THE CATHOLIC FAMILY CHOOSES A HOME

87 PAROCHIAL SCHOOLS — Near Church and School — 142 CATHOLIC PARISHES

CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

R SALE
OUSES

...MINGTON SECTION. ... A home for the family ... you will like the large ... enclosed rear porch and ... automatic oil heat, fully ... car garage, ... only $11,900. Call now, Jim ... John M. Apein Corp.

...ST. JAMES ... addition, 2 bedroom ... mortgage. Make offer. ...

...CRAMENT SECTION ... Immaculate two family ... kitchens and baths ... car garage. Todaic Realty ...

... SECTION—Near North- ... Beautiful ... nicely shrubbed yard ... 4 car garage. Todaic ...

... SECTION—Asking $11,- ... listing. Immaculate ... expansion attic ... Full basement, gas heat ... windows, screens. Phone ... Todaic Realty Co. BA ...

...ST. THOMAS SECTION ... Lovely 2 bedroom ... living room, enclosed ... automatic heat. Situated on ... shrubbed. Blacktop drive ... garage. Dick Rochan As... Todaic Realty Co. BA

... ST. AMBROSE SEC- ... Large bright kitchen. Tile ... fireplace, gas heat, two car ... nicely shrubbed lot. ... Todaic Realty Co.

...our Home Listing!
...ne Ad-Taker
...6 Day or Nite

...'S SECTION — ... postwar 3 bedroom ... fireplace. Aluminum ... mortgage available.

...—St. Ambrose Section ... new ranch? Split level? ... Built-in Thermo... finished package in ... subdivision ... you and your furniture ... Custom built ... style, quality and ... exceptional offer ... of ranch or split level ... available. May consider

...U 2886

...MACK
...EALTORS

...IANCE
...ANIZATION
...ealtors
...in St. HA 3000

...OAK HILL—(1) 4 bed... with 2 baths, 2 powder ... recreation room. ... (2) 3 bedrooms, 2 ... world execu... 3 bedrooms, beautifully ... but the ... Art Zeller, HI 4371-M. ... HA 3000.

...NG! By all means see ... Homes. ... Newberry Rd. ... (off ... Dewey) 3 bedroom ... Complete ... for the $14,300 ... Dewey Rd. ... models ... With ... $17,400 ... (short distance ... W.) On 50'x150' lots ... extra large colonials ... bedrooms). Fireplaces, ... etc. included in price. ... Diehl, CHar. 3919R, ... Realtors, HA 3000.

...RIGHTON AREA: Indian ... school district. ... development of 80 beautiful ... on or near Allens ... Let us show ... very popular colonial ... bungalow 2-3-4 bed... plans to choose ... start at $19,900. Out ... Penfield Rd. 1½ miles ... Town very reasonable ... Indian Landing ... Central schools. Choose ... For information call ... Joe Register, ... Alliance Org. Inc. ... 3000.

...NIAL SECTION. ... W. Henrietta ... city line. Cozily ... colonial. 3 bedrooms, 2 ... rooms, dining, kitchen ... garage. Lot 75x214. ... Bus to St. ... Henrietta at door. ... $14,900. Immediate pos... Chas. Vlele, ... 3000. GE 3410-R.

...; 211 Fulton Ave. ... single. (4-5 rooms ... in excellent condition ... Income will carry all ... and taxes. App't. thru ... CH 7019-R. Alliance ... 3000.

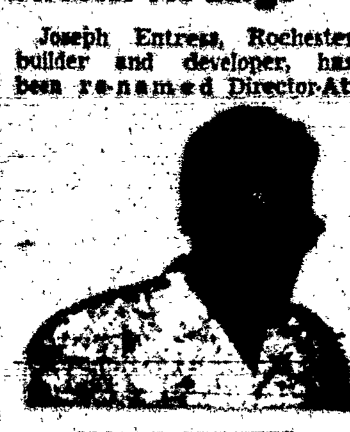
... Lyell Rd. 5 room ranch ... old, 2 way fireplace, kitchen and dining area, ... 2 car garage, large ... suburban location. Price ... quick sale. G. C. Lori... Alliance Org. Realtors.

...USE WANTS CHIL... beautiful Cape Cod ... for a large family ... kids! Its large ... 4 bedrooms and 2 ... for the echo of pattering ... Philadelphia ... splendid living room ... Mother and Dad a ... shelter from the hub... There is ... yard on the 100x250 ft. ... of trees ... and ... of all things ... The delightful home ... than there is space ... You must see it to be... my pleasant company ... owner says "Sell this ... to the right family ... now, or I'll wait ... take a penny ... It is located in the ... in St. Louis parish ... school nearby during ... Art Zeller, HI 4371-M. ... Realtors, HA 3000.

