

QUALITY SERVICE
GIORDANO
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 BAKER 0840

For Prompt Personal Action
 In Selling Your Home
 LIST IT WITH
MORGAN HOUSEL
 REALTOR
 1189 Monroe Ave. GR. 1223

DICK DIXON ROG. CABIC
Marigold Florist
 Remember the New
 Home Owner with Flowers
 174 Chafford Road CHar. 2-4910

"SELECTO-RAMA"
 Existing Homes
BAKER 9700 Beginning Sunday
 63 STATE ST. Phone BA. 5-9740

THE WILLS
 REALTY CORP.

IRONDEQUOIT
Falstaff Road
 1 1/2 stories—3 BRS, large living
 room, room for 2 Br on 2nd floor.
 Insulated and framed. Storm win-
 dows and screens. Alum. canopy
 and awnings.
\$13,950

GREECE
Canasta Road
 Off Ridge Road W.
 Near Kodak, 4 1/2 rooms, gas heat—
 2 bedrooms—Lilly Room. Good
 sized lot.
\$12,100

14TH WARD
Cimarron Drive
 1 1/2 miles from St. Ann's—4 years
 old—quiet—dead-end street—good
 neighborhood—gas heat—low taxes
 —1 BR to bed, 2 BR to Par. &
 Pub. school.
\$10,900

GATES
Brooks Avenue
 St. Helen's Parish and School—3
 room Ranch—good-sized dining area
 —3 BRS—immaculate garage—
 large lot.
\$17,300

THE WILLS
 REALTY CORP.
 Open Daily 9-9—Sat. 11-5
 Sundays 1-5 P.M.
 63 STATE ST. BA. 9700 BEGINNING SUNDAY
 PHONE BA. 5-9740

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

"SELECTO-RAMA"
TRADING POST SPECIALS!

OUR LADY OF PERPETUAL HELP
 PARISH
9 Carthage St.
 off Jewel
 Fine family home—perfect condi-
 tion. Reasonably priced at
\$9,500

PERRINTON "FOREST HILLS"
9 Lake Crescent Dr.
 Gracious Colonial—Redeveloped in-
 side and out—Open Sunday 2 till
 Dark. Bob Falls on premises.
\$19,800

ST. LOUIS PARISH
Lochnavar Pkwy.
 Pittsford, N. Y. Last house on
 right—large lot—Dead-end street—
 NEW VACANT. Open Sunday 2 to
 Dark. Andy Chenelly on premises.
\$28,000

ST. LOUIS PARISH
4 Rand Pl., Pittsford
 4 Bedrooms—TV room—Fire-
 place—Oil heat—Parochial school
 across the street.
\$13,600

ANDY CHENELLY - REALTOR

TRADING POST
 REAL ESTATE CO. INC.
 241 BAKER
 POWERS BLDG. 5-2230

COURIER-JOURNAL 9-A
 Friday, October 5, 1956

"Seein' Believa"
 DOWN REAL ESTATE ROW
 With Frank J. Giblin

Houses going up? Word comes
 to this desk that we should look
 for an early return to popularity
 for two and three story resi-
 dences incorporating steel-girder
 construction and new easy-con-
 crete techniques. Current land costs
 have a great deal to do with the
 precipitous rise in home levels, it
 is pointed out. A new four bed-
 room model soon to be published
 is called the "Garbo," with a pen-
 naceous bedroom on the intru-
 der.

A few of our leading realtors
 have hunted rather broadly that
 this department must have a di-
 rect channel of information in
 Washington in order to time our
 introduction of "selecto-rama"
 so nicely with the increased buy-
 ing activity in existing homes. It
 does look significant doesn't it
 but it's a product of being
 "on the ball" with good ideas, we
 humbly say.

By the way, readers are again
 urged to mention the Catholic
 Courier Journal "Selecto-Rama"
 when replying to ads in this
 classification over the phone.
 While in a realtor's office last
 Monday a lady called and so stated
 to the representative answering
 the phone. It made quite an
 impression on the realtor who
 immediately took me to lunch. I
 was very happy it wasn't Friday.

Ray Cortese tells me that he
 is getting a lot of activity on the
 new homes in "Spruce Acres" in
 St. Helen's parish. Spruce Acres
 Inc., developers and builders
 clocked around 2000 visitors to
 the tract last week end . . . no
 doubt some delayed action as a
 result of the opening advertise-
 ment that appeared in this news-
 paper several weeks ago. The
 property is located in a popular
 parish, close to downtown, and
 considerable interest from the
 Catholic Market is to be antici-
 pated.

