# Waldert Opticians Open New Rochester Branch

Waldert Opticians, of 56 East Ave., will open a new Rochester branch at 1880 Mt. Hope Ave. on Monday, March 12. The new brick structure was designed by Martin, McGraw & Wiard, architects. It will be completely modern in decor and appointments and will feature such innovations in optical dispensing as a fashion center spotlighting eyewear trends for men and women; a children's corner complete with huge spectacled clown.

LEO F. WALDERT

Scientific lighting and modern appointments, designed exclusively for Waldert's, complement the interior created by John Menihan, Rochester artist. There will be blacktop parking facilities for 25 cars.

**THE WALDERT** firm was founded in 1913 by William L. Waldert who is still active in the business.

To quote Leo Waldert, son of the founder, "Eyewear must be fashionable as well as functional. Scientific accuracy in lenses and fashion in frames have combined to make today's eyewear a most important fashion accessory, to say nothing of its priceless value to health. We are even featuring frames of famous designers from all over the world."

Waldert's Mt. Hope Avenue branch will be staffed by William Day, Maurice Crevier and Dianne D'Amico. Peter J. Michales will be in charge. Officers of Waldert Opticians include Leo Waldert, president; Edwin R. Williamson, vice president; Eugene Austing, secretary. The public is invited to the opening.

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**Call In Your Home Listing!**
**Phone Ad-Taker**
**GL 5443-R Day or Nite**

## Greece Builders

(Continued from Page 7-A)

through paid subscribers has made the Catholic Courier Journal the largest weekly newspaper in the State of New York, excepting Manhattan. To this is added a reader loyalty such as is enjoyed by every Catholic newspaper in the United States. All of them are published on a "local level," intimately associated with resident Catholic families in the trade areas (diocesan) represented by the publications.

Catholic families are the dominant new home buyers in the City of Rochester and its environs. They are important to every man or woman engaged in the sale of real estate and the building of new homes. It is only natural to assume that, as a majority group, they appreciate being so recognized through advertising messages appearing in their own newspaper.

THERE IS NO GREATER ASSURANCE OF CORDIAL GOOD WILL, FAIR DEALING AND FULLEST COOPERATION THAN IN REPLYING TO AN ADVERTISEMENT IN THE CATHOLIC COURER JOURNAL.

Builders and developers in every section of the City of Rochester and its environs are gaining the knowledge that the Catholic Home Buying Market is strong enough to be actively solicited through its own Catholic Press IN CONJUNCTION WITH the Sunday newspaper . . . for complete coverage of week-end homeseekers, with that added PLUS in emphasis to the Catholic Market.

