

FROM OUR EXCHANGE NEWSPAPERS
We Bought Our New Home Through 'The True Voice'
OFFICIAL NEWSPAPER, ARCHDIOCESE OF OMAHA
 Omaha — Five-year-old Tommy Hergert is close to school because his parents patronize True Voice advertisers. Now he is sure of enrolling in kindergarten.
 Mr. and Mrs. James H. Hergert of 4046 Kansas Avenue liked their "own" Blessed Sacrament parish and school better than any other. They determined to stay there, if only they could find some home closer to school. So they carefully read every real estate advertisement in The True Voice.
 "We spied what we wanted in your issue of June 15," Mrs. Hergert wrote to The True Voice advertising department, "where Mitchell and Sons Realtors, pictured a home at 2886



"Seein's Believ'n"
DOWN REAL ESTATE ROW
 With Frank J. Giblin
 18 months ago we introduced real estate advertising in the Catholic Courier Journal. Every week this department becomes more and more challenging to the real estate advertisers in the Rochester area. Other Diocesan newspapers throughout the country have published similar sections for many years, notably in the Chicago, Detroit, Los Angeles and Omaha areas.
 I use the word "challenging" because it is the word that best fits an advertising medium the value of which has yet to be fully developed or realized by local enterprise in some classifications. In this case it is the real estate field. Another field is that of automobiles... in this issue you will see a large new-car advertisement that is appearing FIRST in this newspaper. It is my opinion that such a purchase of space directed to the Catholic Market is an indication of sound judgment.
 You, the subscriber to the Catholic Courier Journal, are justified in your feeling of a good measure of pride that these

THE CATHOLIC FAMILY CHOOSES A HOME

NEAR CHURCH AND PAROCHIAL SCHOOL

advertisers choose to speak to you in confidence within the pages of your own "family" newspaper.
 You'll make the daily grind of those who represent you on the advertising staff of the Courier even more pleasant... If you mention these advertisements when you buy. After all, it's a lot of dollars that you're spending, why not put a little tag on it? It won't hurt a bit, believe me.

Realtors' Picnic Scheduled Aug. 8
 The annual picnic of the Real Estate Board of Rochester will be held Wednesday, August 8th at Sweet's Farm, 767 Holt Road.

Marigold Florist
 DICK DIXON
 174 CHALFORD ROAD
 Town of Greece
 Charlotte 4910
 Rog. Coble

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

COURIER JOURNAL
 Friday, August 3, 1956

BEDNARZ REALTY
 Real Estate
 562 Hudson Avenue, 1st. Fl., Room 3
 LAKE CHARLES, N.Y.

Your business and your business insurance requirements are constantly changing and call for the continuing service of alert and competent insurance agents. Oakley & McNamee, established in 1903, can supply that service. We act as intermediaries between you and the insurance companies... furnishing you with your insurance buyers and advisors, representing you at all times... with no additional cost. Information upon request from both offices.

SAVING & MORTGAGE INSURANCE
 ROCHESTER WESTER, N.Y.
 Exchange St. LO 7728
 Empire Blvd. HU 8083

GIORDANO
 200 CLIFFORD
 LAKE CHARLES, N.Y.

FOR SALE HOUSES
 STRONG MEMORIAL vicinity River Blvd.—Immediate possession—3 bedroom 1 1/2 story home built 1933—large lot. Edward Garland, Realtor, Glenfield 1542.

DON'T MAKE A MOVE
 Until You Read What Our Customers Say...
 "I wish to take this opportunity to compliment you on the very thoughtful and courteous drivers you sent."
 Then, To Be Sure... Call GR. 3120
 For Local or Long Distance Moving
 *Receipt of letter on file.
GEORGE M. GLANCY
 CARTING CO.
 8 Circle St., Authorized Agents for
 Established 1920

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 REALTY CORP.
 Open Daily 9-9—Sat. TH 5
 Sundays 1-5 P.M.

