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SAW THE AD HERE  
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IT'S MORE IMPORTANT  
THAN YOU THINK...

**Wills Realty Staff Celebrates  
Annual Christmas Dinner Party**

Assembled last evening at the home of Thomas S. Wills, 1673 Ridge Road, West were fifty-two people or twenty-six couples representing the sales staff of the Wills Realty organization gathered together for their 11th annual Christmas dinner and party. Mrs. Thomas S. Wills presided as hostess. A full course holiday dinner was served in the large recreation room where refreshments were later served and music furnished for dancing.

Proceeding the dinner was a brief informal business meeting at which session Charles H. Michelson, sales manager, was especially honored for leadership during the course of the most outstanding year in the firm's history. Individual bonuses and special prizes were distributed to salesmen who led the fast sales pace in 1955.

Dell Sheinmann and Hugh Harper, who direct the business opportunities department at Wills, organized in October 1955, were commended for their handling of this branch.

**CHAS. H. MICHELSON**  
Sales Manager  
of the business. Through them, businesses throughout Western New York are sold to Wills clients and advertised nationally through newspaper media.

**Caldwell-Cook Fete Employees At Party**

The developers and builders of the "Lakeview" residential tract in Greece, in Our Mother of Sorrows parish, entertained the entire personnel of both their sales and construction organizations at an annual Christmas party celebrated last week at the Locust Hill Country Club on Jefferson Road, it was announced.

The growth of the Caldwell and Cook development off Dewey Avenue at Latta Road, in the "Lakeview" tract, the Northgate Shopping Plaza, has been one of the most noteworthy achievements in volume construction in the Greece area. The Catholic family business in home buying has been effectively noted during its growth. The developers plan the official opening of an entire new section after January 1st, according to Richard Holden, director of sales.



**Nothnagle Realty To Gross Over 11 Million For 1955!**

At a Christmas dinner party held at the Hotel Rochester Friday, Dec. 19th, John T. Nothnagle announced that his firm will have grossed close to \$11 million in the year in realty sales by the close of 1955. The figure includes deals handled by other brokers as well as those closed directly through the six-year-old "Gallery of Homes" sales organization.

The annual get-together, attended by 160 people was held exclusively for staff members and their wives or member wives and their husbands, the realtor pointed out. Individual yearly bonuses were distributed to high-ranking salesmen and plans for the coming year outlined. These plans include the opening of the Exchange office at 709 Third Avenue after the first of the year and the leasing of the Brighton branch property for Spring activity, Nothnagle said.

**THE CATHOLIC FAMILY  
CHOOSSES A HOME**

87 PAROCHIAL SCHOOLS Near Church and School CATHOLIC PARISHES  
**A GUIDE TO CATHOLIC HOME BUYERS**



**CATHOLIC HOME BUYING STARTS HERE**

As I sat groping for words to describe my reactions to the spirit of Christmas shown by the real estate organizations and home building firms of the Rochester area as reflected in the assemblies of their staffs of workers at this season of the year.

These Christmas "office parties" as they are called, mean a lot more to me than just that. They are in the finest spirit of American tradition, welding the members together in a feeling of brotherhood to one another... warmly underlining the message of an angel who spoke to the shepherds 1855 years ago... "Peace on earth to men of good will."



**THE WILLS REALTY CORP.**

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WELCOME TO OUR PHOTO DISPLAY  
Open Daily 9-5-Sat. 11-5  
Sundays 1-5 P.M.

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Grade A Pasteurized Homogenized Condensed MILK  
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Use MOORE Paint  
Hardware, Paint, Glass  
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**Marx Heads Alliance Sales Organization**  
William G. Marx, 1952 and 1953 president of the Real Estate Board of Rochester, has joined the Alliance Organization as Sales Manager. It was announced last week by the realty firm at 350 Main Street East.

The new sales director replaces Wallace E. Brown Jr., who has been promoted to executive vice president and mortgage manager.

Prior to joining the Alliance firm, Marx operated his own real estate brokerage business since 1945 and has been engaged in the real estate business in Rochester since 1933.

**HALL REALTY CO.**  
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**MORGAN HOUSEL REALTOR**  
1110 Monroe Ave. GR. 1313

**ST. RITA'S AREA**—New Listing 1 1/2 ac. Custom built ranch home. 3 spacious bedrooms—12 ft. living room isolated from rest of house. Full tile bath with vanity, large kitchen with large dining area. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath.

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

**BEN PEER**  
COMPLEX HEATING SERVICE  
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3208 Lake Ave. CH 0991

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Holy Day Masses 6:30-8:30-10:30-12:15 — Evening Mass at 7:30

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EVERYTHING IN FOOTWEAR  
126 JOSEPH AVENUE

**THE CATHOLIC COURIER IN EVERY HOME**

**JOHN T. ROTHNAGLE INC. REALTORS**  
16 E. MAIN ST.  
111 South Main  
Commission

**LOCATIONS IN EVERY CATHOLIC PARISH**  
Rochester's Largest Realty Organization  
**JOHN T. ROTHNAGLE INC. REALTORS**  
16 E. MAIN ST.  
111 South Main  
Commission

**GRILL-PAUL RD.**—Turn right off Chilli Ave. at Chilli Center and Chilli-Paul Road. 1 1/2 ac. Custom built ranch home. 3 spacious bedrooms—12 ft. living room isolated from rest of house. Full tile bath with vanity, large kitchen with large dining area. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath. 19' x 12'1/2" full bath.

