



THE CATHOLIC FAMILY CHOOSSES A HOME

87 PAROCHIAL SCHOOLS



142 CATHOLIC PARISHES

CATHOLIC HOME BUYING STARTS HERE



A GUIDE TO CATHOLIC HOME BUYERS

Memorial Art Gallery
"How's It Made?" is the theme of the annual children's exhibition at the Memorial Art Gallery this month assembled by the gallery's Education Department as a dramatic and informative demonstration of the tools, materials and techniques involved in the various processes of painting, sculpture, graphic arts, and enamels.



WHERE SAFETY COUNTS!

It's a gamble you needn't take when there's an expert who can pack your household goods, move them to your new home or store them in the finest fire-proof warehouse in your community... often at less cost than it would take to replace damaged goods. Free estimate on request.

BLANCHARD MOVING & STORAGE
Local 5980 320 Broad St.
Representing **ALLIED VAN LINES**

Greece Builders Lead In Catholic Market Coverage Through Courier Journal Trading Area Circulation

New-Home Buying Boom In Township Linked To Strong Catholic Newspaper Leadership

By FRANK J. GIBLEN

The real estate advertising pages of the Catholic Courier Journal were introduced to this newspaper's reading audience one year ago. Since that time, a fraction over 75% of the display advertising lineages appearing from week-to-week in the Courier Journal's real estate pages has featured residential tracts in the Town of Greece, in St. John's, St. Charles' and Our Mother of Sorrows parishes.

The area is generally considered as enjoying the greatest building boom in the history of suburban Rochester.

It is a contention of several advertising authorities that the ratio by which the Town of Greece has outpaced its sister communities in popularity, is in direct proportion to the ratio of advertising lineage that has been scheduled in the Catholic Courier Journal CONCURRENTLY with its appearance in the Sunday newspaper. The sales benefits of EMPHASIS through the use of both media, one of general news interest, the other of religious import, have been proved in many instances... If the

truth were more generally acknowledged.

Despite the prevailing newspaper shortage, particularly as it affects newspapers of considerable volume circulation in the class of your daily newspapers and your Catholic Courier Journal (the only ABC newspaper in Rochester), the dominant display advertisers in this section of the CC&J on the eve of HOME FESTIVAL week... will remain the builders and developers within the Town of Greece.

The benefits of advertising is basically concerned with circulation. Volume circulation (Continued on Page 8-A)



This small table can serve many purposes. Only 23 inches high, it is ideal as an end table. The styling is Italian Provincial with a modern black top.



This chair combines the old and the new. Definitely contemporary in design, the chair features exposed wood parts in Fumico gray. Seat and back are of foam rubber construction.

1956 "Spring Home Festival" Showing Opens Tomorrow At War Memorial

Everything for the home-owner and prospective home-owner is the theme of this year's Spring Home Festival sponsored by the Rochester Home Builders' Association in its first showing at the new War Memorial beginning tomorrow, March 10 and continuing through Saturday, March 17.

And they mean what they say. You'll find decorator items and home improvement ideas from the basement to the attic. If you haven't got a home, dozens of builders and realtors will offer their floor plans and their services to you.

The gala event will officially begin at 1 p.m. tomorrow afternoon, according to William C. Hill, executive secretary of the Rochester Home Builders' Association, and will continue until 10 in the evening. Sunday, the hours will be 2 p.m. to 10 p.m. Week-day hours will be from 6 p.m. until 10 p.m. Saturday, March 17, the closing day, 1 p.m. until 10 p.m. General admission will be 50 cents. Exchange tickets, procurable from any exhibitor or bank, allow admission at 25 cents.

Over eighty booths have been installed by exhibitors featuring a great variety of

home accessories, modern home planning, decorating and landscaping.