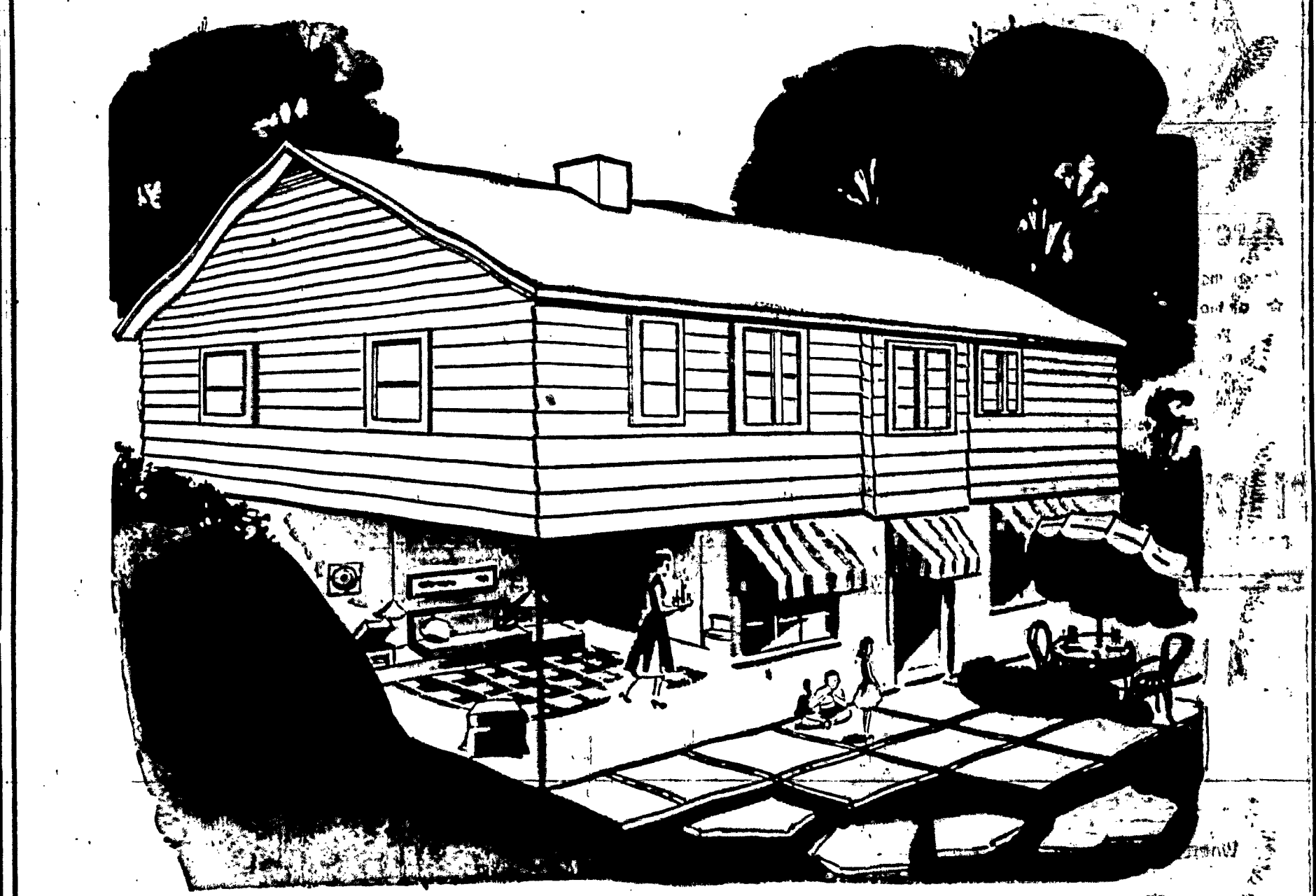
W. A. FELDMAN Realtor
 1451 LAKE AVE. GL 3561
 Specializing in
 SACRED HEART ST. JOHN'S
 ST. CHARLES PARISHES
 Phone and All Listings - 2866, GL 3146

When You SELL Your Home
Be Sure Your Agent Advertises it in The Courier Journal

Your Realtor or Broker may not be familiar with The Catholic Courier Journal, so be sure to give him our phone number—better yet, call us or drop us a line and we will contact him to give him full particulars.

Your home near Church and School, will sell faster through The Courier Journal. Call BAKER 6210—Ask for Real Estate Advertising.

VISIT THE COBBLESTONE HOUSE
 Early American and Provincial Furniture
 SOLID CHERRY—SOLID MAPLE
 Sofas - Chairs
 Carpets - Bedding
 LOWEST PRICES—EASY TERMS
CULVER FURNITURE, INC.
 1090-1094 CULVER RD BU 1977
 PARKING IN REAR
 OPEN EVES. 'TIL 9—WEDNESDAYS 'TIL NOON—SATURDAYS AT 6



SO MUCH TO ENJOY

This "walk-out" basement feature truly beats 'em all for wonderful summer living! A modestly priced extra, it's available with any of our 3 or 4 bedroom ranches or Cape Cods. The huge basement recreation room adds so much extra space for family pleasure or storage... and it walks out to our choicest "back yard living rooms," complete with stream. Here's a yard where the children can play in complete safety... and where "eatin' out" is really a treat. Don't fail to ask our tract representative about this wonderful new step toward better living!

Our homes start at \$16,000

WHILE YOU'RE HERE BE SURE TO VISIT THE TOWNE HOUSE
 Furnished by **Stibley's**

OPEN DAILY from 2-9 P.M.

CALDWELL & COOK
 393 WEST BURT ST. CHALFORD 3402

Just a stone's throw to all conveniences, necessities... and just plain luxuries. Lakeview home-owners will bear this out. Just ask them!

"HOMAR"
5 bedroom homes available

from \$16,300 to \$18,100

Check these features - Nothing extra to buy
 Ventilating fan in all kitchens • Knotty pine stair walls • Luxurious built-in vanity in every bath • "Overhead" garage doors (wood or metal) • Wrought iron stair rails • Storm glass and screens on all windows • Garbage wall disposers • Rubber base in kitchen and bath • Silent wall switches—Circuit breaker panel • Wire for electrical living • Beautiful wall tile in bath • Rich-colored linoleum tile in vestibule and bath floors • Large closets—hall nite-lites • Built-in cooler tops and ovens (electric or gas) • Lustrous Youngtown Formica countertops • Automatic G.E. air wall gas heat • Birch flush doors—natural finish • Anderson picture windows • Large sliding-door medicine cabinets • Sparkling Youngtown cabinets (Your color choice) • Copper plumbing throughout • Fibreglass blanket insulation • Finish grading and lawns seeded • Gutters and sidewalks—paid • Water mains and hydrants—paid • Pavements and sewers—paid

"Live better in HOMAR!"
 Drive out to-day and see for yourself

HOMAR tract

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