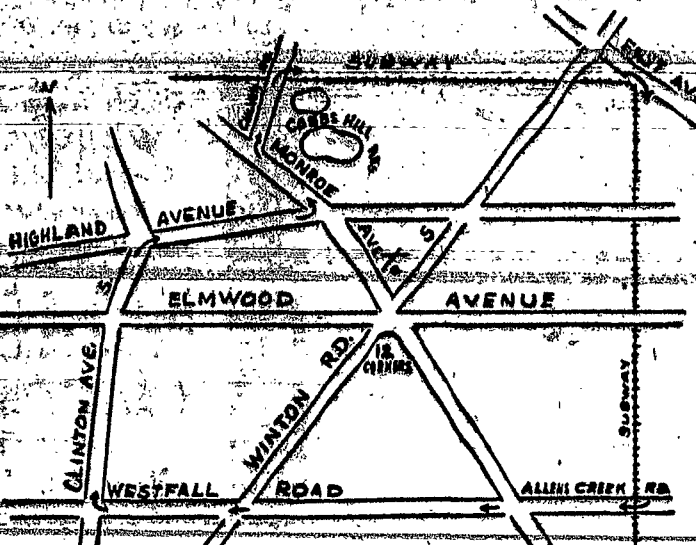


PARISH BOUNDARIES

(Published in cooperation with Pastors)
7th of a Series... Our Lady Of Lourdes Parish



Rev. Francis W. Luddy, Pastor, 62 Imperial Drive, Parochial School (Sisters of St. Joseph) 438 pupils. Boundaries: (West) Clinton Avenue-South from Highland Avenue to Westfall Road. (South) Westfall Road from Clinton Avenue South to Subway crossing Allen Creek Road. (East) Subway from Allen Creek Road to East Avenue. (North) Subway from East Avenue to Culver Road. Culver Road to Monahan Avenue to Highland Ave. to Clinton Avenue South.

COURIER JOURNAL 3-A
Friday, September 16, 1955

"Seein' Believ'n"
DOWN REAL ESTATE ROW



A very progressive, deep thinking realtor told me today that he is a bit puzzled over the problem of advertising in the Catholic Courier Journal.

"Of course I advertise with you Frank," he said, "and I have, quite frankly, received some good results. I am satisfied that it is a good investment."

"But I sometimes wonder, wouldn't it be reaching these same people in the daily paper—and more besides, who are not Catholic?"

"I didn't answer because I wanted him to keep on talking. It's nice listening to a man think out loud sometimes."

"Yes," he went on, "as I loosened my coat and settled more comfortably, 'people have told me that they have seen my ad in the Courier and in some cases I have felt rather flattered at their opinion of me, pre-determined, as you might say, because of my name being in the Catholic Courier.'"

"I am not a Catholic as you know, but I greatly admire the Catholic families with whom I do business. I sold five houses last weekend and three of them were sold to Catholics who wanted to be near a church and parochial school."

"There certainly is a very strong Catholic market in Rochester, I grant you that, but there is a good Protestant market and a Jewish market too . . . so why shouldn't I reach them all in an advertisement in the daily paper?"

"If the Catholic market is so good, why don't a whole flock of realtors put their regular listings in the Courier Journal? Yes, I know you can't get around to see them all, but how often do realtors or home owners themselves call you up to place a listing?"

"Being a direct question I had to give a direct answer. 'Never . . . oh yes, there was Jim Scott last week.'"

"Did he call you this week?" "No, maybe the poor chap is sick."

"Come on now Frank, let's face it, why . . ."