...IANCE
...ANIZATION
...ealtors
...in St. HA 3000

Nat'l Home Builders Re-appoint Entress Director-At-Large

Joseph Entress, Rochester builder and developer, has been re-named Director-At-



JOSEPH ENTRESS

Large for the National Home Builders Association, it was learned yesterday. The appointment was made during the Chicago convention of the nation-wide organization of which the Rochester Home Builders Association is an affiliate.

Entress is the only director representing builders east of the Mississippi and his duties regularly call him to Washington for discussions on pending legislation involving building and home-ownership problems.

"Seein's Believ'n"

DOWN REAL ESTATE ROW
With Frank J. Gibbs

My daughter and I were delighted guests at the annual installation dinner of the Real Estate Board of Rochester last week in the Sheraton Hotel. The impressions we gained were many but might be classified as ancient news a week later in our fast moving times. However I do wish to make a deep bow to Miss Patricia Smith, 15, of 774 Arnett Blvd., Rochester, winner of the $100 U. S. Saving Bond Award for the winning essay on the topic of "What the Bill of Rights Means To Me".

The essay itself was a masterpiece in my humble opinion, but the young lady's poise and feeling in the reading of her entry packed a tremendous wallop to me. Patricia thoroughly believes what she writes, and that, I am convinced, is the basic formula for success. She is a credit to her school, the West High School. Write to the Real Estate Board of Rochester, 25 Exchange St. and request a copy of her essay. Good reading!

* * *

This is NATIONAL CATHOLIC PRESS MONTH and should mean a great deal to the readers of the Catholic Courier Journal, the largest weekly newspaper in the State of New York, excepting Greater New York City. (Based upon Audit Bureau of Circulations statistics)

I am going to take this opportunity to speak directly to the readers of the Courier Journal in behalf of the advertisers appearing on this page each week.

Supposing that you were a stranger in a big city and suddenly had an internal ailment that necessitated a serious operation. You were reliably informed that there were, let us say, 2,500 practising surgeons in the city and out of this group a very small percentage were performing the greatest number of operations.

Would you not naturally assume that this small percentage of the total number of surgeons represented a very good selection from whom to chose the surgeon to whom you would entrust your life?

The Catholic Courior, in some manner or form that is rather amazing to me, seems to screen through the most successful business and professional people in the community to become consistent advertisers on this page and throughout each issue. I frankly know of no concern nor individual advertiser with whom I have come in contact from week to week, who cannot be described as being a SUCCESS in the business or profession with which he is identified.

It isn't that the Courier Journal staff solicits advertising from a select few. These columns are open to everyone in a legitimate field of endeavor, for the purchase of advertising space. If it were not for these advertisers the subscription rate per copy would be prohibitive with a circulation of over 54,000 by mail.

The Catholic Courier Journal in my opinion, will never seek nor obtain tremendous volume in its advertising because as a medium it seems to bring the greatest results to only THE MOST SUCCESSFUL and the most reputable of our area's advertisers.

It is a distinct privilege to serve these advertisers, and a pleasure to know them.

It is also a mark of distinction, I believe, to be numbered among the advertisers in the Catholic Courier Journal.

* * *

Interested in the Courier Journal's circulation coverage by counties, and towns in the Diocese? See the electrical display all this week in the East Avenue display window near Main, just a few steps from the Cutler Building entrance.

Up-to-the-Minute Home Building Techniques Claimed In Construction of "Dewey Manor" Homes in Greece

LaDue & Fitch Rely On Professional Architecture, Quality Materials And Proved Workmanship in Development Of Dewey Avenue-Latta Road Tract

"Attendance at the recent Chicago convention of the National Home Builders Association convinced us that the 'Dewey Manor' tract of homes in Our Mother of Sorrows parish, Greece, is up-to-the-minute in every respect", declared Nathan F. LaDue of LaDue & Fitch, yesterday.

LaDue, and Chester A. Fitch, 1955 president of the Rochester Home Builders Association, were accompanied on the convention trip by Stewart M. Wilson, Sales Director for their residential subdivisions in Greater Rochester. The 99 lot tract at the junction of Dewey Avenue and Latta Rd., presently being developed at a rapid pace, was the topic of discussion in relation to modern trends indicated at the convention.

STEWART M. WILSON
Sales Director

"With all the facilities of such a convention, including the free exchange of ideas, comparison of home plans, proposed architectural designs and modern techniques of construction together with spirited discussion panels with the nation's top builders as spokesmen . . . we came away confident that the Dewey Manor homes are comparable to the finest in the country in their price range," said Wilson.

The sales director indicated that in his opinion, a home-seeker is most concerned with the reputation of the builder, after the general location and price range of a new home has been determined upon.

