


THIS Week With Our Advertisers

can't from page 15

some speculation in my mind. After I had successfully hurdled the barriers of picture-taking I asked "Joe" Entress if he had read the article. He had not.

"Well, do you have an opinion as to why new homes in Detroit are selling for less than they



Special! 1957 CHEVS

1895 ONLY \$99 DOWN

56 CHEVS. \$1495

55 CHEVS. BIG CHOICE \$1195

54 CHEVS. \$895

53 CHEVS. BIG CHOICE \$495

HALLMAN'S 3 USED CAR LOTS

470 COURT ST.
2950 UNION ST.
218 EAST AVE.

SAVE AT HALLMAN'S!



Backyard Devotions

DEVOTIONS to the Blessed Mother begun by the late Mrs. Frances LaDuca more than 30 years ago are continued by relatives and friends at an outdoor shrine at the home of her son-in-law, Angelo Incavo, 320 Clairmont St. About 20 women gather each evening from late July until the Feast of the Assumption, August 15 for an hour of prayer and devotions.

Mt. Saviour Monks List Bazaar To Mark Jubilee

Friends of Mount Saviour Monastery, Madigan Road, Big Flats, and the monks themselves are preparing for the annual bazaar, to take place at the monastery Sunday, Aug. 18.

are in Rochester?" I asked. He looked at me a full second, that seemed longer.

"I've got more than an opinion why homes cost less in Detroit than they do in Rochester, I KNOW why they cost less. Don't you know what happened to the automobile industry in Detroit over the last year and a half? Haven't you read about the shut-downs, the curtailment of production, the lay-offs in that industry?"

"What did the automobile workers do when they were laid off?" Mr. Entress went on, "they

laid off to amount to anything... everybody works 52 weeks in the year if he can stand it."

I broke in, being perfectly content with his off the cuff explanation of the Detroit situation.

"What can you say about the present home-buying trend here in Rochester, Joe?" I ventured to ask, "some of the smaller builders have gone out of the picture, others are crying in their beer so to speak, bemoaning the turn-downs on mortgage applications."

Joe Entress pinned me with a glance as he pounded out his points on the arm of his chair.

"Here's the answer to that one. Of course there are less fast buyers right now than there were a year ago, but there are probably more logical or qualified home buyers than there ever has been in Rochester because the city is growing day by day. Right now, because the 'buy-like-rent', no-money-down so-called home buyer is out of the picture here, it is costing the responsible builders 50% more to make 50% less money than they were a year or two ago."

"As we build more houses in 'Homar' and 'Vilmar' for example, we constantly improve wherever possible, to attract the fewer buyers... spend more money in advertising, wages, building material, plumbing, heating and electrical supplies... to make less money than we did before."

"How does business look for the early Fall and Winter?" I asked as a concluding question.

"Good... very good indeed... we're selling homes in both tracts in many cases before they are completed."

"Then, even if you're spending 50% more to make 50% less, you can afford to smile."

Joseph Entress did... and I have a picture to prove it.

Philadelphia Opens New Retreat Center

Philadelphia (NC) — A new weekend retreat center will be opened in September representing the third major expansion of retreat facilities in the Philadelphia archdiocese in recent months.

The Blessed Raphaela Mary Retreat House, to be conducted for women and girls by the Handmaids of the Sacred Heart of Jesus, will be located in suburban Haverford.

It will provide 50 private rooms for retreatants.

ARTIFICIAL LIMBS
Also Braces, Sacroiliac Belts, Elastic Stockings, Trusses

WOODRUFF
BRACE and LIMB CO.
173 CLIFTON ST.
(Near St. Mary's Hospital)
Open Daily 8:30-5:30. 'Til Noon EVES. by Appt., Call GE 8-8232

Mattle Funeral Service, Inc.
300 CUMBERLAND ST.
John W. Mattle, Pres. HA 6-2468 John A. Mattle, Treas. Licensed Mgr.

IN TWICE THE COMFORT

with famous GAS-FIRED

ROBERTS-GORDON FURNACES and AIR-CONDITIONING UNITS

Automatic! Efficient! Economical!