Of special interest to the ladies of Rochester will be a sampling of the world-famous dinner service designed and executed exclusively for President and Mrs. Eisenhower. A few choice pieces of the service have been loaned to the E. J. Sheer Company, local jewelers, who will display them in their exhibit booth. The only service of its kind in the world, it will be on display with other

(Continued on Page 8-A)

Mayor Barry Proclaims 'Realtor Week' In City

Mayor Peter Barry will proclaim the period of March 10 to 17 as Realtor Week in the City of Rochester. It has been announced... the same week that many prominent realtors will sponsor exhibits in the Spring Home Festival at the War Memorial.

This greater emphasis on the home this year is nationwide. A large scale operation proclaiming "56 Is The Year To Fix" is the theme of Operation Home Improvement. This venture, OHI, is part of a huge and expanding modernization program sponsored by some of the greatest names in the home improvement field. They will tie in their campaign with builder, renovator and realtor.

A special booth has been established at the Spring Home Festival to spearhead the drive in the Rochester area.

COURIER-JOURNAL 7-A
Friday, March 9, 1956

Ridge
LUMBER CO.
612 Hollenbeck St.
OPEN—MON. & FRI. NITE
ALL DAY SATURDAY

PLYWOOD
1 7/8 Good On Side
13¢
4.16

FIBERGLAS
INSULATION
100 Sq. Ft. ROLLS 4.50

POURING INSULATION
1" Depth
40 Sq. Ft. 1.00

LOCATION—ONE BLOCK EAST OF MEMORIAL BRIDGE

Ridge
LUMBER CO.

Walt Fogarty
Realtor
GE 9162
291 ARNETT BLVD.
Genesee 9162

Typical of our service is the sale of home at 80 Quin Rd. in St. Ann's Parish following advertisement in Catholic Courier Journal.

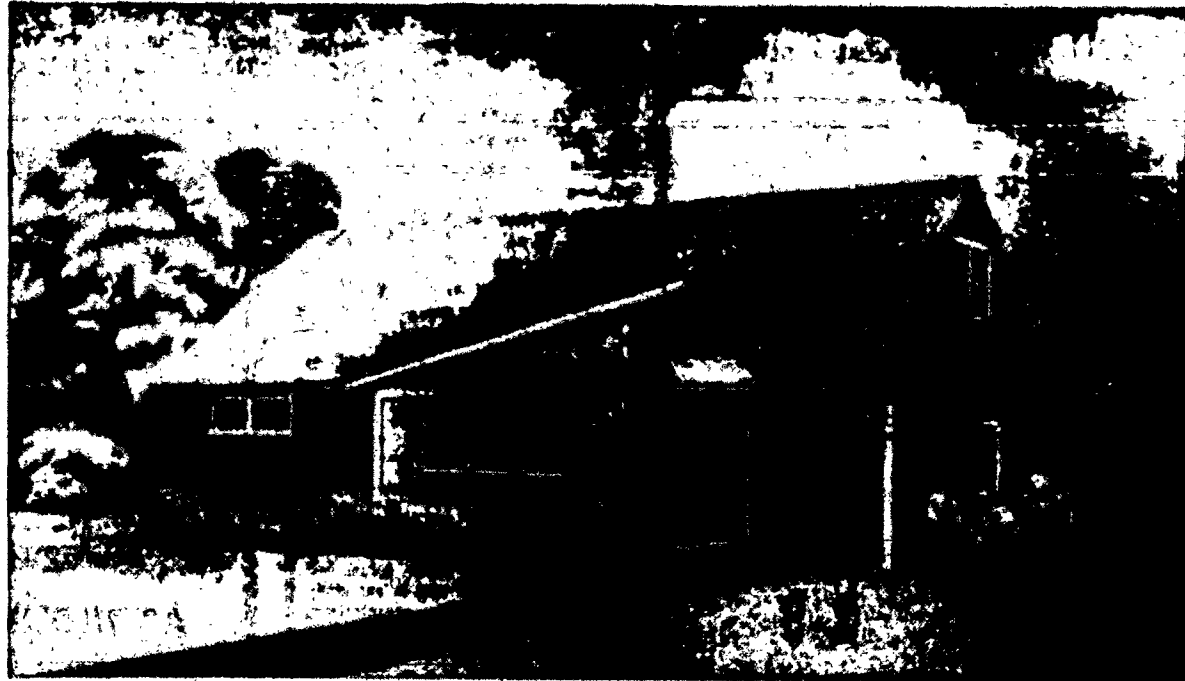
We need listings in CHH, Greece and Genesee, Irondequoit, Brighton, small homes or estates. Our office though small, often sells them so fast. That's because we list right and right. So give us a call, if you need no more. It costs you no money with us never to list.