Our good friends at the Culver
 Furniture Company on Culver
 Road are being considerably in-
 convenient at present by street
 conditions while the thoroughfare
 is being widened. During this

FOR SALE
HOUSES

FURLONG ROAD—off 3151 West Main-
 3151 Rd. Another new 3-bedroom Ranch-
 style—insulated and framed. Storm win-
 dows and screens. Alum. canopy
 and awnings. Call 3-1541.
WARD GARLAND, Realtor, GR 2-1541.

HOME WITH INCOME
 4 Apt.—new fire escape—near Blessed
 Sacrament Church. Excellent Center.
 Phone owner for appt. GR 2-3212.

QUINN - Built
Quality Means

EAST ROCHESTER
 108 Working Ter. E. Rcht 697

W. A. FELDMAN Realtor
 1451 LAKE AVE. GL 3561
 Specializing
SACRED HEART ST JOHN'S
ST CHARLES PARISHES
 Phone of All Listings Res. GL 3-2444

Walt Fogarty
REALTY
 TO BUY, TO SELL . . .
 BUILD OR EXCHANGE
 CALL US NOW . . . A SALE
 TO ARRANGE . . .
 291 ARNETT BLVD. GE 8-9162

INEXPENSIVE
FLORIDA VACATION

Route 301
 301
 TAMPA
 Apartments for two,
 cooking facilities—
 Sixty Dollars Month-
 ly—Quiet and en-
 joyable town—Walk
 to church—Write now
 for reservations.

JOHN O'HEARN
 Fifth Ave. Apartments
 Zephyrhills, Florida

ATTENTION
HOME OWNERS
 You are protected 7 ways by
 our new HOME OWNER'S
 POLICY. Many are the perils
 that threaten "Home Sweet
 Home!" But the new home
 owner's policy is designed to
 set your mind at ease . . . and
 at a substantial saving in cost.
 Why not let us compare the
 coverage and cost of this
 policy with your present in-
 surance. Call either office for
 further details.

Schley & McNamara
INSURANCE

ROCHESTER WESTER, N.Y.
 45-2055
 Exchange B Empire 1104
 LD. 2-7774 HU. 2-8082

THE CATHOLIC FAMILY CHOOSES A HOME
 NEAR CHURCH AND PAROCHIAL SCHOOL

**A New Floor In Minutes—And
 You Can Take It With You**

Enamel-surface rugs are ideal floor coverings for the budget-minded. And homemakers everywhere find them handsome and practical for summer cottages, extra rooms, dens and children's rooms. This product provides a sparkling, colorful new floor in just a few minutes' time. You simply unroll it and lay it on the floor. That's all there is to it! And it goes with you when you move! Just roll up the rug, and re-lay it in the new location in the same easy way.

Low, Low Cost
 This floor covering is a tremendous value. For just a few dollars, you get a bright, colorful room-size rug. Since you install it yourself—that's all you pay! And good quality enamel-surface floor coverings have excellent service life. The smooth, glossy surface of baked-on enamel is tough and wear-resistant. You'll be amazed how it wears.

Beauty of Color and Design
 Enamel-surface floor coverings, made in both rugs and yard goods come in a big range of signs. You can choose among decorator-selected colors and designs, geometrics and mosaics. Colors are clear and true, and highly fade-resistant.

period I have not pressed them for advertising but do manage to park a block or so away and visit them in their isolation. This is one of my most happy calls I am frank to say, whether I sell any space or not. There is something about Early American furniture of quality manufacture that gives me a feeling of importance, just because I have the good taste to appreciate it . . . If you know what I mean. Drop in and see the folks, they'd love to greet you. If you buy anything, it won't be because they suggested it, believe me.

Joseph Entress told me the other day that his model home in "HOMER" . . . the split level job with the musical background in every room and the vertical-blind room divider . . . is still running high on the home buyer preference list. We're going to learn more about that particular house soon. Mr. Entress predicts.

"SELECTO-RAMA"
EXISTING HOMES
 DISPLAYED BY PARISHES
JOHN T. NOTHNAGLE, INC.
 "Gallery of Homes"
 BA. 5-8150 REALTORS BA. 5-8150

OUR LADY OF LOURDES
316 Valley Road
 Built 1912—4 BRS—2 BR up—Fire-
 place—2 Car Garage—68 x 170 Ft.
 Lot—Dishwasher and Disposal In-
 cluded.
\$19,900

ST. CECILIA'S PARISH
386 Winfield Rd., Iron.
 4 Rooms—3 Master Bedrooms—2
 Car Garage—Lot 67 x 145—Vacant.
 Imm. Possession—Ex. Condition—
 Owner Will Take Back Mortgage.
\$12,950

