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21ST WD. BROWNCROFT AREA. Terrific new listing! Owner leaving city. Your good fortune. Attractive 6 room plus den or playroom ranch 1 year old. Lovely "L" shaped living-dining room—open fireplace. Beautiful spacious kitchen, breakfast area. 3 nice bedrooms, full tile bath. 1-car garage. Price only 20,900. To inspect call Jos Register CH. 6902-W Alliance Org. Realtors—HA. 5000.

ST. JOHNS PARISH Croydan Blossom Sec. New 6 room home and garage under $14,000. Delco heat, tile bath, resawable windows, three spacious bedrooms. Combination living, dining room L shaped. To inspect call Frank Mirabella HO. 0203 HA. 5000 Alliance Org Realtors.

978 WARD (435 Magee Ave) New listing. Don't wait longer, fine 6 room straight, 3 spacious bedrooms, large living room, kitchen, redecorated, owner is purchasing other property. fine location, must be sold to-day. Open Sun. 2-5 By appt. J. Smith 36 6168R Alliance Realtors HA 5000.

ST. CHARLES AREA: 5½ room nearly new ranch. Priced under new home, with "plus" features as: Storm and screens, black top, shrubbed, excellent rumpus room, dishwasher, disposal, fireplace etc. Home in "move-in" condition. Immediate possession as owner must be in California by March 5, 1956. Inspection information thru: Ralph Durbi CH 6118R Alliance Realtors HA 5000.

IRONDEQUOIT: "Christ The King," in the Twin-Portland area. "Irondequoit Heights", Alliance's new subdivision with entrances at 2135 Portland and 615 Titus. Featuring the finest in 2, 3 and 4-bedroom ranches, Cape Cods and split levels; choice lots in excellent location near Church, schools, bus and shopping center. Reach Mickey CO. 3816, Alliance Org. Realtors, HA. 5000.

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Call In Your Home Listing!
Phone Ad-Taker
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FOR SALE HOUSES

NINETEENTH WARD (St. Monica's Parish)—Anyone with children, imagination and a flair for redecorating an older home should investigate the possibilities of 114 Aldine St. It is a well built 4 bedroom home, all new copper plumbing, new bathroom, modern kitchen, laundry room, oil heat, 1 car garage located on a good sized lot in a fine neighborhood. Make offer. Call Mrs. C. A. R. Smith, BR. 5929 with Fred Kravetz, BA. 8040.

TWENTY-FIRST WARD: Brand new listing of a house that needs only a nice size family. Condition is excellent both in and out, and the features are just too numerous to mention. It has everything!! Should be seen or you'll be sorry!! For appointment at any time call Alice Lipsetts GR 7960 with Fred B. Kravetz BA. 8040.

ST. AUGUSTINE SECTION: Arnett Blvd. off Thurston Rd. 6 Room Single, 1 car garage. Excellent condition. Modern kitchen, exhaust fan, 220 wiring. Large dining room and living room. Very convenient to all Facilities. For inspection call George Rath BA. 8040 with F. B. Kravetz Realty.

SPENCERPORT—72 Parkers Dr. 5 room ranch, large lot ideal for children. Asking $11,700. Call Geoge Cobb, Realtor, GEnesee 9631.

OGDEN—Gillette Rd. off Spencerport Rd. New 3 room ranch near completion. Lot 100 by 200. This is really a beautiful home! Open Tues. Bath Masonite on premises. GL 9074 R — George Cobb Realtor GE 9631.

IRONDEQUOIT — ST. AMBROSE SECTION $15,900 — Attractive 6 room home. Large kitchen, tile bath open fireplace gas heat, 2 car garage, beautifully shrubbed lot. Immediate possession Todaar Realty Co. BAker 8262.

ST. ANDREWS SECTION—Near North side Hospital. Beautiful 5-6 Boston. Large modern kitchenette, nicely shrubbed yard, lot 120 ft. deep, 4 car garage. Todaar Realty Co. BAker 8262.

ST. MARGARET MARY'S PARISH—Only $12,000 and immediate possession of this comfortable home. 2 large bedrooms and bath up. Living room, dining room, kitchen and pleasant den on first floor. Close to shopping and school. Bus at door. Jim Scott, Realtor. CHerry 7357.

GREECE—76 JOHNSON RD. New Listing. 6 rooms. Built in 1950. Excellent condition large kitchen, 2 bedrooms down, 2 bedrooms up. Gas heat attached garage, beautifully shrubbed 60x129 lot Taxes $199 a year Open 2 to 5 Sunday. 241 Schaaf, GLenwood 0128M. Brenna Realty.

CENTER DR., GREECE Rochester's most exciting home show 4 brand new models completely decorated and furnished by Rochester's leading department stores. Open Sun. 2 til dark; other times by app't. GL 1966, Pepperidge Homes Inc., 2824 Ridge Rd. W

BRIGHTON—St. Anne's Parish—Parsons Rd. off 3109 West Henrietta Rd. New 3-bedroom ranch home with breezeway and garage. $15,700. Sanitary sewers, gas heat, hemlock water. Ed Garland, Realtor. GReenfield 1-63.