FOR SALE

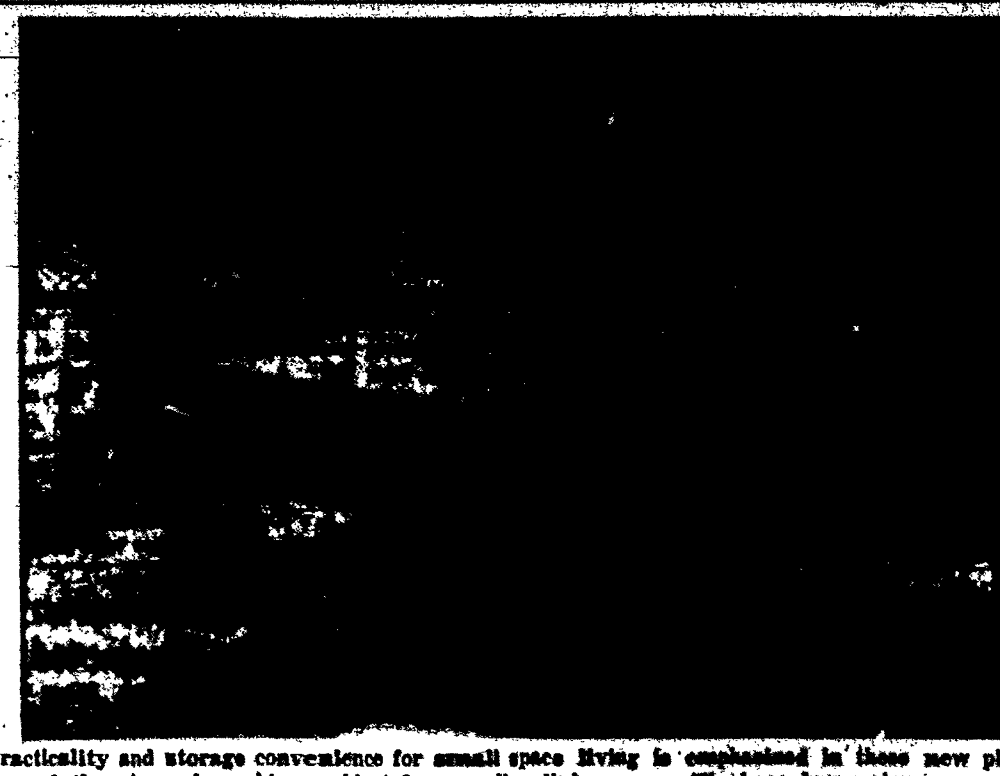
THE CATHOLIC FAMILY CHOOSES A HOME

ST. PAROCHIAL SCHOOL — Near Church and School — IN CATHOLIC PARISHES

CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

### Beauty and Practicality for Small Space Homes



Practicality and storage convenience for small space living is emphasized in these new pieces. One of the pieces is a china cabinet for smaller dining areas. The base has a storage area for linens, glassware and china. In the hutch is a convenient drawer, cabinet and display case for silver. This open stock line is available in neutro-oak, summerian, mahogany and patina walnut finishes.

## MORE HOME REPAIR ACTIVITY FORESEEN

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, opening tomorrow at the War Memorial from 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 National 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.

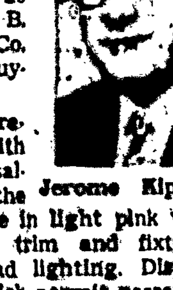
## Student Named To Dean's List

Miss Mary Louise Haidle, daughter of Mr. and Mrs. Gerhard C. Haidle of 300 Webster Road, was recently named to the dean's list at Saint Joseph College, Emmitsburg, Maryland.

Mary Louise, a sophomore, is taking courses which will lead to a bachelor of arts degree with a major in chemistry. She served as class vice-president in her freshman year, has been active in Dramatic Club for two years, and is a member of Blessed Clet Mission Unit Board.

## New Millinery Shop Opens

Formal opening of a new millinery shop on East Avenue's fashion row, took place March 1. The new shop is owned and operated by Jerome M. Kipling. Kipling, for 20 years, was B. Forman Co. millinery buyer.



Jerome Kipling

Entirely redesigned with a modern salon interior, the store is done in light pink with blond wood trim and fixtures and overhead lighting. Display windows which permit passersby to look into the store provide for maximum showing of fashions.

You've wanted a chance to compare, and see "Whats New" without chasing all over the State — everything you want is under one roof...

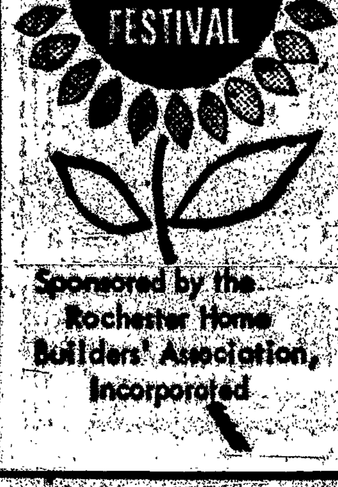
buz-z-z

You've been waiting for this event to look at and try the newest improvements and home innovations ...

buz-z-z

buz-z-z

So naturally you'll want to go to the War Memorial from March 10 to March 17 to see the all new 1956

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ON BUS LINE
MOTHER OF SORROWS PARISH
MINIMUM LOTS 80 x 140
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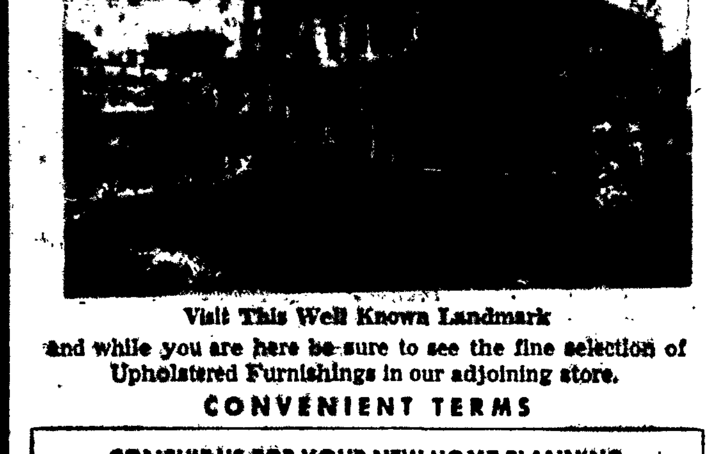

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All desirable listings, phoned in this week and next will be immediately photographed by Polaroid Camera and displayed in the "Gallery" Exhibit at the Home Show.
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BRIGHTON — OUR LADY OF LOURDES PARISH—Monroe Ave. 4 bedroom home in excellent shape. $15,800. Arthur Zelter, HI 4871-M. Alliance Org. HA 5000.

MOTHER OF SORROWS (1 miles west of, off Latta Rd.) 5 room ranch on 1 acre shrubbed lot. Attached garage. Ideal for small family wanting "country style" living (only 2 bedrooms). Many, many extras in and around home! See it thru Ralph Diehl, CH 3919-R. Alliance Org. HA 5000.