ST. MARGARET MARY
285 Simpson Rd., Iron.
 4 BRS—3 Bedrooms—Full Tile Bath
 Up. Powder Room Down—Built
 1951—1 1/2 Car Garage—Beautiful
 Surrounding Park—Complete Keweenaw
 Pine Basement.
\$22,900

HOLY ROSARY PARISH
155 Solye Ter.
 10 Ward—3 BRS, 4 Bedrms. Extra
 Bedroom in Attic. Powder Room in
 Basement—Immediate Possession.
 Excellent for large family.
\$10,900

ST. ANN'S PARISH
89 Westview Terrace
 14th Ward—5 Rooms—2 1/2 Bath.
 One Up—Attached Garage—Kneety
 Pine Recreation Room—Screened
 Porch—Immediate Possession.
\$14,900

LOCATIONS IN EVERY CATHOLIC PARISH

Galleries
 16 E. MAIN ST.
 2917 Dewey Ave.
 24 S. Clinton (Hotel
 Schley)
 656 W. Main St.
 1801 East Ave.
 709 Titus Ave.
 81 South Main
 Canandaigua

ROCHESTER'S LARGEST
REALTY ORGANIZATION

JOHN T. NOTHNAGLE
INC REALTORS
 "The Gallery of Homes"
 BA. 8150
 More People in This Area Buy Thru Us—And
 LIST WITH US

**Local Realtor
 Honored**

Life membership in the Real Estate Board of Rochester, has been granted to Charles F. Howe according to Thomas H. Brenna, board president. The Honor, Brenna says, was conferred, in recognition of constructive services rendered the realty organization and was approved at the regular monthly meeting of the Board members on September 20, in the Rochester Chamber of Commerce. Howe joined the Rochester Real Estate Board in 1912. He served several years as a member of its Board of Directors, and was board president in 1932.

DON'T MAKE A MOVE

Until You Read What
 Our Customers Say . . .
 "Your men did a very excellent
 job in moving the furniture and
 safe."
Then, To Be Sure . . . Call GR-3120
 For Local or Long Distance Moving

George M. Glancy
 Except of letter
 on file

GEORGE M. GLANCY
CARTING CO.
 8 Circle St., Authorized Agents for
 Established 1920

The Nicest People Are Choosing
Dewey Gardens
 FOR THEIR PERMANENT HOMES
 DELWOOD AND LAWSON ROAD
 TOWN OF GREECE
 Near Our Mother of Sorrows Church and School
 PRICE RANGE FROM
\$18,500
Custom Built Homes
 THREE AND FOUR BEDROOMS
 LARGE BEAUTIFUL LOTS SIDEWALKS IN AND PAID FOR
 MAGADAM ROADS TWO SEWERS
LAW-RAN HOMES, INC.
 ALVAH B. LAWSON Beginning Sunday CH 2-4517 or CH 2-2440
 FRANK FISHER, Sales Beginning Sunday CHar. 2-3691
 PETER KANALITTA

3 bedroom ranch
SPRUCE ACRES

FULL PRICE \$16,900
 ST. HELEN'S PARISH - NEW PAROCHIAL SCHOOL
GATES
 3.8 Miles From 4 Corners via West Main Street To . . .
1800 CHILI AVENUE
 Turn Left to Enter "Spruce Acres"

CATHOLIC
COURIER JOURNAL
READERS . . .

THESE FEATURES & CONVENIENCES

- Low Down Payment
- Low Complete Price
- Easy Monthly Payments
- New Parochial School
- Near Catholic Church
- Shopping Center
- Frequent Bus Service
- Bowling, Parks, Playgrounds
- Police and Fire Protection
- Single-Double Garages
- Choice of Colored Bath Fixtures
- "Rader" Garage Doors
- Large Picture Windows
- Full Insulation
- American Standard Fixtures
- Exhaust Fans
- Double-well Sinks
- Double-hung windows

8 OTHER MODELS TO CHOOSE FROM
Be Sure To Inspect

Spruce Acres has everything! Modern, efficient kitchens, family-size baths . . . luxurious bedrooms . . . oversized closets . . . and automatic gas heat. Fully developed city improvements include concrete sidewalks, paved streets, curbs, storm drainage and City water. Convenient bus stop on corner.

Spruce Acres Inc.—Developers—Builders

OPEN FOR INSPECTION
 2 P. M. TO DARK

CORTESE
REALTY

Office Phone Greenfield 3-9120 15 Strathallen Park Rochester, New York Tract Office GE 8-3486