

CELLAR WALLS WATERPROOFED
 We GUARANTEE a dry cellar
 Free Estimates
 General Mason Work and Repairs
DRAIN TILE INSTALLED
 A. J. ARIENO Gen. 8-1588

This Week
 With Our Advertisers
 By HANK J. GIBLIN
 With A Few Poltrone Portraits By The Penman



LEWIS NEARY
 It's a gamble you needn't take when there's an expert who can pack your household goods, move them to your new home or store them in the finest fire-proof warehouse in your community — often at less cost than it would take to replace damaged goods. Free estimate on request.

BLANCHARD
 Moving & Storage
 Rochester's Leading Movers
 LOcut 2-5980 320 Broad St.
 REPRESENTING **ALLIED VAN LINES**

Some business men do not advertise with us every week. I give you for example our friend Mr. Cross who installs new mufflers. As a matter of fact, Mr. Cross does the talking while his six or seven assistants do the work. Be that as it may, our good friend looked at me with a lot of Old World wisdom peering through his spectacles Tuesday night when I made my regular call. "What do you do for a living?" he began before I could say a word. "Oh I know you're with the Catholic Press and sell advertising," he went on before I could phrase a reply, "but tell me, what do you do for a living?" I thought for a moment trying

Hicks HOME HEATING CO
 AIR CONDITIONING
 Room — Home — Commercial
Browning 1-9079
 If No Answer Call BR 14650
 99 Norman Rd., Roch., 20, N.Y.

I want to go where you go!
 You phone GR 3-3120 I'LL TAKE IT FROM THERE!
 For Local or Long Distance Moving
GEORGE M. GLANCY CARTING CO.
 8 Circle St., Authorized Agents for
North American VAN LINES Inc.
 Established 1920

• REMODELING
 • REPAIRING
 • GOMB. DOORS
 Come in and visit our Home
 • FENCE PICKETS
 Planners Library.
 WHEN IT COMES TO LUMBER
 CALL OUR NUMBER
 GLEN. 3-0668 1503 LYLE AVE.
VAN DE VISSÉ & KILDEA LUMBER CO.

OPERATION HOME IMPROVEMENT
 150 LEXINGTON BLVD.
 • EXTERIOR
 • INTERIOR
 • ENAMELS • FLATS
ARNOLD'S PAINT & WALLPAPER
 279 Hudson Ave. BA 5-9124

A NEW Method in PORCH BUILDING
\$680 ONLY
 Introductory Offer For One Week
10x16 Foot Porch Includes All This
 BEAM CEILING • ROOFING TO MATCH YOUR GUTTERS & FLASHING • 4" CEMENT SLAB
 All Carpenter Work and Materials.
 plus COMPLETE ENCLOSURE
IN LIFETIME ALUMINUM
 Also Available
 • JALOUSIES • BREEZEWAYS
 • COMBINATION WINDOWS
 Aluminum Retractable Awnings
NO DOWN PAYMENT!
 1st Payment February 1958
 CALL **A. R. ESSIG** JALOUSIE CO.
 ANYTIME, HI 5-2070

insists that the service, the cordiality, that will make your dining a real pleasure, are kept at the very highest standards. "Enjoy yourself!"



No Prestige Here!
PRESTIGE is a distinctive word usually associated with forms of merchandise or a specific service that imparts its character to those who make use of it. Most of us have learned of printing prestige as identified with the use of special families of type matched with clear reproductions, others speak of the prestige in owning a fine car and, more particularly perhaps, we associate prestige with the ownership of a beautiful home in a section which reflects the stability and importance of the resident. Thus we reach the building and construction trade and those who have earned a reputation for prestige building both in the commercial and residential classifications.

Such a concern on the local level is the **ROCK HILL CONSTRUCTION CORP.** of 65 Monroe Avenue, of which **William Dworkin** is president. Since the war, Mr. Dworkin, through the operation of his construction organization, has earned an enviable reputation primarily in commercial construction. In building many projects such as office buildings, stores, shopping centers, warehouses and freight terminals. His newest will be the modern **METROPOLITAN LIFE INSURANCE CO.** structure under construction by Rock Hill on the North side of Main Street almost opposite the Eastman Theatre.

