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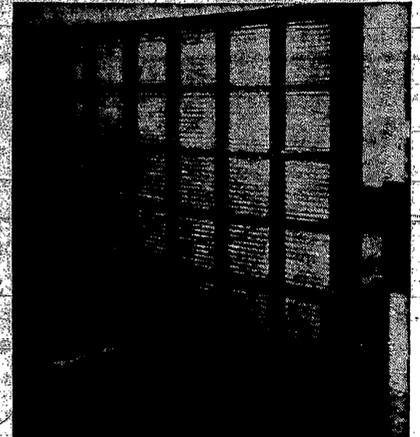
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112 CATHOLIC PARISHES  
A GUIDE TO CATHOLIC HOME BUYERS

**Pepperidge Home Showing Hits Attendance Jackpot**

Over fifteen thousand people inspected the four completely furnished "New Era" homes on the Pepperidge tract in Greece during the first three opening days, according to Joseph Borelli, builder and developer. Attendance continues to mount as the "Grand Home Show" enters its second week within a fenced-in enclosure on the property off 282 1/2 Ridge Road West in St. John The Evangelist Parish.

With pomp and ceremony in keeping with the dignity of the staffs of interior decorators from Sibley, Lindsay & Curr, McCurdy's, Lauer's, and Edward's stores who decorated the rooms and selected the furnishings for each home assigned to them, the event got off to a flying start last Sunday under the most favorable weather conditions. Paced to the soft strains of organ music broadcast over a series of loud speakers, orderly crowds of home-seekers together with a sprinkling of competitive builders, filed through the homes in constant flow from noon to nine in the evening.

Within each home everything is in keeping with the seriousness of intelligent home selection. Decorators and hostesses are on hand to describe materials and furnishings; company representatives are present to reply to questions on construction and cost. In one home a young lady in formal dress plays softly on a grand piano. High pressure is noticeable by its absence.

Children are entertained separately beneath a large tent while their parents are allowed uninterrupted time for home inspection.

The Grand Home Show at Pepperidge has been described as a "house" attraction in the Rochester area during the few weeks remaining. Highlighted by the exquisite taste of the decorators and the luxury of the furnishings, the homes themselves earn a just share of commendation from the viewers.

Most impressive to most were the grandeur of the kitchens, the practicality of the "family rooms", the adaptability of the double-bath trend, the popularity of the "powder rooms" and the impact of a cathedral ceiling living room with a surprise balcony bordered with bedrooms and bath.

Many comments were heard in the kitchens about the obvious separation of electric range and oven in most modern planning... ovens, food freezers and refrigerators now



Combining thin redwood with gold-anodized aluminum, these chairs are stackable when not in use; created by Troy Sunshade Company.

**WILLS REALTY INTRODUCES NEW SALES FORCE EDUCATION SERIES**

Starting this week, the men and women comprising the sales organization of the Wills Realty Company, 63 State Street, are being benefitted by a thorough grounding in all phases of the realty business, according to word received from Charles Michaelson, sales manager.

The course, to continue for many weeks, is designed to supplement salesmen's knowledge already received in the normal operation of gaining their real estate licenses. The special instruction classes, held once a week following the general salesmen's meeting, are being conducted by Thomas S. Wills Jr. (Subdivision costs and operation, land values, appraisals), Thomas S. Wills Sr. (Construction Know How) and Charles Michaelson (Finance, Mortgages, etc.).

The salesmen's reaction to the educational program has been very gratifying, according to Tom Wills Sr., whose idea it was to introduce the series.

"As far as construction goes," the realtor commented, "I think that it is of utmost importance that every salesman knows the elements that make good construction in homes in order that they may be better equipped to sell their product. The same principle holds true in the other phases being covered by Tom Wills Jr. and Mr. Michaelson."

**Electrical Exposition Looms For February**

Sponsored by the Electrical Association of Rochester, the big Electrical Exposition in the new War Memorial will take place February 18 through 25. It has been announced. According to Harold Linder and M. E. Silver, co-chairmen of the event, the gala showing is rapidly rounding into shape with nearly half of the available exhibit space already spoken for.

Hailed as the first major show of its kind to be staged in Rochester since 1936, the Electrical Exposition will put the whole electrical industry on display. Practically all of the country's bigger manufacturers and distributors will be represented. In addition to the display themselves, there will be a great array of door prizes to be distributed every evening at the show.

The Exposition is in the hands of the following key chairman: Special Events, Walter McKie; Finance, R. A. Whitford; Publicity, James Brady; Wiring and Lighting, Homer Locke; Exhibits, Fred Meyer; House, Frank Redeker; Tickets, Frank Pommerening; Door Prizes, Roland Hand. General Co-Chairmen are Harold Linder and M. E. Silver. Show Manager is Edward J. Krantz, executive vice-president of the Electrical Association.



This beautiful, cut and loop pile carpet has a hand-crafted effect. Suited either to a formal or contemporary setting, large pattern comes in turquoise, beige, green, grey and sandalwood. (By A. & M. Karagheuslian, Inc.)

**Kodak Employees To Receive Record Dividend**

About 34,500 Kodak men and women in the Rochester area will share next March in an estimated wage dividend of about \$22,000,000. It was announced by the Eastman Kodak Company.

This amount is over 70 percent of the total wage dividend of \$32,175,000 that will go to about 51,000 Kodak people in the United States. This wage dividend is the highest amount to be paid since the plan was begun by the company 43 years ago.

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Pepperidge Home Show

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**THANK YOU!**  
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