

## Comfort Poured Into Home



Man-and-wife team pour mineral wool insulation into attic floor. Even if you're a home-owner who's all thumbs with tools, here is one way you can get your finger into the do-it-yourself pie: Insulate the attic floor of your home with "pouring wool," which comes in big paper bags. This is one of the rare jobs around the house that doesn't require any tools more difficult to handle than a garden rake and a couple of pieces of board. The procedure is so easy even the wife and children can help. To pour mineral wool out of bags into the space between the floor joists, rake it out to an even depth and smooth it with a piece of board. The wool should be leveled out to an even six inches in depth. If you deviate from this thickness, it's better to use more wool rather than less, for with insulation thickness is what counts. Batts or blankets of mineral wool also can be installed in attics with a minimum of tools. For attic areas you'll need a knife to cut the batt or blanket for odd-shaped spaces. The batts and blankets are installed in the walls and attic ceilings with a staple gun.

## GROSTOWN BUSES BOOM BUILDING ON LATTA ROAD TRACT

Caldwell and Cook's "Lakeview" tract on Latta Road in Our Mother of Sorrows parish in Greece is experiencing renewed building activity and a marked increase in home buyers' acceptance since the introduction of new Crosstown bus service day and night on Latta Road, according to sales director Dick Holden. Interest is reported at a few high spots in section 10 bordering the Crosstown thoroughfare where homes are being sold for Spring delivery. Custom-built houses on "Little Creek Circle" are being ordered, for the most part, by young executives in many of Rochester's industries. Holden intimated, men of sizable families whose home purchases represent their second or third home-buying experience.

The new bus service, offering Crosstown transfer conveniences downtown via Dewey, Lake Avenue, St. Paul Blvd. or Clinton Avenue has been a boon to residents and home seekers in this section of Greece", Holden stated. Mr. Herbert Scheuer, vice president of the Rochester Transit Corporation stated yesterday that he hoped that the residents of the area served would take full value of the service offered that provides transportation to the city's major industries on a frequent schedule. During the daytime hours the buses along Latta Road run every half hour and through rush hours as frequently as every 10 minutes. The last bus leaving Greece on this route is at 1:35 a.m. for downtown Rochester, Mr. Scheuer stated.

## "Seein's Belieo'n" DOWN REAL ESTATE ROW



Thousands of readers of the Courier Journal have become impressed with the prestige value of this newspaper's regular advertisements. What is it about an advertisement seen on these pages that gives it that almost indefinable impact that is felt in no other local medium? I know that it is there, but I find it difficult to describe. Somehow the reader seems to gain a feeling of strong confidence in our advertisers. . . . and justly so.

In the first place, a Courier Journal's advertiser is one who has not taken the line of least resistance in scheduling his particular message to the consumer. He is a man or woman who has studied the advertising situation of this trade area very carefully. After making a painstaking survey of the market potential such a person has reached a conclusion that the Catholic Market fully justifies a DIRECT APPROACH, even if it represents a supplementary ad schedule above and beyond what is generally termed as "mass coverage". After making this decision . . . here is where the advertiser departs from the line of least resistance . . . for he must TAKE THE TIME to arrange for suitable representation in this newspaper. It is an added task that he must take on in the interest of his own business . . . maybe it is just the effort of reaching for a phone and calling a member of The Courier Journal staff of ad men, or writing a letter of inquiry or a request for special service. Perhaps it may be in conveying simple instructions to his advertising agency to include this paper on the regular schedule.

Several of my own personal advertising accounts that I am pleased to service throughout the year give me a source of continual gratification with the newspaper that I represent. Not only for this real estate page alone, but for other categories as well, advertising contacts are friendly contacts with those who value this paper. For example, I highly prize the friendship of "Rocky" DIMARCO, the former gridiron star at Aquinas who serves a great number of C&J readers at his Rock's Mens Shop . . . there is good old Jack Potter, ad director at Whiting Buick who always takes time out to talk with me about the stock market or the five fabulous farmer brothers who live near him (they're story material) . . . there's Marshall Hallman at Fincher Motors who has a liking for Fort Lauderdale. Phil Ferranti at Simmons Motors, the ole "rough and tumble boy" himself, and Arnie and Charlie Frear the Stone Road Boys in Greece are

# FOR SALE

## THE CATHOLIC FAMILY CHOOSES A HOME

87 PAROCHIAL SCHOOLS      142 CATHOLIC PARISHES

### CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

## REAL ESTATE BOARD INSTALLATION DINNER HIGHLIGHTS



(1) Mrs. John D. Tighe, second from left; widow of the late Board executive, received her husband's "Real Estate of the Year" award posthumously. Other ladies at table, from left, Mrs. D. Bayer, niece of Mrs. Tighe; Mrs. Tighe; Mr. Thomas H. Brown and Mrs. Morgan House.

(2) Installation officer, Realty, Carl Wilkey, immediately past president of the New York State Association of Real Estate Boards with Mayor Peter Barry of Rochester in foreground, Reverend Francis J. Taylor of the Sacred Heart Cathedral who gave the invocation, and Realty Thomas H. Brown who was installed as Board president for a second term. Standing, Charles Rowley of Lockport, N.Y., regional vice-president of the Nat'l. Assoc. of R. E. Boards.