U
SAW THE AD HERE
Tell them so!
IT'S MORE IMPORTANT THAN YOU THINK...

PORCH BUILDING!
We build, enclose and remodel!
NO MONEY DOWN—36 MONTHS TO PAY
SEE!
THE COMPLETE PORCH ON DISPLAY IN OUR SHOWROOM
Fred A. Curran Co.
537 N. GOODMAN HA 7282

The Right Path to YOUR New Home

"HOMAR"
Planned and Built by
Joe Entress
BUILDER



MODEL HOMES
2 to 5 Bedrooms
1-1/2-2 Baths
OPEN DAILY
9 a.m. to 9 p.m.

West Side of DEWEY AVE. South of Latta Rd. TOWN of GREECE

As the family grows, so grows the house. "Homar Homes" are designed for gracious living and everyday pleasure, planned to make household chores easier and simpler, styled for families with discriminating taste, built for endurance and low upkeep. "Homar's" flexibility in design and plans provides over 30 practical combinations, seven basic floor plans and over 20 elevations to meet individual desires.

You should consider buying your home in "Homar" because here is offered more home for your money; here you get maximum dollar value. Here you gain through advantages and savings that result from skillful utilization of labor and mass buying and modern building techniques. Benefit from all these extras which have been planned to give more happiness and comfort (at no extra cost) to you and your family.

OUR BASIC HOME WILL EXPAND TO ACCOMMODATE 8 ROOMS, IF NEEDED, WITHOUT EXTERIOR ALTERATIONS.

- Look at these "HOMAR" Features
- ✓ Ventilating fan in all kitchens.
 - ✓ Luxurious built-in vanity in every bath.
 - ✓ "Overhead" garage doors (wood or metal).
 - ✓ Storm glass and screens on all windows.
 - ✓ Garbage waste disposers.
 - ✓ Silent wall switches—Circuit breaker panel.
 - ✓ Wired for electrical living.
 - ✓ Large closets—hall nite-lites.
 - ✓ Built-in cooker tops and ovens.
 - ✓ Automatic G.E. Air-wall gas heat.
 - ✓ Andersen picture windows.
 - ✓ Sparkling Youngstown cabinets.
 - ✓ Fibreglass blanket insulation.
 - ✓ Finish grading and lawns seeded.
 - ✓ Gutters and sidewalks PAID.
 - ✓ Water mains and hydrants PAID.
 - ✓ Pavements and sewers PAID.

"Let us be part of your plans for the future NOW!"



JOSEPH ENTRESS

BUILDER and DEVELOPER
Residence 348 Coldwater Road • Genesee 6084-R
Office 149 Cherry Road • Genesee 6490
ROCHESTER 11, NEW YORK

See Us In
BOOTH A-1
At The HOME SHOW



Spacious KITCHENS Designed for Utility & Efficiency

Everything arranged to give "mildly" a work-saving, efficient dream kitchen. Three wonderful choices in all steel Youngstown kitchen in living color with formica counter tops; delightful wood cupboards in natural wood finish with quaint wrought iron hardware; or a breath-taking General Electric kitchen with built-in oven and counter-top range, dish washer, radio, stainless steel counter top, etc. Double-compartment sinks with sprays and waste dis-

posers. A recessed ventilating fan to quickly clear odors, and a smart-looking snack bar between the kitchen and dinette, specially lighted... some designs with built-in china cabinet, linoleum covered floor and all rubber base-board, large broom and accessory closet, loads of drawer and storage space. Other features include sliding towel racks and built-in breadboards and drawers. Stainless steel wall tile at cooker-tops.