

READ THE HOME PAGES IN THE CATHOLIC COURIER JOURNAL EVERY WEEK

# NATIONAL HOME WEEK

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## THE CATHOLIC FAMILY CHOOSES A HOME

87 PAROCHIAL SCHOOLS  
Near Church and School  
142 CATHOLIC PARISHES

CATHOLIC HOME BUYING STARTS HERE



A GUIDE TO CATHOLIC HOME BUYERS

### National Home Week Accentuates Catholic Homeseeker Positives!

Beginning tomorrow, September 15, the entire nation celebrates National Home Week in featuring the very newest in home construction techniques, new, exciting home conveniences, and the very best word in home decorations and furnishings. It will be a thrilling week indeed for the builders and real estate men who market these homes and their accessories for it will be marked with great achievement.

The happiest builders, the happiest salespeople in the Rochester area, are those who have accentuated the positive in directing a great share of their merchandising attention to the Catholic Family market in and around Rochester. There are some whose offerings are not featured within the pages of this newspaper, yet who, nonetheless, have intentionally planned their developments or residential tracts in close proximity to Catholic Churches and Parochial Schools. A great measure of their success in the past and in the present day is due to their perspicacity in this regard.

real estate people place upon property within access to Catholic Churches and schools. When a tract of land is available in such a location, there is a concerted scramble for possession. The non-Catholic builder or developer is as eager indeed as the Catholic builder in this regard, and often even more appreciative of the value of the Catholic Market in the merchandising of his building projects.

During National Home Week in Rochester, Catholic men and women have reason to be proud, as they inspect the properties made ready for public inspection of the emphasis builders and developers have placed upon the one factor nearest to Catholic hearts when buying a home... accessibility to Church and Parochial Schools.

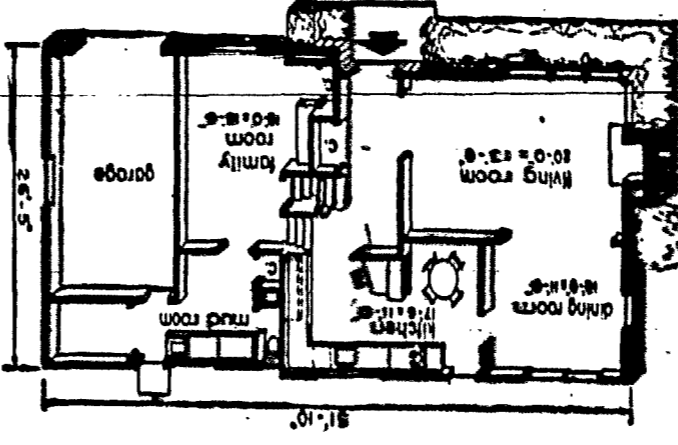
#### Co-Urban Appraisers Meet Today in Utica

Harold F. Grunert, General Chairman and President-elect of the New York State Society of Real Estate Appraisers, has arranged a fine program of speakers for the Fourth Annual Update Appraisal Conference to be held Friday, September 14, in the Hotel Utica, Utica, N. Y. Donald A. Lunn, Rochester Realtor, will be featured on the program and describe "APPRAISING SUB-DIVISION LAND." The Luncheon Session presents Herbert J. Silverson, Vice-President, Webb

& Knapp, Inc. who will talk about "CO-URBAN DEVELOPMENT." Thomas H. Brennan, President of the Rochester Board, will be accompanied at this event by Ralph R. Borchard, Mrs. Rhoda Forquer, Leonard A. Giustino, Morgan C. House, Robert C. Infarinato, Charles J. Normand, Alvin E. Pfahl, Arthur L. Sekol, Mrs. Nora F. Shackelford, Palmer H. Teller, Frank L. Valence, Earl W. VanDusen, and Thomas S. Wills, Jr.

### Wives Get Home They Wanted

When America's housewives told the nation what they want in their homes of the future during the recent Women's Congress on Housing in Washington, D.C., it was a challenge to architects and builders. Architect Rudolph A. Matern, of Jamaica, N. Y., took up the challenge and designed this home for Town Journal magazine. Incorporating practically everything the women asked for into a spacious split-level home. The kitchen with breakfast nook has windows overlooking the play yard, as the housewives suggested, and is near the family or recreation room and a separate laundry room.



Living and family room levels.

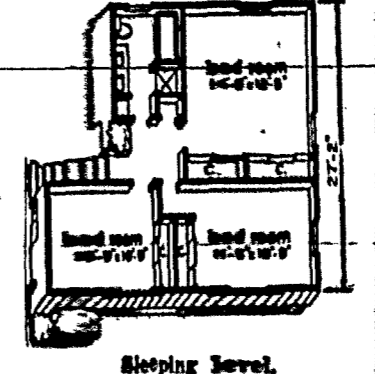
There's a large living room with fireplace, separate dining room opening onto a paved patio, three bedrooms, each with double-sized closets, one-and-a-half baths, a garage with storage space and a basement. The main bathroom has both a tub and stall shower, plus twin lavatories.

One of the housewives' most persistent demands was for pitched roofs to give their homes distinction and color, plus an attic space. The architect complied by designing an unusually distinctive pitched roof covered with asphalt shingles for color and long-lasting protection. Asphalt shingles come in a wide range of colors, including soft pastels and deep shades, making them adaptable to decorative schemes of all kinds. Another important construction detail specified by the architect is thick mineral wool insulation throughout. The main attic floor, properly installed in all exterior walls, as well as in attic floors and the garage ceiling, eliminates "cold spots" which have troubled some owners of split levels. A well-insulated house is more economical to heat in winter, stays cooler in summer, and is less costly to air condition.

