

Architect Honored
Nijmegen, Netherlands (N.C.)
Jan van der Laan, a Dutch
Catholic architect received the
Charlemagne Award for Archi-
tecture at a ceremony here.

2494 Home, Farms and Businesses
- For Sale Through
BEDNARZ REALTY
Realtor
OPEN EVENINGS AND SUNDAYS
563 Hudson Avenue Res: 984 Ave. D
BAker 3441 Congress 2790

W. A. FELDMAN Realtor
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Specializing
SACRED HEART ST. JOHN'S
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Photos of All Listings - Res. 11-2464

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

**THE CATHOLIC FAMILY
CHOOSES A HOME**

CATHOLIC HOME BUYING
STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

**10 BIG
REASONS WHY
LIVING IS
BETTER...
IN
Lakeview**

We're proud of our new tract and of the terrific advantages it offers to its homeowners! Read 'em and compare!

3 MINUTES FROM NORTHGATE
The family buyer will find complete shopping facilities at neighboring Northgate Plaza... one of the biggest and best in the state!

CLOSE TO YOUR WORK
Lakeview is an easy 18 minutes from downtown Rochester, 8 minutes from Kodak, 12 minutes from Rochester Products... yet it enjoys the peace & quiet of the best suburban communities.

5 MINUTES FROM THE LAKE
Sun and beach lovers can't live much closer to lovely Lake Ontario. It's like a full summer's vacation for the entire family!

ENTERTAINMENT FACILITIES
Houses, parks and playgrounds are conveniently nearby. For the family golfer, Lake Shore and Ridgeman Country Clubs are within easy driving distance.

SCHOOLBUS SERVICE
Your children, from grade to high school age, public or parochial school attenders, get quick, safe right-to-your-door schoolbus service, in Lakeview!

YOUR CHURCH
The church of your denomination is just minutes away.

TRADITIONAL HOMES
A wide selection of 2, 3 and 4 bedroom homes, ranch or Cape Cod, from \$16,000 to \$22,000, suits the tastes and needs of the young executive and his family.

PAID-IN-FULL IMPROVEMENTS
These fully paid necessities are included in the basic price of your Lakeview home: wide, well-lighted meadow roads, broad concrete sidewalks, storm and sanitary sewers, permanent access to all major utilities!

SERVICE AFTER SALE
Caldwell & Cook stand behind the construction and materials of their homes. Complete satisfaction is maintained through prompt and efficient service... after the sale!

COMPLETE MORTGAGE SERVICE
Few new home buyers are familiar with the complex procedures in the settlement of a mortgage. Qualified prospects will benefit from complete mortgage service by Caldwell & Cook representatives!

Visit us this week. Seein' is believing. We're open daily, 2 to 9, just off Latta, between Dewey and Lake.

© CALDWELL & COOK
1400

Urged along by the relentless traffic on Detroit's "Expressway" we were whisked from the suburbs into the heart of downtown in a matter of minutes at speeds averaging between 55 and 60 miles per hour.

Later, coming into the outskirts of Chicago from Gary, Indiana, we got onto the "Outer Drive" somehow and sped like mad to keep ahead of the cars behind... right smack through or bypassing "The Loop" and on to our destination, in Rogers Park.

I said to my wife, daughter and younger son who were watching the throngs on the lakefront beaches as we sped along, "This probably is a preview of what the Rochester subway expressway will be like before long... think what it will do to real estate values along the route of the right-of-way."

"What would happen Dad", said Junior, "if one of these cars got a blowout, or maybe a driver slumped 'kapish' over his steering wheel with a heart attack or if..."

"What would happen if you suddenly decided to look on the bright side of life, you're on vacation, remember?"

Spent an hour or two on a Courier Journal busman's holiday in the real estate advertising offices of "The New World", Chicago's great diocesan newspaper that carries more real estate line than any other Catholic weekly in the country. Six men and two women form the staff that conveys builders, realtors and homeowners in assigned parish zones. One of the most effective realty advertising mediums in Chicago directed entirely to the Catholic population... a vast market, no different in ratio to Rochester's.

I observed that prospective new advertisers in Chicago's Catholic newspaper were impressed by one of the staff's most widely used phrases... "The New World is a newspaper in format, but more like a magazine in content... like in a popular magazine, the advertisements have longer life, provide leisure-time reading to a captured audience of established home-loving people."

The real estate advertising department of the New World has been a productive classification for Chicago advertisers for many decades. Despite the fact that Rochester's Catholic Courier Journal is over 68 years old, this

department only recently passed its first anniversary.

Your daily newspapers, as in Chicago, have great point-of-sale appeal and on-the-spot readership... to discover the latest in traffic death tolls, who killed whom, who stole how much, political coverage, foreign events and financial news, up-to-the-minute interest to all of us. We grab the daily paper as fast as we can, scan through it, to select the items that interest us most, notice the outstanding ads of course... but after we have once gone through it, the paper is dead, gone, like a spark in a smoldering campfire that suddenly flares up, puffs into smoke and disappears.