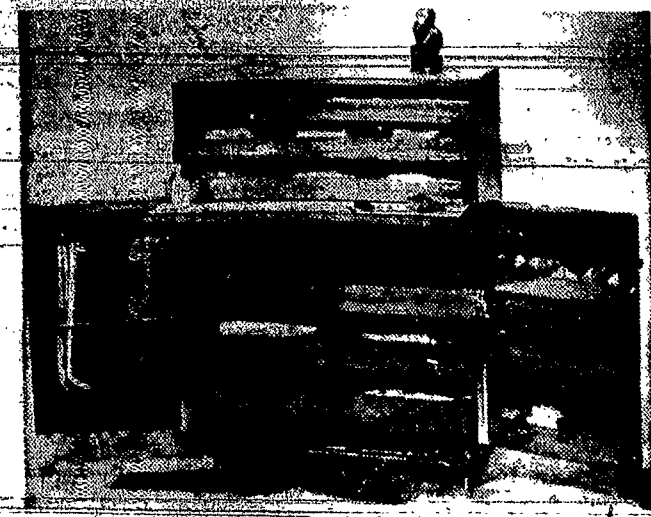
"I'd been thinking too and this was my own, self-analysis. 'The way you talk, every priest in the Diocese need only publish his Sunday sermon in the Sunday edition of the daily paper to reach the Catholic population with an important message.'"

"The problem is that you don't realize how valuable to the Catholic people is their own Catholic newspaper with a circulation larger than any other weekly newspaper in New York."

Home Fashions Give Impetus To Exciting Furniture And Accessories

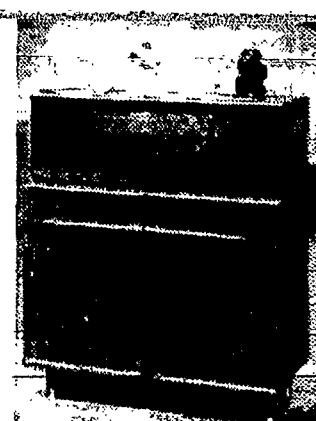
With 1,400,000 new homes being built in the home-building boom this year, the new fashions in furniture

have a thorough knowledge and a deep understanding of today's dominant way of life and the furniture needed to provide a



A GENTLEMAN'S CHEST

Seventeen drawers on a gentleman's chest mean plenty of room for a man's accessory wardrobe. Here a handsome chest adds smart decor to any room, and provides him with small and large trays, a tie rack, and plenty of room for such items as shirts, socks, belts, etc. The top-half of the chest has a door that lets down to hold change, wallet, jewelry, etc., while dressing. Designed by John Keat for Brown-Saltman.



pleasant, comfortable and casual background for modern living.

Whether Home is a Fashion Time means the exciting planning, decorating and furnishing a brand-new home or giving an established home the lift in appearance and new-found comfort that the addition of new furniture brings, it can be tremendously exciting!

It is significant that in the new furniture being introduced, there are no startlingly new designs. Rather, it seems to be a settling down period in design, with fashion emphasis being placed on the use of excitingly new decorative materials; teak, cane, travertine, metals and distinctively finished leathers.

Today's living is placing greater and greater emphasis on dual purpose rooms.

promise to claim their share of the limelight this Fall! In the Fall, 1955, showing, it becomes increasingly evident that furniture designers

State, outside of Manhattan. They look to it for news that they cannot find elsewhere. They read it, off and on, all week long. The Catholic Courier Journal is not dead in news value the day after publication, or after the first reading.

"Almost everyone will agree that advertising in the classified section of the 'Yellow Pages' is a 'no-brainer' business. It brings a lot of business, but knowing this, how many business firms call up the telephone company and tell them to send someone out to pick up their advertising copy? Very few. They wait for a salesman to call on them."

"Your advertisement in the Catholic Courier Journal, I went on to say, 'has a special impact on the Catholic audience that you cannot get in any other medium' in Rochester."

"As far as volume advertising is concerned," I added, "I got ready to leave. 'All the good salesmen are either in the real estate business or in the automobile business today. But I don't need a particularly good salesman.'"

"What the Catholic Courier Journal real estate advertising department needs is someone like LOU ANN SMITH to pick up listings who won't take time out to write out two order blanks. Boy, what she could do to our realty lineage!"

"Practically soon you'd buy a helicopter."

"Yeah, or a yacht."

"It'd be better than a weekly puzzle for money!"

"So long, dreamer!"

"See me next week, I'll have another ad."

GENESEE PK. BLVD.—A good 4 bedroom home for large family. Sun room, auto, heat, double garage, fenced back yard. Shown only by apmt. G. Lord, Gen. 7148-W. Alliance HA. 5000.

