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TARWOOD DR. - DE L'ROTT-SCOTT
 1200 sq. ft. brick house, 3 bedrooms, full bath, gas heat, large lot, near St. Thomas's Church and school. A beautifully landscaped yard, swimming pool, tennis court, etc. Call for details. Open only 10:00-11:00 A.M. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

IRONDEQUOIT - WILSON
 1200 sq. ft. brick house, 3 bedrooms, full bath, gas heat, large lot, near St. Thomas's Church and school. A beautifully landscaped yard, swimming pool, tennis court, etc. Call for details. Open only 10:00-11:00 A.M. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

ST. LOUIS PARISH - PITTSFORD
 1200 sq. ft. brick house, 3 bedrooms, full bath, gas heat, large lot, near St. Thomas's Church and school. A beautifully landscaped yard, swimming pool, tennis court, etc. Call for details. Open only 10:00-11:00 A.M. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

PITTSFORD - ST. LOUIS PARISH
 1200 sq. ft. brick house, 3 bedrooms, full bath, gas heat, large lot, near St. Thomas's Church and school. A beautifully landscaped yard, swimming pool, tennis court, etc. Call for details. Open only 10:00-11:00 A.M. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

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112 CATHOLIC PARISHES

A GUIDE TO CATHOLIC HOME BUYERS

THE CATHOLIC FAMILY
CHOOSES A HOME

112 CATHOLIC PARISHES

A GUIDE TO CATHOLIC HOME BUYERS

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HALL GAINS APPRAISER SENIORITY

Chicago, January 27—James R. Hall with offices at 239 Powers Building, Rochester, N.Y. has been approved as a Senior member of the Society of Residential Appraisers by action of the Board of Governors of the International Society.

They often fail to take into consideration the fact that a realtor stands the cost of advertising the property for sale in the daily papers and, when special attention to the Catholic Market is involved . . . directly to Catholic Homebuyers in the Courier-Journal.

They often lose sight of the number of times a realtor or his representative shows a house before finding the right buyer . . . the disappointments often experienced in trying to finance a long-term mortgage.

Actually, and I have found out from experience, if the total commission on a piece of property is, let us say, \$500 . . . a realty organization operating with any sizable sales staff at all would be fortunate if the sale netted them as much as 5% of the total \$500. Salesmen's commission, advertising expense, operating expense, salesman's advances to mention a few items, cut a big chunk out of realty commissions to a broker.

And the salesman's role is not too happy either, if the truth be known. How many times do they show a house before they reach a closing? . . . how much running around is necessary before the right prospect for a specific piece of property is found? Often they have to finance themselves for a considerable period before sales.

The real estate profession requires a lot of intestinal fortitude. It is an exacting job and one that should not be attempted by amateurs or those seeking an easy way to make a buck.

Chili-Gates Area Attracts Young Budget-Homemakers Holy Ghost, St. Pius X Parishes Sought For Houses

Renewed interest is being actively shown in the fast-developing residential areas in and around Chili and Gates, according to Thomas S. Wills of the Wills Realty Company.

The realtor expressed the opinion that the Parochial Schools in both sections were serving as an impetus to Catholic Family buying in these sections with special emphasis on younger couples with children not yet of school age.

"These two parishes in particular, St. Pius X and Holy Ghost church and school in Gates, judging from our salesmen's reports, appear to attract the home-buying interests of young Catholic couples

expanding industrial sections west of Rochester including such major plant installations as Delco, General Railway, Pfaunder, Taylor Instruments and many others.

Church and parochial school facilities are gauged to keep abreast of the influx of new parishioners, Rev. Donald J. Murphy, pastor of St. Pius X will celebrate the formal opening of the new church in the late Spring. It is believed and the Church of the Holy Ghost is contemplating an addition to its Parochial School with the advent of the summer vacation period.

Alliance Organization Active In Pittsford Growth Catholic Family Buying Noted In "Oak Manor" Tract

The impact of the Catholic Family home-buying market is being increasingly evident in the Pittsford area convenient to the new St. Louis Parochial School to be formally opened during the Easter season, as announced recently in the Catholic Courier Journal. Nazareth College, long a strong factor in the Pittsford population growth continues to be a determining cause for many Catholic families seeking this area in preference, according to builders and developers.