Catholic newspapers throughout the country, like the Courier Journal here, live longer in the homes than any other newspaper... that is an established fact and one to seriously consider when determining your advertising budget.

The real estate advertisers on this page today have learned that they cannot truthfully say at the close of business tomorrow that their advertisement "pulled" a total of so many people to their properties, as they can with the same advertisements appearing in a daily newspaper. Direct results stem from these ads throughout the week, often for as long as several weeks, when prospective buyers proudly say to them, "I saw your advertisement in the Catholic Courier."

It's the truth, s'help me! Have a nice vacation... I've had part of mine, now... back to work.

WILLS REALTY
DISPLAYS photographs of all homes multiple listed with them. This service is FREE.

LIST WITH US we have many buyers. We are a well-established company, plenty of salesmen... and not too large to render you personal top selling service.

IF YOU HAVE real estate to sell, manage or rent, call

BAKER 9700
63 STATE ST.

WILLS
Open Daily 9-9:30 - Sat. 'Til 5
Sundays 1-5 P.M.

MORGAN HOUSEL REALTOR
2150 Monroe Ave. GR. 1233

ANDY CENNELLY, Realtor
TRADING POST
241 BAKER 2230

Walt Fogarty REALTY
TO BUY, TO SELL...
BUILD OR EXCHANGE
CALL US NOW... A SALE
TO ARRANGE...
291 ARNETT BLVD. GE 9162

Nature Lures Vacationers

The lure of the great outdoors is changing the trend in vacations for the estimated 17,000,000 or more American families who take auto vacations every year. According to the National Park Service, camping equipment manufacturers, and others who have done research on the subject, a rapidly increasing number of families are either camping out or doing modified camping by staying in motels or cabins and cooking their own meals. Symbols of the trend, the family pictured here is loading its car with a Coleman stove, lantern, picnic cooler, and a collapsible table that holds its own folding stools. An official at Yosemite Park in California comments that campers "now bring all the necessities of home with them."

COURIER-JOURNAL
Friday, July 6, 1956 13

FOR SALE HOUSES

STRONG MEMORIAL vicinity River Blvd. - immediate possession - 2 bedrooms 1 1/2 story home built 1942 - large lot. Edward G. Galt, Realty, 680 Madison 1543.

Compulsory Insurance

Now, more than ever before, with Compulsory Automobile Insurance becoming a law, January 1957, it is important to select an agency equipped to service you with FSI and FSI Certificate needed to obtain your license plates.

ROCHESTER WESTER, N.Y.
45 2055
Exchange St. Empire Blvd.
LO. 7730 HU 9088

Visit Our 'Gallery of Homes'

LOCATIONS AT:
16 E. MAIN ST. 1904 EAST AVE.
2917 DEWEY AVE. 24 S. CLINTON (Hotel Somerset)
709 TITUS AVE. 856 W. MAIN ST.
93 SO. MAIN ST., CANANDAIGUA

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We bring Homes to YOU to Select before you inspect

JOHN T. NOTHNAGLE, INC.
REALTOR
Rochester's Largest Realty Organization
BAKER 8150

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MORE SPACE for sleeping, storage, outdoor living...
MORE SPACE to take the pressures off, to help you and your growing family enjoy living 13 to 5 bedrooms, colorful Youngstown kitchens (you pick your color!), Andersen windows convenient to clean from the inside—come see ALL the features, ALL THE SPACE you get—in these beautifully built HOMAR HOMES!

- Built-in ovens and garbage disposer
- Large Closets
- Luxury vanity built-in the bathroom
- Generously wired for complete electric living
- Near Schools • Bus • Shopping
- Sewers, Sidewalks In and Paid For

Homar tract

JOSEPH ENTRESS, builder
Office GE 8490 • Residence GE 6084-R

"1870 HOUSE Renewed for Modern Living"

OPEN DAILY thru' Sunday July 8, 2 - 8 p.m.

This home at 273 Avenue B is a dramatic illustration of what can be done to make an old home livable again. 86 years of use had taken their toll. The home had deteriorated to a point where it may have blighted an otherwise nice neighborhood.

That's where the Rochester Home Improvement Action Committee took over and made it a credit to the neighborhood. The house has been completely renewed inside and out.

When you visit this home, be sure to take your idea book with you. You'll get many ideas for modernizing your own home.

The home has been furnished beautifully by E. W. Edwards and Sons. The General Contracting was done by Kleinhenz and Bircher. The Women's Council of the Rochester Real Estate Board are acting as hostesses.

273 AVENUE B (between Conkey and Hollenbeck Streets)

ROCHESTER GAS and ELECTRIC