ALLIANCE ORGANIZATION
Realtors
350 E. Main St. HA 5000

For Prompt Personal Action In Selling Your House LIST IT WITH **MORGAN HOUSEL REALTOR**
2188 Monroe Ave. GR 1324

W. A. FELDMAN Realtor
1451 LAKE AVE. GL 3561
Specializing SACRED HEART ST. JOHN'S ST. CHARLES PARISHES
Photos of All Listings - Res. GL 3444

BUYING AND SELLING CALL **FRANK L. HEMPEL REALTOR**
Individual attention to your home buying needs
CU. 3254

HALL REALTY CO.
Estb. 1907
SALES APPRAISALS
Tax Depositions a Specialty
LO 3230 239 POWERS BLDG.

THE WILLS REALTY CORP.
63 STATE ST. BAKER 9700

ST. LOUIS PARISH
155 Lake Ave. Rev. Jacob R. Rauber Pastor
Sunday Masses 7:30, 9:10, 11 A.M.

HILTON
Hilton Pharmacy
Prescriptions Carefully Compounded
Large Selection Gift Items—Sundries
MAIN ST. HILTON 2421

ROWLEY Hardware Inc.
Appliances—Plumbing & Heating
Soldered Gas—Chase Gift Items
Phones 4611-4221
Hilton, N. Y.

Lee and Tubb FUNERAL HOME
303 LAKE AVENUE HILTON, N. Y.

Roch. Home Builders Start Youth's Model Home Contest

A new model home contest for school youth, in which the winner will compete for a \$1,000 scholarship, was announced this week by Chester A. Fitch, president of the Rochester Home Builders Association.

Prizes will be awarded area high school students who build the most attractive, practical and liveable-looking homes, he said.

Awards to be given by the local builder includes: 1st prize, \$375.00; 2nd prize, \$250.00; 3rd prize, \$150.00; 4th prize, \$100.00. The contest ends March 1, 1956.

Winning models will be displayed at the Spring Home Festival in the War Memorial after which the Grand Prize Winner's model will be forwarded by the National Association of Home Builders. First prize in the national contest will be a \$1,000 scholarship, plus a trip to Chicago and return for the winner and his instructor. Other national prizes include cash awards and beautiful plaques for the schools which sponsor winners.

Mr. Fitch pointed out that there are many young people in the area with an aptitude for career growth in the building, architectural and home decorating lines. It is the purpose of the Rochester Home

Builders Association, through this contest, to give these youth an early opportunity to demonstrate their abilities in a way that is both exciting and practical, he said.

Discovery and encouragement of talented youth, the Builder added, is the privilege and duty of every responsible community group. The boys and girls who take part in the model home contest, whether winners or not, will discover a lasting and delightful hobby, if not a lead to a future occupation, he said.

For complete information about the contest, contact William J. Hill, Executive Secretary, 240 Powers Building, Rochester 14, N. Y., or phone Baker 5487.

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNA REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

THE WILLS REALTY CORP.
63 STATE ST. Baker 9700
WELCOME TO OUR PHOTO DISPLAY
Open Daily 9:30-Sat. 11:5
Sundays 1-5 P.M.

REGINA SECTION—140 Winton St. S. hilltop view, new 4 room center entrance home, 2 1/2 bath, living room, with fireplace, dining room, modern kitchen, built-in vanity, gas heat, 2-car garage, partial back from 1954. Call WILLS REALTY, Baker 9700.

L'VELL-MANITOU SECTION—4 room center entrance home, 2 1/2 bath, living room, dining room, modern kitchen, built-in vanity, gas heat, 2-car garage, partial back from 1954. Call WILLS REALTY, Baker 9700.

CHAMPLAIN ST. 22—Good 4 room cottage near Business Park, French's Modern kitchen, wired for TV, gas heat, 2-car garage, built-in vanity, gas heat, 2-car garage, partial back from 1954. Call WILLS REALTY, Baker 9700.

GATES-NEW HOMES! Ranches, split lots or two story. Some ready for occupancy, others under construction. Call WILLS REALTY, Baker 9700.

ENGINEER DRIVE SECTION—3 bedroom ranch-style home, 2 1/2 bath, living room, dining room, modern kitchen, built-in vanity, gas heat, 2-car garage, partial back from 1954. Call WILLS REALTY, Baker 9700.