The multi-million dollar subdivision "Oak Manor" off Washington Road, Pittsford, developed by Messrs. Henderson, Brown and Morrell of the Alliance Realty Organization, has captured the favor of several St. Louis parishioners because of the scenic splendor of the location and its convenience to Church and school.

Here in a setting of Oak trees, Pines and Locusts, delightful homes ranging from \$23,000 upwards reflect the good taste of those who have already chosen to live with the "mad rush" behind them . . . seemingly "away from it all" yet within easy access to the shopping district of Pittsford and the educational and Church facilities.

Homes under construction

FOR SALE HOUSES

LINCOLN AVE. - 11-room, large modern brick house, 4 bedrooms, modern kitchen, central heating, gas heat, 1/2 acre lot, \$12,500. Call for details. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

CLYDE RD. - 40-400-2 family, possession of three lots, can be arranged. Two 2 room and one 2 1/2 room, \$12,500. Call for details. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

CYRUS ST. - 10-room, 3 1/2-bath, modern plumbing, floor, plaster, oil heat, etc. Powder room and gas first floor. \$12,500. Call for details. GE 7141W, W. E. Smith, GE 3122-W, Alliance HA 5000.

FOR SALE LOTS/ACREAGE

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REV. BERNARD C. NEWCOMB, Pastor
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 Sunday Masses: 7:30, 9, 10, 11, 12:15

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 712 Tremont Street

Avon Realty Firm Introduces New Sales Associate

Avon Associates Realty Co. of 3 Genesee St., Avon, N.Y. has announced that Dorothy Ford, well known real estate saleswoman and insurance agent in this area, is now associated with them.

Mrs. Ford was for some time connected with W. W. Hogmire, a former real estate broker and insurance agent in Avon, and more recently was employed as a saleswoman with Youngs & Linford of Genesee, N.Y.

At the present time she is conducting a branch office of the Avon Associates Realty Co. from her home at 268 Wadsworth Ave., Avon, N.Y.

Mrs. Ford graduated from business school in Rochester and has for the past few years operated her own insurance business.

She is the daughter of Mr.

SALES NOW ON!
DEWEY MANOR

OUR MOTHER OF SORROWS FARM
 240 Ft. North of Lake Road of Dewey Ave.
 2 BEDROOM BUNGALOWS

For Details Phone **HU 5179**

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West Webster

Rev. Francis A. Kishenauer, Pastor
 7, 8:15, 9:30, 10:30 A.M. & 12 Noon

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Quality Meats
 PHONE WEBSTER 241
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READ FLOORING COMPANY

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 602 Ridge Rd. W. Webster

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ANDY CHENILLY, Realtor

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 Mrs. R. D. Ward, Prop. GL 5766

FIGURES - TAPE - BOOK ENDS
 Religious Wall Plaques

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THE MANUAL ARTS COY
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Thank You

for your marvelous support of our continuing endeavor to give you the ultimate in real estate merchandising. Thirty-two (32) purchase offers on homes in the Rochester area were obtained by us last weekend, Friday, January 20 to Monday, January 23, inclusive. Again, our sincere appreciation for your endorsement of THE GALLERY OF HOMES.

Visit our New Gallery at 709 Titus Ave., opp. Cooper Rd., in Irondequoit, the exquisite Gallery at 2917 Dewey Ave., cor. Stone Rd. in Greece, our Main Gallery with color-vision mezzanine at 16 East Main St., or for those interested—93 South Main St., Canandaigua. Soon our Brighton Gallery, 1804 East Ave., at Winton Rd.

We invite those buying or selling property to visit us, or phone BAKER 8150. Extra service at no added cost.

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PRICE \$13,200 To \$15,900

COLDWATER RD.
 107 1/2 CHILI AVE.
 \$13,200

5 very large rooms. Full basement, gas heat, full insulation, Formica counter tops. Large lot.

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\$15,900

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