(4) At speakers table, 2 to r, Mrs. Mildred Duval, realtor, Mrs. Richard Grever, Richard Grever, president N. Y. State Assoc. of R. E. Boards, Arthur M. R. Hughes, president Genesee Valley Union Trust and Chairman of Board's Civic Award Committee, Robert L. Greer, Real Estate Broker, and Chairman of Board's Civic Award Committee, John F. Fisher, Assoc. Mfrs. N. Y. State Assoc. of R. E. Boards, Arnold H. Cooper, director American R. E. Finance Corp. who presented "Real Estate of the Year" award posthumously to John D. Tighe, and William L. Smith, Chairman of the Board's Public Relations and Real Estate Promotion Committee who presented U.S. bond prize to Mrs. Tighe. (5) Richard Gorvickas, 17, (Aquinas Inst.) winner of first essay prize in "What the City Needs Most To Be" (Courier Journal photo by Tom Garry).

### FOR SALE HOUSES

**WEST HENRIETTA** - Good Shepherd Parish. New, large 2 1/2 story, 3 bedrooms, family kitchen, attached garage, tile bath, Hemlock water, gas heat, full basement, linoleum, best materials, V.A. inspected. \$38,900. Good schools. Edw. FARLAND, Builder, L.R. 2-1561.

**Highland & Our Lady of Lourdes School** - 6 Stony Brook Ave. from Southern Blvd. with westwood and blue living room, dining room, Birch Panneled Den, powder room with shower, stepping stone kitchen with dishwasher, laundry, breakfast dining area, 3 rooms, 2 baths on 2nd floor, central heat, storm and screened porch, completely redecorated. Beautiful scene lot. Immediate possession. Asking \$41,500. For appointment call Helen Gustafson HI 5-1324 or MORGAN HOUSEL, Realtor, GR. 2-1227.

### BUY OF THE WEEK!

LAKE CRISSENT, Perinton, Forest Hills. English cottage, stone front, shaded by tall trees, 4 bedrooms, 2 1/2 baths, Baratin value at \$21,500. Will show anytime at your convenience.

### NDY CHENEY - REALTOR

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

### FURNITURE REPAIR and REFINISHING

**D & S CUSTOM WOODCRAFTING**  
300 OAK ST.      35 Years Experience  
GR. 3-2041 W      Work Guaranteed

### QUALITY-SERVICE

**GIORDANO**  
LUMBER DOORS  
300 CHIFFONADE  
BA 5-0349

### CELLAR WALLS WATERPROOFED

We GUARANTEE a dry cellar. Free Estimates. General Mason Work and Repairs. DRAIN TILES INSTALLED.  
**A. J. ARIENQ**      GR. 8-1588

### Don't Take Chances With FIRE!

Have Your Chimney Inspected Now While It is Working.  
We'll inspect your chimney FREE of Charge. From Roof to Base. Be sure your chimney is not defective in any way. If your fuel costs are too high it could be a defective chimney. Call Her.  
**National Home-Rite Co. Inc.**  
GE. 8-4452 or DR. 3-4169  
764 W. Main St.  
One of Rochester's Largest and Oldest Chimney Contrs.

### 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 8-1977  
Parking in rear—Open evs. Mon thru Sat. Wed. until noon

### Protect your home with ALTEX aluminum

double insulated SHINGLES  
only ALTEX gives you all 4 features

No other siding material offers all the big advantages that are ALTEX. It is a truly solid, permanent type — combining aluminum, high quality double insulation board and a lasting baked enamel. Each panel is smartly styled to form a clapboard design. Gives life time wear, saves on paint and fuel bills. Available in 5 beautiful colors. Select ALTEX for complete satisfaction. Call your dealer today!

**WM. C. McCOMBS CO.**  
Select Sidelwalks and Roofs  
579 Brooks Ave.      GE. 8-1554

### DON'T MAKE A MOVE

Until You Read What Our Customers Say . . .  
"Just wanted to commend you and your men for the excellent service rendered."  
Then, To Be Sure . . . Call GR. 3-3120 For Local or Long Distance Moving  
George M. Clancy  
**GEORGE M. CLANCY CARTING CO.**  
Circle 37, Authorized Agents for Established 1920

## PICK THE HOUSE and LOT OF YOUR CHOICE... NOW



**THE WOODCROFT**      \$17,600  
WITH GARAGE and BREAKFAST ROOM  
Here's the last word in traditional Cape Cod charm. This versatile Woodcroft (shown with 8' x 14' breezeway and 14' x 21' garage) graces a 70' x 140' lot with all improvements in and paid for. The Woodcroft's spacious downstairs facilities suffice to comfortably accommodate the average family. Later, when more room is needed, the upstairs can be completed to include an additional 2 bedrooms and a second bath. A perennial favorite, this model will capture your fancy the moment you see it!

- ALL IMPROVEMENTS IN AND PAID FOR!
- SCHOOLS, CHURCHES, STORES AND BUSES CLOSE

Better than 500 families now enjoy the many advantages of living in our big lakeview tract. Why not ask them?  
**OPEN DAILY from 1-9 P.M.**

## CALDWELL & COOK

279 Hudson Ave. BA 5-9124