### Housewives Want Opening Windows

Most of the housewife delegates to the Women's Congress on Housing in Washington, D.C. agreed that among the more important features they want in their future homes are windows which can be opened for ventilation. Picture windows overlooking the garden can be an attractive landscape as fine as the big windows can be opened to let air in.

Architects and builders will have no trouble meeting this demand if they use windows of ponderosa pine, which are available in all widths and open easily at a touch or the turn of a handle.



Sleeping level.

Among the most popular styles are awning and hopper windows. These can be arranged in banks across a single row at eye level for privacy and better furniture arrangement, or an entire wall of windows. A large fixed-ash picture window can be flanked by double-hung windows, which open to let air in. The clear ponderosa pine can be painted over stained to match the decor inside and out. Wood also is a natural insulator and the frames around ash won't sweat. When installing tongue and groove siding on a house, keep the tongue side up. This will keep rain water from getting in.

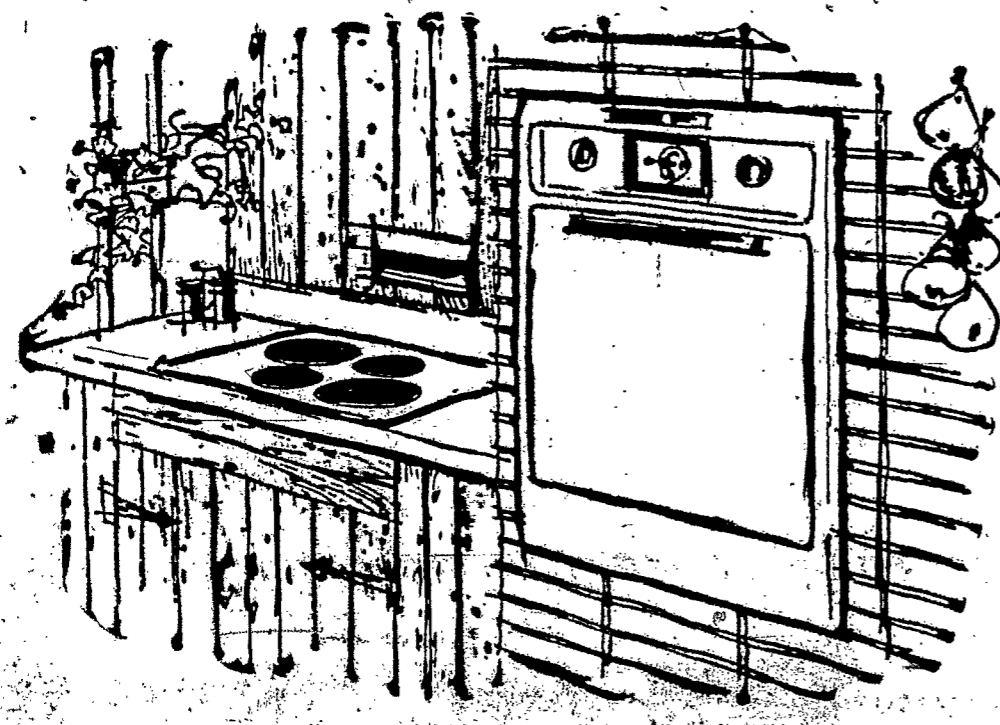
Blotter aids painters. Use a white blotter as a test next time you're trying to determine a particular shade of wall paint color. The blotter absorbs the paint, instantly giving you the same shade it will appear when dry.



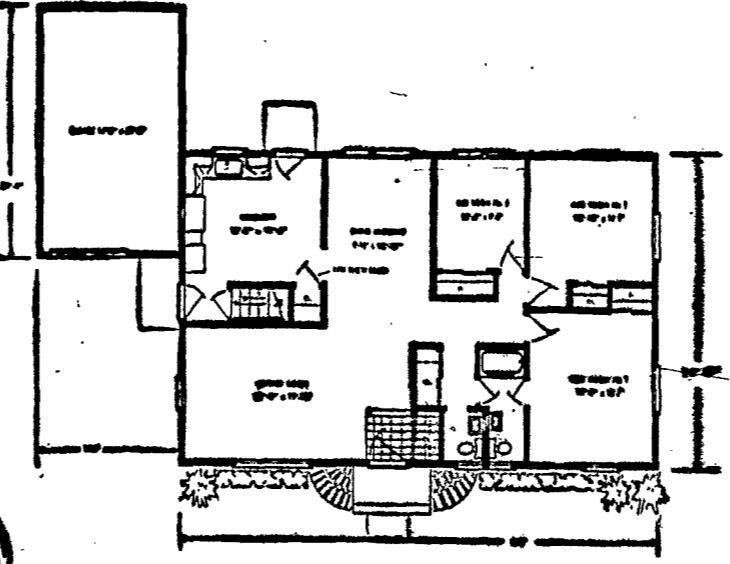
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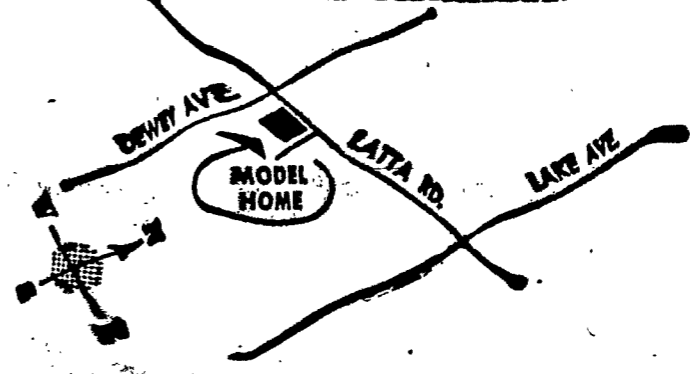
## TOWNE HOUSE



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