In addition to its commercial activities, the Rock Hill Construction Corp. has, at various times, built new homes in the \$35,000 to \$10,000 bracket in a few choice locations in the city, notably Brighton, because Dworkin, basically a designer, wanted to keep his hand in residential construction.

WITH OUR HOME BUILDERS
 "The Man Behind The New Houses You're Buying"
 Meet **Theodore Francis Spall**, who builds and sells in St. Louis Parish (Pittsford), predominantly in Sherwood Community on Fairport Road (\$21,900-\$35,000). As a broker as well as a builder, he markets homes of his own construction and those of the **Pittsford Sherwood Corp.** "Business is booming" declares

THOUSAND ISLANDS
 Located between Clayton & Cape Vincent on the St. Lawrence River. In every detail, construction of 2 bedrooms, living room, kitchen with shower and bath, hot & cold water. Shallow sand beach with lounge chairs, sunbathing and ideal fishing spot within 10-mile radius. Excellent location, approximately 30 mile operation, but can be increased. Sufficient capacity for additional cottages. Investigate, photos and additional information at our office. Also see 4-room Ranch, ME. Investment. Call A. R. PETERANTO, REALTOR, GL 1-3677 or HO 1-8368.

VICTOR BROWNSVILLE RD.
 Turn left on Pleasant St. Turn left on Brownsville Rd. to Trading Post sign.
PRICE ONLY \$11,500.
 Remodeled bedroom farmhouse. Over 550 sq. ft. finished by 2 1/2" depth. Will sell with LOW DOWN PAYMENT. See it or call for inspection appointment.
ANDY CHENEY, Realtor
TRADING POST
 241 BAKER
 WEDNESDAY 22 30

ed Ted Spall. In answer to my inquiry, "look how much weight I'm putting on... no worries to speak of, eating regular."
 "Vacation yet?"
 "No time for a vacation... we have ten houses sold in advance and more inquiries coming in every day. Mrs. Spall and the children spend considerable time with friends out at the lake while I keep at it here." (The Spall family live in Sherwood Community themselves, where Mr. Spall combines home and office in one of his own homes).

Most everyone in Rochester is familiar with the builder-developer firm of **Caldwell & Cook**, developers of "Lakeview" in Our Mother of Sorrows parish in Greece. It seems only a few months ago, but actually it has been four years since the young ex-GI combine opened the tract and placed their first advertisements in the Courier Journal with me. Since that time they have sold over 400 homes in the tract with about 80 more to go. "What would you say about today's new home buyers?" I asked Jack Caldwell (below). "I'd say that they were quality



conscious to begin with, rather than price conscious... that they want homes to suit specific needs. Most of today's buyers are second, third and fourth time buyers, that's why we are having better than average success with our Trade-In Program."
 "Have you an opinion as to what factor, above all others, clinches home sales?"
 "Well, to begin with, there is absolutely NO SUBSTITUTE for location... I mean, to be near schools, churches and a popular shopping center. The next clincher is your PAID IMPROVEMENTS, sewers, paved streets... adequate drainage and so on. No matter how good your house is, if you don't have those you don't have responsible buyers."
 "What is one of the interesting new features of your Lakeview homes?"
 Jack Caldwell considered my question for a while and then replied: "It's a little early to break any of them now, but there will be a two-car garage that can be converted into a porch for summertime."

