

Marigold Florist
Dick Binn Roy Calk
We Will Lecture and Give A Floral
Demonstration to Groups of 50 or More.
174 Chalford Road
Town of Greece
CHamotte 4910

'HOMAR'
(Continued from Page 5A)

type of families establishing themselves here will remain for generations. It is a "home" community in every sense of the word.
Benedict has just completed the supervision of two model homes for special display during National Home Week. Features that will appeal to hundreds of viewers are: "Sonic Servant" installations, a novel yet practical inter-com system combined with radio reception from every room wall when desired, vertical blind room dividers, a unique arrangement of Family Room, powder room and laundry on a lower level, ingenious closet arrangements, initial linoleum on inside entrances, hardwood not air heat and a number of other innovations involved in basic construction plans.

Stain Preserves Attractive Grain Of Pine Millwork

One of the special advantages of wood windows, panel doors and kitchen cabinets is that they can be stained to retain warm natural wood tones and the attractive figuring of the wood-grain.
A panel door of ponderosa pine, for example, can be finished to look like an antique door from an old Colonial mansion or to harmonize with modern styling. Interior window frames and sash can be finished to add richness to the color scheme of a room.
Ponderosa pine is the wood of which most windows and panel doors are made. It adapts readily to stains of all kinds. Here are a few rules to get the best results:

1. Obtain a small board of ponderosa pine at your lumber yard to use as a test panel and apply several large spots of oil stain to the board with a soft brush.
2. Wipe off the stain from the first spot immediately, using a soft cloth. Then wipe off the rest of the spots at two to three minute intervals.
3. Select the spot that shows the shade you want. The longer the stain is allowed to penetrate, the darker the color becomes.
4. Apply the stain and wipe it off after it has been on the wood exactly the length of time required for the test spot you selected.

ROOF FOILS HIGH WINDS
Home and farm buildings in high wind areas often are roofed with interlocking asphalt shingles made to lock together tightly. Each shingle is held in place by the one on each side of it, as well as by nails. There are numerous recorded cases in which an entire roof structure has blown off—rafters and all—but in which all the shingles have stayed in place.

"Seen's Belien'n"
DOWN REAL ESTATE ROW
With Frank J. Giblin



I suppose that in view of National Home Week, this department of the Catholic Courier Journal might publish a lead story in glorification of everybody and everything that has to do with the building business and the real estate profession in general.

Statistics could be culled from national trade media, from governmental sources in Washington and State sources in Albany that would provide an eager-haver scribe, who possesses the originality of a dead fish, with more than enough material for writing conscientiously about something he knows nothing whatsoever about.

We of the real estate advertising and promotional department of the Catholic Courier Journal have been sitting in one chair all this Saturday prior to the publication of this issue smoking Old Golds and telephoning builders, realtors, wrought-iron railing manufacturers, jalousie and storm window telephone answering services, formica counter specialists, overhead garage door installers, black-top driveway layers, etcetera-etereterum, and the pain has been reached when we're blue in the face from talking into a black mouthpiece and listening to so many little white lies come out of the gadget's other end.

We of the real estate advertising and promotional department of the Catholic Courier Journal don't care who knows it. I'm tired!

"I'm tired of men who tell me, 'Well, to be perfectly frank, I've got more business than I can handle... I wouldn't want to disappoint more prospective customers.'"

"I'm tired of men who tell me, 'Let's face it, business is slow now and I ain't got the money to advertise.'"

"I'm tired of people who say, 'If I advertised with you I'd have to advertise in every other religious publication that comes along.'"

Is there another religious publication? For that matter, is there another religion? The question doesn't enter my head when I'm selling space... all that I'm concerned about is giving bonafide ABC circulation and readership in return for an advertising appropriation whether it be for \$1 or \$100. I want my advertisements to make money by advertising with me in the C.C.J. Many are doing it... more so, if they'll intelligently try and have something worthwhile to sell, that's very important in this paper.