TENTH WARD—9 room (older house). Asking $9,400. Could be easily converted into 2 apartments. Low taxes. See it thru Ralph Diehl. CH. 3919R. Alliance Org. HA 5000.

GREECE: ST. CHARLES PARISH—New 4 bedroom colonial $16,500. On ½ acre lot. Birch cabinets in kitchen. One bedroom in wood paneling (use as den if wished). Garage. See it thru Ralph Diehl, CH 3919-R. Alliance Org. HA 5000.

ST. MARGARET MARY'S—Lovely 3 bedroom ranch just 1 year old ready for immediate occupancy. Master living room, open fireplace, large kitchen with breakfast area, 2 spacious bedrooms, tile bath, attached garage, excellent location, under $16,000. Jack Michie, CO 3816, Alliance Org. Realtors, HA 5000.

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BUILDERS AND DEVELOPERS
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500 Ft. North of Latta Road off Dewey Ave.

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WELCOME TO OUR PHOTO DISPLAY
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GATES—MATIDA ST., off 2250 Lyell Ave.—New hip-roof Rancher—1040 sq. ft. 3 large bedrooms—18' living room—dinette—step saving kitchen—wood cabinets—Formica counters—tile bath—all natural finish—gas heat—city water—bus—5 minutes to Dolon. Ready for occupancy. Also one ready for paint. Buy now and select your colors. Many more—also other sites available—will show at your convenience—phone Jim Gleason—GE 3613-M, Wills Realty BA 9700.

OUR LADY OF LOURDES PARISH [illegible] Winton Rd. S. A new colonial, 3 bedrooms, tile bath [illegible], dining room, powder room down, 2 car garage attached. Open Sat. and Sun. [illegible] Wills Realty Corp. BA 9700.

CHILI CENTER—Coldwater Rd. off 3114 Chili Ave. 3 bedroom ranch homes, full basement, gas heat, 12' kitchens. Baths have built-in vanity, ceramic tile. Lots 75x200, all schools 1 block. Price $11,500. Terms G.I. $1000 down. About $90 per month. One house for immediate possession. Directions: Out Chili Ave. to Chestnut Ridge Rd. Turn right on Coldwater Rd. Wills signs point the way. Open 2-5. Paul Tillack, BA 9700.

CHURCH OF THE HOLY GHOST. Chili. Trabold Rd. off 793 Westside Drive. 5 room ranch, 2 bedrooms, large living room and kitchen, dining area. 1½ car garage. 1100 sq. ft. [illegible]. HU [illegible]. Wills Realty, BA 9700.

THE WILLS REALTY CORP.
63 STATE ST. BAker 9700

FOR SALE HOUSES

ST. THOMAS PARISH—off [illegible] Dr., 73 Rock Beach Rd. Near [illegible]. Owner transferred. Living room [illegible]; fireplace, large [illegible] kitchen with [illegible], bar, [illegible] stove, ceramic tile bath, 3 bedrooms, sleeping porch, [illegible] storage, [illegible] porch, rear screened and glassed porch, [illegible] 2-car garage [illegible] blacktop drive, landscaped, [illegible] shrubs and gardens, privacy of [illegible] one acre. $31,900. Listed Johnson HU 1352 or CHar. 0954 for appointment.

IRONDEQUOIT, off Ridge Rd. [illegible] rooms, single. Big well shrubbed lot. Recreation room, powder room, gas [illegible], large enclosed sunporch, wood fireplace. Also extra lot [illegible] ft. adjoining the property. Reasonable. [illegible] Realtor, BAker 5641, COngress [illegible].

DEWEY AVE. 4270 — Mother of Sorrows Parish. Here is one of the finest 3 bedroom ranches in this section. Open fireplace, gas heat, large living room with dining area. Extra large kitchen with breakfast space. [illegible] and heated sunporch. [illegible] shrubbed lot. Oversized attached garage, black top drive. Open [illegible]. For appointment, [illegible] or W. A. Feldman, Realtor, [illegible].

IRONDEQUOIT—ST. THOMAS PARISH—Off Oakridge. [illegible] ranch, attached garage with storage loft. Screened porch. Shrubs and trees. Black top drive. Anderson wall windows. Custom made awnings. [illegible] home. Owner transferred. Call CHarlotte 1498 for appointment.

[illegible]

Pray The Rosary

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To protect the individual right of real estate ownership
and to widen the opportunity to enjoy it;
To be honorable and honest in all dealings;
To seek better to represent my clients
by building my knowledge and competence;
To act fairly towards all in the spirit of the Golden Rule;
To serve well my community, and through it my country;
To observe the Realtor's Code of Ethics
and conform my conduct to its lofty ideals.

March 11, 1956

Thomas H. Brennan — Board President
John Doe — Realtor

**NATIONAL REALTOR WEEK - MARCH 11-17**