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Council Plans

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E FALLS Cross Parish

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rald C. Lambort, 5:30, 7, 8, 9, 10, 2:15

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DOWN REAL ESTATE NOW

Chester Fitch and Nathan La-Due are reputable builders in Our Mother of Sorrows Parish in Greece. When the setting sun casts long shadows from "Paddy's Hill" along the slopes toward Dewey Avenue and Latta Road, the silhouette of the fine old church atop the hill can be seen from their Dewey Manor subdivision. These two building contractors and Stuart Wilson their sales engineer are interesting mem-in-the-building-trade with whom to talk about gurrent. trends.

When men like LaDue and Fitch tell me that proximity to Catholic Churches and Parochial Schools are great assists in the development and sales of residential properties it is only common sense to agree with them because the proof is so obvious on every side where they are presently located.

Frank Fisher, sales director for Alvah B. Lawson, another prominent builder in this locality, is even more voluble in describing the benefits of Church and neighborhood building areas and its effect upon the Catholic Family market.

"Our response from advertisements placed in the Catholic Courier Journal", says Mr. Fisher, whose realty experience goes back reamny years into the early Rochester scenes, "is extremely gratifying ... and our relations with your beloved pastor of Our O'Rourise, delightful in every respect . . . he is a great priest and everybody loves him."

There is little doubt that the evident popularity of Father O'Rourice has had more than a little to do with the tremendous surge of Catholic families to Our Mother of Sorrows building areas. Joseph Entress, Jack Caldwell and Jerry Cook are other builders who have felt his benign

It is to be expected that this great activity in this specific area the enrollment limitations of Fr. there cannot be much higher to ber: O'Rourice's fine school which is his personal pride and joy. But many of his parishioners feel tends to become selective and takes more dollars to buy the reconfiders that the kindly priest will, with their help, prove equal to the task in time to come, in A recent statement by a local prices are high. educational facilities for the building representative is quoted 3. Home owners with a mortreducationnal facilities for the great frame of new Catholic as follows, "Soon there will be no gage should reduce the long term families being attracted to the urbs because of town regulations!

4. Young people usually buy in

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> As Featured By Miss Arlene Francis On N.B.C.'s "Home" Program

South and 2758 Ridge Road West

THE CATHOLIC FAMILY CHOOSES A HOME

NEAR CHURCH AND PAROCHIAL SCHOOL

House That "Home" Built Makes Debut Sunday

National Broadcasting Company's house as featured by Miss Ariene Francis on the "Home" program appearing over a national network will be officially opened for inspection this Sunday beginning at 2 p.m. at Pepperidge Homes Inc. "South Ridge Estates, south of 2750 Ridge Road West. Bullder John Borelle, pactured above with family appeared on the national program recently describing the features of the 1956 choice of home designs, (Courier Journal photo by Tom Casey)

Inflation's Effect On The Home Market

By JAMES R. HALL Member of the Society of Residential Appraisers

CONCLUDED FROM LAST WEEK'S ISSUE

What should the average home buyer do in an inflation? Most Duyers who intend to stay in the home they own ould try to REDUCE their mortgage as quickly as pos-Mother of Sorrows parish, Fr. sible for the reason that they are paying off large debts with cheap dollars which have little purchasing power. If the state Red. Ancher new 3-bedreem Ranch value of money increases they gain by having dollars that Received and garage 151,740 ED WARD GARLAND, Realter, GR 1661. will buy more of other types of goods.

5. Older sections offer more

This view takes into consideration the opinion that inflation will months rent or carrying costs for be kept within reasonable bounds a new home, it is usually a safe If however, the inflation should procedure. But do not base the grow stronger and the purchas weekly income on overtime or the ing power becomes less, it would wife's part-time pay envelope. be better to wait and pay off These are a help, but they may mortgages with still cheaper dol not always be present. It is good lars. At the present time, many to remember that prices rise and nationally kraown economists are fall much quicker than mortgage of a divided opinion to what ex debts can be reduced. tent the rise in prices will conis puttizing quite a burden upon tinue. It seems to this writer that the home buyer, let us rememgo because with rising costs in 1. In an inflation money loses

many commodities, the market its purchasing power so that it producers price themselves out of quired goods,

and rising land cost. We the newer developed sections. . into the \$20.000 bracket". This is once reason that will conveniences but values are not cause a slowing down in home as stable in general. building. There are a limited 6. Loaning institutions can give

number of people who can pay higher morigages in new sections the carrying costs of a home in for a longer term of years and at this price razage, Because of this less interest. market change and the tighter 7. Older homes usually offer money, home building in Monroe more value per square foot if the County is off about 25% from a owner can do his own moderniza-

In general, young people go out of the city into newly developed areas because in young people the pioneering spirit is very strong . . . while older people buy in the more established sections. Your job. educational requirements, social position, physicial condition, age, convenience to transportation, etc., should be given much thought before you buy a home. Remember, it is usually the largest investment most people ever make in a lifetime. Act slowly and wisely . . . and as a final note, don't buy over your head. Do not buy a home that you camnot see your way

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COURIERJOURNAL Friday, September 21, 1956

"Design For Living" New Opening Date

Construction difficulties at the Rochester Community War Memorial have had a beneficial effect on the Design for Living Show sponsored by the Genesee Country Antique Dealers and the Rho Pi Phi Pharmaceutical Auxiliary. The home decorating show which was scheduled to open at the War Memorial on September 29th has combined with the Western New York Food Show and will present a glant Food and Family Fair at the Rochester War Memorial, October 13th thru October 20th. All proceeds: from this show go to the National Leukemia Foundation.

Final site construction at the War Memorial ran into the ateel strike shortage. While work at the northwest corner of the building had a contract priority to clear the loading dock area so vital to use for exhibit shows in moving in and out of the Memorial, as chance would have it. the reinforcing steel for the concrete arrived for the northeast corner of the Memorial two weeks ago with no steel yet in sight for the loading dock area.

The Food and Family Fair will present one of the largest exhibit shows yet shown in the new

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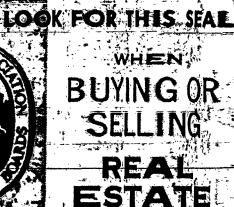
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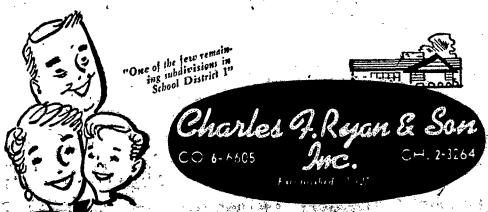
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