"LaDue and Fitch have been connected with the building business in Rochester for over 25 years," he said. "Locations of new subdivisions are strategically chosen near Catholic school facilities whenever possible, due to population demands," he went on to say, adding that "In the Dewey Manor tract we are fortunate in being one of the nearest residential developments to Our Mother of Sorrows' modern school."

LaDue & Fitch lay special stress upon the fact that their direct payroll involves the permanent employ of hourly-wage carpenters who have been with them for many years, plus the fact that their subcontractors are not chosen from "low bidders" from job to job but are carefuly screened for integrity and proved capabilities before contracts are awarded.

"Every home in Dewey Manor is planned by a professional architect and his plans are followed in detail", Wilson emphasized. The developers employ the services of John Briggs, architect, in this connection. Homes in the newest of the LaDue & Fitch subdivisions are Ranch types, Colonials, Cape Cods and Split Levels. All feature large lots, custom kitchens, plastered walls, full basements, moulded trim and colored bath fixtures. The Model Home, completely furnished and opened for inspection, has a "functional" garage that can be easily converted to an open porch for summertime use.

Double sewers, sidewalks and street lights are numbered among the paid improvements in Dewey Manor, as outlined in the subdivision's brochure.

The proximity of the Hamlin Beach Parkway, direct route to the popular Lake Ontario resort has been an added, incentive to home purchases in Dewey Manor, according to the developers, giving rise to the thought that many homes, selected now, will be ready for occupancy by summertime.

BR 7169 — CRANDALL TREE SURGEONS — BR 6827
Complete Tree Service
Fully Insured Spraying
Wallace W. Crandall 125 Alliance
Paul N. Crandall 36 Cobbs Hill Dr.

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

CHILI-COLDWATER RD. 2 bedroom ranch home. Full basement, gas heat, attractive floor plan. Price $12,300. $700 down and about $78 a month to veterans. Open 2 to dusk. Walking distance to all schools. Directions: Out Chili Ave. to Chestnut Ridge Rd. Turn right on Coldwater Rd. Wills signs label the area. Paul Tillack, GE. 3341-M, Wills Realty, BA 9700.

CHILI-STUART RD. SECTION — ... $8,500. ... New roof, new ... W. Thomas ... Wills Realty, BA 9700.

NEW HOMES—GATES: Matilda St. off 2360 Lyell Ave. 2-3 bedroom ... Open and heated ... $12,500 ... Wills Realty, BA 9700.

BRIGHTON WEST — ... room ... Wills Realty, BA 9700.

CHILI-PAUL RD. — Turn right off Chili Ave. at Chili Center ... ranch home ... $14,400 ... FHA $1000 down ... St. Feehan Church ... TOM BARRETT, BAker 9700.

CHILI CENTER — ... 7 room home. New roof, oil heat, garage. ... Wills Realty, BA 9700.

THE WILLS REALTY CORP.
63 STATE ST. BAker 9700

LIST . . . BUY . . . or SELL . . .
With a Member of
ST. MARGARET MARY'S PARISH
Lewis J. Van Coske
COngress 7026 with
A. J. PETRANTO
REALTOR
836 POWERS BLDG.
GL. 8670 LO 5379

For Prompt Personal Action In Selling Your Home
LIST IT WITH
MORGAN HOUSEL
REALTOR
3150 Monroe Ave. CR. 1323

PORCHES ENCLOSED
WINDOWS — DOORS
JALOUSIES • ALUMINUM • COMBINATIONS
VISIT OUR DISPLAY ROOM
• JALOUSIES • OVERHEAD • MODERN FOLD "Space Savers"
NO MONEY DOWN — 36 MONTHS TO PAY
"Rochester's First Jalousie Window"
FRED A. CURRAN CO.
807 N. Goodman HA 7382

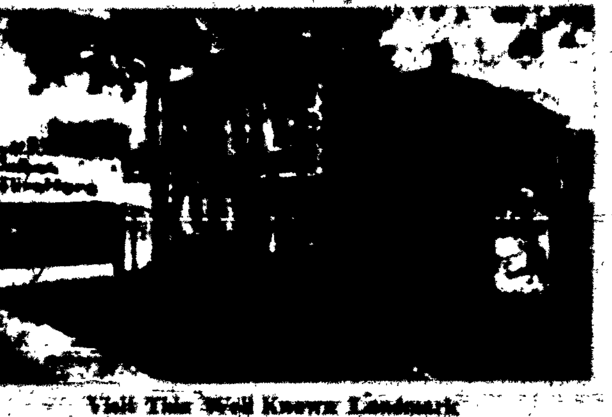
Monroe TREE Surgeons, Inc.
Monroe Landscape Service, Inc.
22 Ford St. LOcust 6850

LOCATIONS IN EVERY CATHOLIC PARISH
Rochester's Largest Realty Organization
3 Galleries for your convenience
16 E. MAIN ST.
JOHN T. NOTHNAGLE INC. REALTORS
The Gallery of Homes
BA. 8150
More People in This Area Buy Thru Us—And LIST WITH US

Esth. 1907
SALES APPRAISALS
Tax Depositions a Specialty
HALL REALTY CO.
LO 3230 209 POWERS BLDG.