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**GRECEE St. John The Evangelist**  
2386 Ridge Road, West  
REV. DONALD E. LUX, Pastor  
MASSES 6:15, 7, 8, 9, 10, 11, 12 NOON

**KIDDE CORNER**  
RIDGECREST SHOPPING PLAZA  
Girls and Boys store 3-24  
Flora Mrs. 15-6, Pfl. ill 5  
Mrs. R. D. Ward, prop. GL 5786  
Make Our Correct Time A Habit  
At Ridge Rd. West At Stone  
It Will Remind You Of Us

**K. V. LIQUOR STORE**  
MR. & MRS. GEORGE DRAKE  
1439 RIDGE RD. W. GL 7184

**RIDGE RESTAURANT**  
1 BLOCK WEST  
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Dinner - Luncheon - Dinner - Snack  
2000 Ridge Rd. W. GL 8286

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**NAUM BROS.**  
Complete Lines of SPORTING GOODS TOYS - BICYCLES TV and Elec. Appliance Service  
2373 Ridge Rd. W. GL 8377

**SALES NOW ON!**  
**DEWEY MANOR**  
OUR MOTHER OF SORROWS PARISH  
19 1/2 North of Latta Road off Dewey Ave.  
3 BEDROOM LANCHES.  
For Details Phone HU 5179

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OUR MOTHER OF SORROWS PARISH  
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SUNDAY 12:10 P.M.  
WHAM Radio

**ALLIANCE REALTORS**  
350 E. Main St. HA 5000  
ST. JOHN'S PARISH—Will build a new home with incorporated garage. Freuden Bloom section. Three spacious bedrooms, tile bath. Front porch. Rich decor. For further information call Frank Mitchell HA 5588 Alliance HO 019.

**MERRY CHRISTMAS** in all of our many friends and clients. From: Ralph DiBiase and Marie Berardi. Alliance Org. Realtors.

**GRECEE**—Valleycrest Rd. (off Brighton near Dewey) 3 year old 4 room ranch with large wooded lot. A most unusual setting. Large living room with fireplace. Youngstown kitchen with tile dishwasher and disposal. Appointment thru R. DiBiase CH 2919-E—Alliance HA 619.

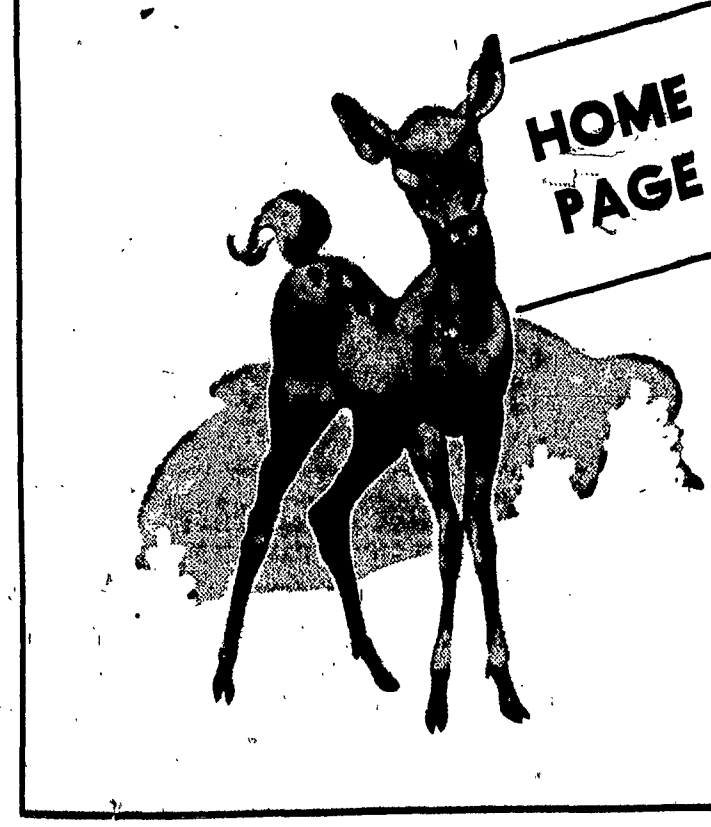
**KODAK SECTION**—Barley Road (off Lake Ave immediately north of Holy Sepulchre Cemetery). New tract of 48 homes (29 are sold). We invite your inspection of remaining 19 homes daily from 10 until dark. All improvements are in and paid for. Priced from \$12,500 to \$14,900. All are 3 bedrooms, most with garages. R. DiBiase CH 2919-E—Berardi CH 2922 Alliance HA 619.

**ST. PHILIP NERI**—Bond's section. Excellent 3 family home. 3 car garage. Modernized kitchen. Could be used as 2 family home. Will shraddd lot. Call Frank Haraballa HA. 5688 Alliance HO. 0209.

**The Best Christmas Yet...**

**In our first, new home!**

We're pleased as punch! It's our very first Christmas in our new home! It's something extra special, to celebrate the warmest holiday of the year with your family... in a house of your own. We're proud of our house... done in the traditional style you've always wanted... and built to bring comfort, security, and pride of ownership. We're particularly glad to be new members of such a friendly, growing community. One of the first things that caught our eye... was the way each house so neatly compliments its neighbor in Lakeview. There's no "two-peas-in-a-pod" planning here! All in all, we couldn't have made a wiser choice... drop in and see us, we think you'll agree.



**HOME PAGE**  
**First Christmas**  
with the Catholic Courier Journal

It is my privilege to extend the Holiday Season's most sincere message of good will and happiness to all!

**FRANK J. GIBLIN**  
Representative

**ALLIANCE REALTORS**  
350 E. Main St. HA 5000

**CALDWELL & COOK**  
Building A Better Way of Living  
393 Woodcraft Dr. Charlotte 1650

Just North of Northgate on Dewey Ave.