BRIGHTON—near McQuaid High, new 4 room ranch with 2 car garage, modern kitchen, built-in vanity, gas heat, 2-car garage, partial back from 1954. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

CHILL-PAIL RD.—Turn right off Hill Ave. at Hill Center new 4 room ranch with 2 car garage on lot of approx. 2.00 acres. Call WILLS REALTY, Baker 9700.

PAINTING PAPER HANGING ARYON TEXTURES

Years Service to Rochester & Community
ALFRED DOE & SONS
458 Broadway Tel. 470, 4666
2724 Fitzhugh Avenue

ST. THERESA-ST. GEORGE'S HOLY REDEEMER
30 THOMAS—2 story home, modern kitchen, oil heat, oak floor, marble, finished yard. Low down payment, low carrying cost. Price a bargain! Inquire today!

TRADING POST
REAL ESTATE CO. INC.
241 BAKER
POWERS BLDG. 2230
COMPLETE REALTY EXCHANGE
ANDY CHEREVELL, Realtor

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

BRENNAN REALTY CO.
Complete Real Estate Service
LISTINGS NEEDED
NEAR PAROCHIAL SCHOOLS
H.A. 6348 34 State Street

William J. Malley REALTOR
Residential Property Specialist
GL 6422 35 Lark St.

LIQUIDATION SALE

Partnership being dissolved must liquidate investments: Six unit apartment bldg. \$1,800 yearly income with 25% net on investment. West side location. Under \$18,000.

Two story brick bldg. on corner lots 2 stories and 3 apts. with yearly income of \$5,100 in Dewey-Ridgeway Section. Try \$30,000.

East Avenue Section, desirable brick and frame five unit apartment. Show the 20% net on investment, selling for under \$30,000.

Reasonable terms can be arranged.

CALL **John H. Apetz Corp. REALTORS**
516 GENESEE VALLEY TRUST BLDG. BAKER 9750
DAY OR NITE

TAKE A DEEP-EDGED PIE PLATE

and drive a nail or screw through its center upon a shelf above the sink with a washer in between. Allow a little to overhang. This makes a very handy receptacle to hold spices.

When you wish the home you will always be proud of

Van Dusen REALTOR - INSURANCE

CELLAR WALLS WATERPROOFED
We GUARANTEE a dry cellar
Free Estimates
General Mason Work and Repairs
SEALING TILE INSTALLED
ARNO GEN. CO. INC.

Residential REAL ESTATE
A. J. PETRANTO Realtor
338 POWERS BLDG. GL 6470
TO BUY OR SELL
CALL ANYTIME

MOVING STORAGE

George M. Glancy Carling Co. Inc.

HICKS HOME HEATING CO.
Certified Lennox Dealer
99 Norman Rd., Rochester 20, N. Y.
SERVICE AND REPAIR
ALL MAKES OF UNITS!
Member O.H.I.-R.G.A.E. Approved

PHONE 9079

HANKS Roofing & Siding

See the New Shingle That Looks On
HENRY ZUROWSKI Hopkins 5240
W. Hamilton 4994
1475 NORTH ST.

When it comes to LUMBER CALL OUR NUMBER

GLEN. 0668 1503 LYELL AVE.

VAN DE VISSSE & KILDEA LUMBER CO.

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

AVON INN
"An Outstanding Inn"
We Cater to Banquets and Private Parties and Weddings
Est. 5-20 Ph. Avon 4951
6 Miles from Conesus Lake

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

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

SALES NOW ON!

DEWEY MANOR
OUR MOTHER OF SORROWS PARISH
160 Ft. North of Latta Road off Dewey Ave.
3 BEDROOM RANCHES

Ideally planned, with attached garage—no foot lot! featuring STORM SEWERS, SANITARY SEWERS, Mack top drives, graded, fully PLASTERED WALLS. Close to church and Parochial school.

LaDUE & FITCH BUILDERS AND DEVELOPERS

LOCATIONS IN EVERY CATHOLIC PARISH
Rochester's Largest Realty Organization

JOHN T. NOTHRAGLE INC. REALTORS
The Gallery of Homes
BA. 8150
More People in This Area Buy Thru Us—And LIST WITH US

ST. ROSE'S PARISH