SALESMAN WANTED!
If you are clean cut, neat-appearing and have common horse sense, we have an opening for you in our modern, live, downtown organization. See . . .
ANDY CHENELLY, Realtor
TRADING POST
BAker 2230

10 ROOMS OF FURNITURE
Sold Cherry and Solid Maple
For Colonial Warmth and Hospitality



Visit This Well Known Landmark
and while you are here be sure to see the fine selection of Upholstered Furnishings in our adjoining store.
CONVENIENT TERMS
CONSULT US FOR YOUR NEW HOME PLANNING
CULVER FURNITURE, INC.
1090-1094 CULVER RD.

HOUSE HUNTING—
in your own Living Room . . .

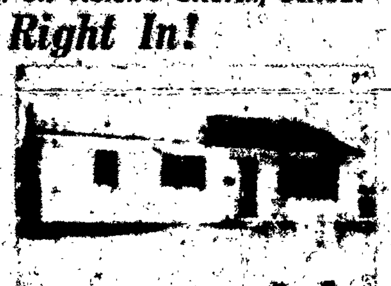
• Confidential, complete listing and pictures of thousands of prospective homes.
• Full time salesmen trained and qualified to serve you best.
• You can really relax! Our salesmen bring our complete listing of homes and pictures into your own living room.
Phone now for a salesman to call this week.
D. L. WOODRUFF
BRowning 3271 COngress 7029

Read This Page Every Week!
THE CATHOLIC FAMILY CHOOSES A HOME
87 PAROCHIAL SCHOOLS — Near Church and School — 142 CATHOLIC PARISHES

NORWOOD AVENUE - GATES
St. Theodore's Parish - School
4 ROOM EXPANSION ATTIC
V.A. Approved
ON 100 x 100 FT. LOT
Under Construction

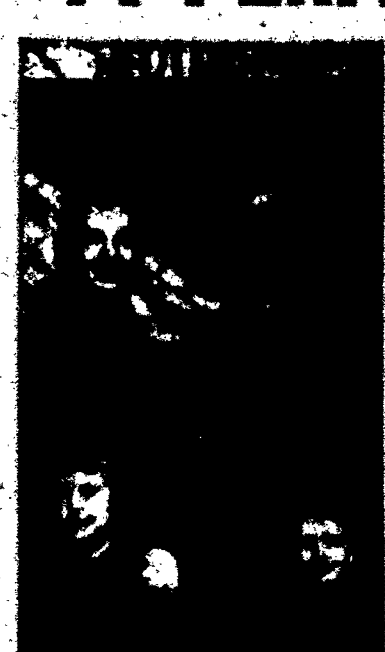
Near Spencerport Rd. off Long Pond Rd., second new house on right. 1 Blk. to Cole Ave. bus. Available for occupancy 6 weeks. Deal now!
H. E. BUTTERAZZI & SON BUILDER
$13,300

28 MERRYDALE RD. - CHILI
Off Hinchey Rd. Near St. Helen's Church, School
Move Right In!
New 5½ room Ranch. Walking distance to shops, school, Church. Lot #66. Excellent residential section!
LOT 75 x 100



CHAS. CALANDRA BUILDER
ALL IMPROVEMENTS PAID BY BUILDER
Geo. W. Cobb Realtor
409 CHILI AVE.
GE 9631 — GE 5117

A PERFECT VISION—



You and Your Family
In a Beautiful New
"DEWEY MANOR" HOME
Priced thousands of dollars below their true value as individual units. Everything you have ever dreamed of having in your DREAM HOME . . . plus a close-in location with every convenience at your fingertips.

★ FURNISHED HOME ON TRACT
★ 3 HOMES READY Others Under Construction
★ 90 HOME SITES AVAILABLE
Walking Distance to Our Mother of Sorrows Church and Parochial School
Convenient to Buses, Northgate Shopping Center, Lake Region, Recreational Facilities
Visit DEWEY MANOR
OPEN TODAY — 4559 Dewey Ave. — North of Latta Rd.
WRITE FOR ILLUSTRATED BROCHURE — Address 266 Brockley Rd., Rochester, N. Y.
LaDUE & FITCH, Inc.
CHar. 4304
HUbbard 1361