Last, but not least, in this week's mention of **The Men Behind The Houses You're Buying**, is a man who, in my humble opinion, is the most colorful per-

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sonality in the home-building field in and around Rochester. **Joseph Entress**, developer of "Hornar", Our Mother of Sorrows parish, Greece, and "Villmar", St. Mary of the Assumption parish, Scottsville. (\$12,800-\$24,000).
 I believe that according to the national average, the nation's top executives are eight six times out of ten. Mr. Entress probably tops this average by two making it eight times out of ten, but he would fight to the last ditch to prove that he hits the jackpot ten out of ten. He is as familiar today with a hammer and saw and all the other tools of his trade as he was twenty or thirty years ago. He relaxes with a hammer and saw as most men do with a golf club or a shooting iron. Rough hewn, solid, he's the type of man who holds carpenter's tools almost in reverence.
 Mr. Entress can give you an abrupt and positive opinion at the drop of a hat.
 I had read an article about the lower cost of homes in the city of Detroit recently and it caused

FOR SALE HOUSES

GATES: off Howard Rd. 6 rooms custom built ranch. (3 bedrooms) located on a large lot, wall to wall rug in living room and dining room, fraps, bookcases, open fireplace, the bath and kitchen, full basement. This home is tastefully decorated. School bus at door, few minutes ride and beautifully landscaped. A perfectly maintained home. Make an appointment today, call Y. FANTAU, GL 1-8669-R or MORGAN C. HOVSEY, GL 3-1327.

INDENQUOIT - Calver-Titus - 24 Garfield Rd. By avenue 112-116 - this roomy home in neat, pleasant surroundings. Lot 10 x 13. School bus at door for public and parental attention. Oil heat. Insulated. Over transferred. Call HO 3-4916.

REAL ESTATE
 Home Building — Repair — Furnishings

ROCKHILL CONSTRUCTION CORP.
 ANNOUNCES A NEW SERVICE
 INTRODUCING THE
HOME IMPROVEMENT DEPARTMENT
 This New Division of Rockhill Construction Corp. is NOW AVAILABLE, bringing first-line building "know-how" to individual home modernization.
 A COMPLETE SERVICE
 PLANNING BUILDING FINANCING
 Convenient Terms Arranged
 All Work at LOW Bank Rates
 FEATURING
 ROOFING and SIDING
 INSTALLATION OF AIR CONDITIONERS
 GENERAL MODERNIZATION WORK
 Kitchen, Appliances, Porch, etc.
FREE BUILDING CONSULTATION
 A Phone Call Will Bring A Qualified Estimator To Your Home To Advise on Your Building Problems
ROCKHILL CONSTRUCTION CORP.
 65 MONROE AVE. RA 4-5390

Sherwood COMMUNITY
Germantown Ranch
 Spacious 6-room Germantown Ranch... over 1475 square feet... 3 large bedrooms, with oversize closets... 2 complete baths; one off the master bedroom. Center vestibule and hall... spacious living and dining room with corner fireplace. Custom kitchen with built-in range and oven. 2-car garage that can serve as a summer house. Full basement. Special lot, improvements and low taxes. The price, complete, only \$25,500. Basis Germantown Ranch, 100000 sq. ft. porch, 423,900. Other houses from \$21,900. 25 year mortgages available.
 Builders: Pittsford Sherwood Corp.
Spall REAL ESTATE
 Open Daily
 'Til Dark
 ST. LOUIS PARISH
 PITTSFORD, N. Y.
 23 Sherwood Rd., Pittsford, N. Y., Phone 1-4844-R

"I shopped around for a house too!"
 FOR THE CHILDREN'S SAKE, IN SUMMER, WE WANTED TO LIVE NEAR THE LAKE
SPLIT LEVELS • RANCHES • EXPANSIONS
 FEATURES: Ventilating Fans • Built-in Vanities • Overhead Garage
 Doors • Storm Glass and Screens • Garbage Disposers • Silent Switches • Adequate Wiring • Large Closets • Built-in Ovens • Automatic Gas Heat • Anderson Windows • Youngstown Cabinets • Fiberglass Insulation • Graded, Seeded Lots • Hall Nite Lites
 Gutter and sidewalks... Hydrants and Water Mains Pavements and Sewers...
PAID
\$16,900 and up
2 MODEL HOMES OPEN DAILY 2 to 9
 Studio Split Level Completely Furnished
5 MINUTE DRIVE TO LAKE ONTARIO
 Yet convenient to employment, downtown, shopping, schools, church. Drive out today.
FHA FINANCING up to 30 YEARS No Discount Penalties!
Hornar IN GREECE