1. Your Roberts-Gordon FURNACE
with its famous "Spreader-Flame" burner gives your family the benefits of clean, carefree, fully automatic heat — years of trouble-free comfort — and so economical too!

2. You Can ADD the Roberts-Gordon AIR-CONDITIONING UNIT Anytime!
It costs less than you think to enjoy healthful, cool comfort all summer long. Quickly, easily installed to your warm air system. No water needed. Maximum cooling. Lower cost.

Phone for FREE ESTIMATES - No Obligation!

ROCHESTER AUTOMATIC HEATING CORP.
1459 LAKE AVE. Near Kodak
OPEN 'TIL NOON SATS. AND EVES. BY APPOINTMENT

Authorized financing for Kodak groups through Eastman Savings & Loan Association

How to Judge a Nursing Home

- How does the neighborhood look? Is there a place to sit outdoors?
- Is the home covered by Hospital Trained Staff around the clock?
- How many men and women are on the staff? What training have they had? Is there one employee for every five patients?
- Does each bedroom contain a bedside table, lamp, easy chair, drawer space, closet, buzzer beside the bed? Are residents permitted personal possessions?
- Are the bath facilities adequate? Are there non-slip materials on bathroom floors and stairways, handrails beside tubs and showers?
- Is there an automatic fire alarm, extinguishers?
- Are patients neatly dressed? What kind of expression do you see on their faces? Do they participate in any activities? How do they spend an average day? Are the ambulatory patients separated from the bed-ridden?
- How do the menus compare with what your parent has been eating? What's the kitchen like? Is tray service available for bed patients?
- Can patients have personal physicians?
- What are the rules of admission, visiting, delivery and dispatch of mail? What is the basic cost?

To obtain the answers to these questions, call or visit

Green Acres
NORTH MAIN STREET
ELISA DUTTON, R.N. SUPV.
ALBION, N. Y. 1361

Oak Hill Manor
312 HUNSON STREET
ANNE BAKER, R.N. SUPV.
ITHACA, N. Y. 48-478

River View Rest Home
351 FRONT STREET
MADELINE SPARKS, R.N. SUPV.
ONEGO, N. Y. 1106-J

Pine Crest Manor
20 ONE STREET
HELEN E. SUPV.
N. Y. 8-2444

Lake Manor
25 LAKE AVENUE
HILDA HARDY, R.N. SUPV.
ROCHESTER 81-3-3168

JOHN C. BRUYERLIN — Hamilton 6-4331
Rochester, New York

GREAT Summer Sale

ON PAINT!

How Much Have You Invested in Your Home? Protect and Increase This Great Investment!

Beautifully YOUR HOME with Fresh PAINT

\$5.85 Value For Only \$3.95 GAL.

WHITE & COLORS

HERKRU PAINT STORE Open 8 to 6 Daily
128 MAIN ST. WEST BAKOR 5-8814

Free Parking Next Door

Star SUPER MARKETS

Serve Your Favorite **CHICKEN PARTS**

Legs LB. 69¢
Breasts LB. 79¢
Wings LB. 39¢
Backs LB. 10¢
Necks LB. 10¢

ARMOUR STAR CANADIAN STYLE BACON

End Cut By The Piece **89¢ LB.**

FRESH DRESSED FRYING CHICKENS
2 TO 3 LB. AVERAGE

43¢ LB.

CUT-UP FRYERS LB. 45¢

SCHRADER'S LUNCH MEATS
MIX-M OR MATCH-M
Pickle & pimento loaf, olive loaf, bologna, baked loaf or macaroni & cheese loaf... your choice

2 PKGS. 49¢

FRIDAY

Hal For

Due gram no dents of Our Lady ing with day Sept. Rev. Mgr pastor.

Grades sessions 8:30 a.m. grades 1 session 1 p.m. This time ur when it ing prog will be

Studen tation n by callin Comple schedule Cecilia.

LOURD!
The R tor of Church school Sept. 4 of 196 s

The s Sisters Mary J other S Annunc and S Stephen garden.

The s one thr ation of the sta cording

Nov At S

The Our Bl thony Church ring. A cont nu Tuesda

Servi prayen of Sac the re tions m for rer