For Ads In This Column
Phone Ad-Taker
HU 3766 Day or Nite

"Seein's Believ'n"
DOWN REAL ESTATE ROW
With Frank J. Giblin

This matter of selling real estate through the medium of the Catholic Courier Journal absorbs so much of my time and of my thoughts these days that it would actually be a relief were it not for a deadline for me to discuss some of the problems of real estate men and builders in this column.

For example there is the problem of merchandizing . . . of taking the time to advertise a property properly in order to get the best results. There is the benefit of consistent advertising from week to week . . . getting the Courier Journal audience familiar with your name . . . looking for your weekly offerings. I imagine that every advertising representative of the New York Times often meets the man who says "I tried it once . . . it isn't any good".

The 53,633 family subscribers to this newspaper in my opinion, represent the most active real estate market in the Rochester trade area. Whenever an advertisement for a new subdivision or a well-thought out piece of copy describes a home in the proper manner and setting it pulls a response.

The pulling power of the Courier Journal is demonstrated every week in almost every type of business that you can name.

Real estate men, builders, and advertising agency account executives in the know are getting from advertising in this newspaper. They unreservedly tell me that the Catholic Courier Journal's prospects mentioned when people respond to advertising on these pages. That is as it should be. That is what has made this paper great over a period of 50 years of continuing publication until it is now the largest weekly newspaper in New York State, outside of Manhattan.

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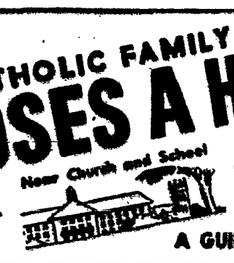
THE CATHOLIC FAMILY CHOOSES A HOME



CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

Floor Covering Themes Inspired By Many Lands

The new look in carpets is a world-wide look, as design inspirations from overseas affect our clothes, hair styles and home furnishings. Through travel and television, our eyes become used to more exotic patterns.

The 1956 carpet news lies in a wealth of pattern and a warmth in color. Besides variety in pattern, there is a trend towards a little more elegance and formality. This means that new carpet designs are smaller in scale and more carefully outlined. The trend to elegance runs through the whole field of home furnishings.

Perhaps the sense of more graceful living was suggested by the dignified, controlled Oriental dances, or the rituals of serving tea in England or sherry in Spain.

The challenges inspired American carpet designer and weaving technicians to put standard looms through new tricks and invent new processes, new fibers to express more subtlety in pattern. A figured carpet is as practical as it is pretty, too.

For color news—all "Jeanies with the light brown hair" should be happy, because the whole brown color family has the spotlight, from "wheat" to "cinnamon" and even "mink." More familiar terms are new beiges in rosy tones, sandalwood and nutria.

Since a room or a person need not be keyed in brown tones, there are cool color champions, too, in the new carpets. New aquas and fresh greens are in abundance as well as true blues which continue to be an advance decorating color.

Continuing the trek to elegance is the favoring of gold and copper colors, even the sparking of a carpet with glittering metallic-type yarns. The popularity for these hues began in the West, and like the weather, traveled East. Never before has there been such a wide variety offered in carpet colors.

From Spain comes the feeling for wrought iron that inspires contemporary furniture and the design of this handsome carpet, patterned after grill-work. It is DOWNS CARPET COMPANY'S new "Decorama".

Festival To Outline Needed Home Repairs

The current year will be a banner one for home repair, remodeling and modernization, George E. Wilson Chairman, Home Show Committee of the Rochester Home Builders Association predicted.

"Families planning to improve their homes, either through remodeling, repair and maintenance or the purchase of new equipment, will find scores of ideas at the Spring Home Festival, to be held at the War Memorial on March 10-17," Mr. Wilson said. "Here is a perfect opportunity to make your final selections and plans."

Sparked by Operation Home Improvement the dollar volume of home improvement by owner-occupants in 1956 may reach as high as $10 billion, according to the estimates of some building authorities. The Nat'l Association of Home Builders with which the Rochester Home Builders Association is affiliated, is one of the sponsors of OHI which has mapped out a nationwide, year long campaign designed to better American housing.

Mr. Wilson said that many builders in the Rochester area are arranging to devote a part of their facilities to the home improvement field in view of its expanding market. He added that while many minor repair and maintenance jobs can be taken care of by the home owners themselves, major alterations and additions should be done by legitimate and experienced builders.

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GATES, NEW HOMES: St. Theodore's, Matilda St.—off 2250 Lyell Ave.—Ripcord ranches 1040 sq ft—3 large bedrooms—19' living room, step saving kitchen with dining area—Wood cabinets—formica counters—ceramic tile bath—gas heat—city water, bus—quiet dead end street. 5 minutes to Delco—ready for occupancy—buy now at the low price of $13,990. Open & heated, Saturday-Sunday—2 to 5—or any time by appointment—also see me about other building sites. Can build to your plans or ours—Jim Gleason GR 3413-M—Wills Realty RA 9700.