It's not the money that we of the real estate advertising and promotional department of the Catholic Courier Journal are interested in believe me. I work for the pure joy of it! I chase builders all around muddy tracts, tripping over fallen timbers, losing my rubbers, my galoshes, my wading boots, burning my gas, wearing out my tires, breaking my springs... just for the thrill of shaking their hands and watching most of them shake their heads. Those who advertise with me I like every day in the week and would do anything in my power to keep them happy. Those who don't... well, let's not get into that, as Frank Esce would say, "Let's face it, I'm human, my appearance to the contrary notwithstanding."

Without these splendid advertisers herein contained, I'd lose my zest for working just for the fun of working... to say nothing of the publisher losing his zest for hiring me. As for Money... what's that? If you really want to know, ask my landlord, he's reading this now to make sure I'm still employed. Ask my banker who offers me 2 1/2% on my savings and charges me something like 18% on the money I borrow to keep other creditors happy. Me, work for money? I hate the stuff. I give away everything I make.

Had a nice long chat with Ina Clancy, realtor, today. There's a woman who, despite faulty eyesight, can see more than a right and wrong than a judge at a Miss America contest. She has 20-20 vision when it comes to spotting a 50-50 realtor. She knows the real estate business backwards and forwards and never steps sideways to avoid an argument if she is convinced she is right. She has a good word to say about almost everybody who is a realtor like Morgan, House and others and even puts in a plug for some who are not realtors, such as Jack Keiper and Johnny Agatz. She talks against nobody unless it's face-to-face and then... look out! More power to her.

Enjoyed reading Jim Hall's article for this issue, especially that paragraph where he mentions "Marginal Producers," a good 500 word for here-today-gone-tomorrow builders. I disagree with Jim, whose opinions I respect very highly, on the point that he does not consider their past operations detrimental to the housing picture. I think that their activities have been

Beauty-Plus-Service Need Filled By Asphalt Shingles



This young woman sunbathing herself on the patio protects her skin from burning rays with suntan lotion and a beach umbrella. She probably isn't aware of it, but the asphalt shingle roof on her home is protected from the sun, too, by millions of rock or ceramic granules embedded in the asphalt-coated felt. In much the same way lotion and the shading umbrella protect a sunbather, the tough opaque granules keep the sun out of the asphalt, preventing the rays from drawing out the heavy oils and resins, assuring long life.

If you are planning to buy or remodel a home, remember the old saying, "beauty is as beauty does."

Modern living demands that beauty serve a purpose beyond mere appearance. Architects call this principle "functional" design.

A good example of functional design can be found in the modern roofing material, asphalt shingles. Their wide range of colors and shapes makes it possible for an architect or home remodeler to add beauty to a house and at the same time give it the protection of a long-lasting roof.

Asphalt shingle manufacturers solve much of the "beauty is as beauty does" challenge by embedding millions of tough, pulverized rock or ceramic granules into the surface of the basic asphalt-coated felt.

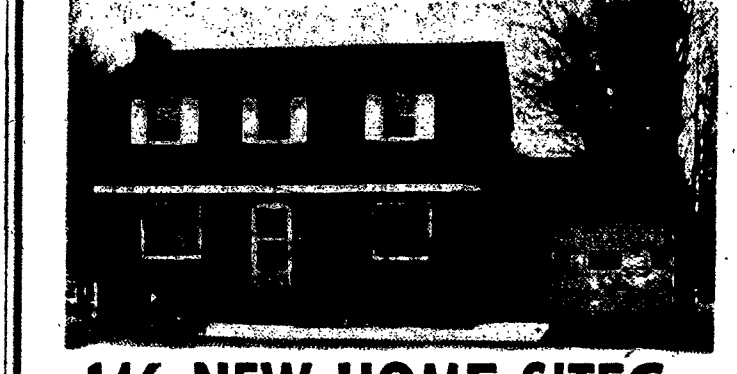
These granules perform three main functions:

1. Protect the asphalt coating from sun and bad weather. The granules are hard and opaque. They resist the wearing effect of

detritment in many cases and are still being detrimental here and there as far as the home buyer is concerned. It is my belief that the greed of these transient home building contractors, operating on other people's money and grabbing every penny of exorbitant profit they could while the goose hangs high, has had more than a little to do with the encouragement of an inflationary trend as described in Hall's article.

Know your builder before you buy, his past experience, his reputation... ask yourself, will this builder be in business tomorrow, next month, two or three years from now? I think it is important, don't you?

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