Wonderful place for children.
24' Kelly Ct., 2217-M, Willis Realty
BA 9700.



63 STATE ST. BAKER 9700

**TODAY'S
REAL ESTATE
SELECTIONS**

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

EIGHTHENTH WARD: St. James Par-
ish. Seasonal bay, under \$15,000. 6
rooms featuring 27' living room, ter-
race large modern kitchen, auto heat,
2 car garage, neat and clean. Call Jim
Collins for particulars. JOHN H.
APPEY, CORP. REALTORS. BA 9550
day or night.

EAST ROCHESTER: North Lincoln and
Lincoln Section, rounded 6 room home
with attached garage. Has new heat-
ing unit and water heater. Large lot
available. For more information and ap-
pointment to see Call George Schartz.
JOHN H. APPEY, CORP. REALTORS
BA 9850 day or night.

GATES: St. Theodor's Parish. Attention
Delco and Rochester Products workers.
See this! Sensational value in this 3
bedroom bungalow on beautifully treed
and shrubbed lot. Yes, it has a terrace
and full basement. Extreme low cost of
living can be had in this home. Taxes
under \$150. Heat for \$103 per year.
Price—well make an offer. Call Jim
Collins. JOHN H. APPEY, CORP.
REALTORS BA 9850 day or night.

GREECE: St. John's Parish, just a few
blocks from Long Pond Road. An ex-
ceptional custom built home with every-
thing considered in your specifications.
All gas need do is move in, sit back,
and enjoy it. It's a charming 3 room
ranch with dining room or 3rd bed-
room. Artificially finished knotty pine
basement for playroom or entertaining.
Enclosed breezeway, rear patio, barbe-
que. Professionally shrubbed yard with
white picket fence. Combination alu-
minum windows. Owners anxious! Can
probably be purchased for under \$10,000.
Taxes only around \$100 yearly. Make
this a must on your list of homes to
see today. Call Bob Pollock. JOHN H.
APPEY, 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 pho-
tographer 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 Pan-
arama sliding glass wall look-
ing 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 Minne-
apolis 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. Giblin



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 es-
tate sales agent in the United
States today. Through its
teachings it provides an abun-
dance 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 com-
pany, 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, regu-
larly, 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 con-
fusion 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, shoot-
ings, stabbings, the stock mar-
ket, Henry Clune and Little
Orphan Annie, just like any-
body. 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 na-
tural 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 Na-
tional Home Week is pretty
good I guess. I regret having
to leave out a number of ad-
vertisers who decided too late,
and a great number whom I
didn't have time to see at all,
like my very good friend Nick
Glanville and others.

Next week National Home
Week will be gone until an-
other year rolls around, but the
Catholic Family will continue
on buying homes faster than
the builder can build them.

**"Evered" Features
St. Charles Section**

The 41 Ranch Home develop-
ment of six blocks west of St.
Charles Borromeo Church and
Parochial School, Greece, off
Malden Lane on Vestrest
Drive, is gaining the attention
of a growing number of Catho-
lic families seeking residence
in this parish. It has been re-
ported.

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
topsoiled, lots seeded and
graded among the home-buy-
ing 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 Catho-
lic 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 Inwood 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

King's Highway is the scenic
entrance to Durand Eastman
Park and Golf Course, turn
left past "Christ the King" also,
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 or
Parochial School, or in this
particular instance, a magnifi-
cent Catholic High School...
tracts spring up and wise in-
vestors 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 Ave-
nue and you will have plentiful
evidence on either side. But on

the south side of Elmwood, al-
most in the long shadows cast
by McQuaid Jesuit High School,
is "Meadow View" tract, well
into development by Roches-
ter's nationally acclaimed build-
er 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 con-
sumed unless you bought a
home en route, two hours on
the nose.

W. A. FELDMAN Realtor
1451 LAKE AVE. GL 3561
Specializing in ST. JOHN'S
ST. CHARLES PARISHES
Photos of All Listings - Re. GL 8444

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will always be proud of
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POWERS BLDG. 2230
ANDY CHENEY, Realtor

**EXCEPTIONAL
HOME BUYS**

ST. CECILIA'S—Charming Cape Cod
on 60x165 lot. Three large bed-
rooms—two tile baths. Large Young-
town 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 blk
from St. Salomes. \$16,600.

Jim SCOTT
REALTOR
CO 7367

GREECE ST. CHARLES BORROMEO

64 MAIDEN LANE
REV. ROBERT A. KELEHER, PASTOR
SUN. MASSES 6:30, 8, 9, 10, 11:35, 12:15.

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

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That Locks On
HENRY ZUROWSKI
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2386 Ridge Road, West
REV. DONALD E. LUX, Pastor
MASSES 6:15, 7, 8, 9, 10, 11, 12 NOON

**RIDGECREST
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Linoleum - Floor Covering
RIDGECREST SHOPPING CENTER
We Deliver GL 7728

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FAMILY SHOE STORE**
"Shoes For The Entire Family"
1936 RIDGE RD. WEST
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Dormers A Specialty—We Raise The
Roof! DuPont PAINT SUPPLIES
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1 BLOCK WEST
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2000 RIDGE RD. W. GL 8286

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At Ridge Rd. West At Stop
It Will Remind You Of Us

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**Caldwell and Cook
Invite
More Catholic Families
... to Lakeview Homes!**

The peaceful serenity of "Lakeview"
residence has been attracting hundreds
of fine families for many months. Every
occupied home, you'll agree, has the
appearance of being "lived in" to the
fullest extent of ownership-happiness
and contentment.

Such a setting naturally attracts the
very nicest folks to live in pleasant
harmony with one another. Caldwell
and Cook extend to you and yours
their most sincere invitation to come
out and visit this beautiful tract de-
signed for Family Living... and in-
spect their home designed for maxi-
mum Family Enjoyment.

LAKEVIEW
Caldwell and Cook's bright,
new tract of friendly neighbors
is situated in the heart of the
Mother of Sorrows Parish...
a short half mile from the
new school... which brings
its school buses "right to
your doors!" A stone's throw
from beautiful Northgate
Plaza, Lakeview is just off
4290 Dewey Avenue, in the
town of Greece. Why not stop
by today... and see why Lake-
view was designed for YOU?

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to
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PLUS 14 x 21 GARAGE

4 Bedrooms 2 BATHS
FINISHED COMPLETELY — FULL BASEMENT
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\$18,500 and up

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HOMES**
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