WEBSTER-RAY RD.—Jacon Drive—3 bedroom ranch—2 yrs old—Large kitchen with dining area—Full tile vanity bath. Large bedrooms with oversize closets—Large isolated living room. 66x127 well shrubbed lot. Combination storm & screens. Full basement with loads of room for play space. Priced at $13,500. Minimum down payment. Shown by appointment only. Call Dave Gleason GLen. 9210R.

COLDWATER RD. Off 3154 Chili Ave. 3 bedroom ranch house, full basement, gas heat—hot water—kitchen 9x18. Living room 12x18, baths have built in vanity, ceramic tile. Lots 70x200. All schools 1 block. Price $13,200. Terms GI $1500 down and about $70 per month. Directions Out Chili Ave to Chestnut Ridge Rd., turn right on Coldwater Rd. Wills signs point the way. Open 2-5 Sat. Sun. Paul Tkach GE 1344M Wills Realty.

HAMILTON ST. 161 3 bedrooms 2 down 1 up Bath and powder room. Close to Schools, Buses and churches. Interior recently decorated exterior in excellent condition. An unusual buy! Open Sunday 2 til 5 or call GL 1615W Ray A. Miller, Wills Realty RA 9700.

GREGORY ST. 3311 4 Bedroom single near Church and Schools 2 car garage. Open for inspection 2 til 5 Sunday or call GL 1615W Ray A. Miller Wills Realty RA 9700.

MACKON AREA—Available soon—Building (new) approx 41x50 with second story. Suitable many businesses. Will rent very reasonable on 5 yr lease. For details call Dave Ramsey Meadow 2760 Wills Realty Corp RA 9700.

CANANDAIGUA: LAKE ST. (near Bloomland) Building 41x90 suitable for gas station, garage or other business. Was auto agency. Has city sewer, 220 Elect. Will consider any reasonable offer. For Full Details Call Dave Ramsey, Meadow 2760, Wills Realty Corp RA 9700.

LOW PRICE HOUSING for retired couple, or ideal retreat for the tired business man. 2 Single Houses. One 6 room with 4 bedrooms, one 6 rooms with 2 bedrooms. Well maintained by present owner. Considerable amount spent in last 2 years on improvements. Electricity, Garages. Total of 7 acres with both houses. 25 more acres available. Beautiful setting 2 miles West of Houghton, N. Y. 65 miles South of Rochester near Letchworth Park. Excellent hunting country. Can be bought separately. Immediate possession. Asking $6500.00 and $7500.00. Taxes about $60.00. Bill Tracy CH 6532R Wills Realty 63 State St., Rochester, N.Y. BAker 9700.

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FERTILE FRUITFUL FARM Under $50,000, worth much more. Within 15 miles of Rochester. 15 acres luscious fruit. Brick house, 2 open fireplaces, full tile bath. Inspect and be convinced but—no phone information. See Walt Fogarty personally for this one!
For inspection of the following new listings call any of our friendly, efficient salesmen.
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4 bedroom home off Arnett Blvd., near 16 school $12,900
ST. AUGUSTINE PARISH
3 bedroom home, Chili, Genesee Pk. Blvd., 44 school vicinity $12,500
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REALTY BOARD ANNOUNCEMENT

The Rochester Real Estate Boards' stand on the proposal increases in sales tax as submitted to the Catholic Courier Journal for publication.

The Real Estate Board of Rochester commends the Citizens' Finance Committee for its very thorough and complete study and report. The report represents many hours of work. The conclusions are logical and carefully presented.

The Real Estate Board recognizes the need and desirability of this City's paying an adequate salary and wage schedule to all city and school employees. It recognizes that any upward adjustment in such pay scale necessitates added tax revenues.

To prepare the city to meet this requirement, the Real Estate Board recommends the immediate enactment of State legislation authorizing an increase in the Sales Tax from 2% to 3% as suggested as the No. 1 choice by the Citizens' Finance Committee.

The majority of the so-called nuisance taxes studied and reported by the Committee would produce comparatively little revenue, while at the same time presenting collection difficulties at heavy expense.

The General Business Tax, however, has been previously repealed as being grossly unfair.

The local payroll tax at ½% would produce about $2,720,000. This tax, however, is of doubtful constitutionality and presents very complicated collection problems.

The Hotel Occupancy Tax, relatively easy of collection, is in the nature of a special tax on transients and would not produce much revenue.

The Motor Vehicle Tax, estimated at some $900,000, might prove to be a reserve tax revenue for some future time. It would produce the most of all nuisance taxes.

The real estate tax, listed last on the committee report, now produces about half of the City's total revenues. It presently carries a load of $46.23 per thousand of assessed valuation. To add more would be ruinous to business, to home ownership, to attracting new industry, and to those individuals living on fixed incomes.

Even though the Real Estate Board recommends legislation to permit the authority to increase the sales tax, it strongly opposes an increase in any tax until it is established beyond doubt that such increased revenue is absolutely needed, and until it is assured that all other existing sources have been exhausted. While the Real Estate Board may favor the increase in the Sales Tax, it strongly urges the adherence to the principle of strict economy in City Operations.

Real Estate Board of Rochester
25 EXCHANGE ST. ROCHESTER 14, N. Y.