



"HOMAR" Studio Split-Level, furnished. Joseph Entress, builder, Greece.



"SHERWOOD" CONSTRUCTION — Theodore Francis Spall, Builder, St. Louis Parish, Pittsford



ST. JOHN'S DRIVE, Greece, DiNardo & Son, builders, St. John's Parish



Golf Course, Swimming Pool and Attached Pre-Fab. St. John's Fisher College area

HOME NATIONAL WEEK

SEPTEMBER 21st TO 29th

The End of National Home Week Marks the Beginning of Buying

HUNDREDS OF FAMILIES EXPECTED TO MAKE FINAL HOME SELECTION NOW!

By FRANK GIBLIN

Twice during the past week the daily papers have been crowded with invitations from builders and real estate brokers for Rochesterians to "come out and see" the very newest in homes, here, there and everywhere.

Despite inclement weather last Sunday, the people of Rochester responded handsomely to the enthusiastic messages of welcome. They came, they saw . . . and they went home to ponder: which shall it be . . . ranch, colonial, split-level, contemporary, aluminum, pre-fab, pre-paid, or, as little-as-possible-down and the balance almost as nice as washing dishes?

They have decided. All this coming week, and whilst the tumult and shouting of National Home Week subsides in the humdrum of "living as usual" the real HOME BUYERS will move quietly about signing on the dotted lines with their Catholic Courier Journals tucked proudly under their arms.

Sixty-seven families in every hundred home buyers will purchase new homes or existing homes in the bracket from \$12,800 to \$19,500. Twenty-five families out of every hundred will buy homes between \$20,000 and \$27,000, and the remaining eight families will keep up with the Jones to the tune of from \$30,000 to the limit for mansions without basements and houses without hearts.

There is something wonderful about buying a home, particularly a "first" home, that has no parallel in human emotions outside of a heartfelt prayer . . . and actually, buying a home IS a prayer in a sense, because the husband and wife really pray that their lives and the lives of their children will be richly endowed beneath this common roof.

There are few joys in this life as GREAT as owning your own home. And nowhere else in the world are as many people permitted this joy than in the United States of America.

We, of the Catholic Courier Journal, salute our builder, real estate, and building supplier advertisers this week and every week and commend them to our readers. One cannot help but admire those whom you will see frequently on these pages . . . these are the ones who, after betting heavily on a race and appearing to lose, have the patience to wait for the official announcement of the result. More than likely they hold the winning ticket!

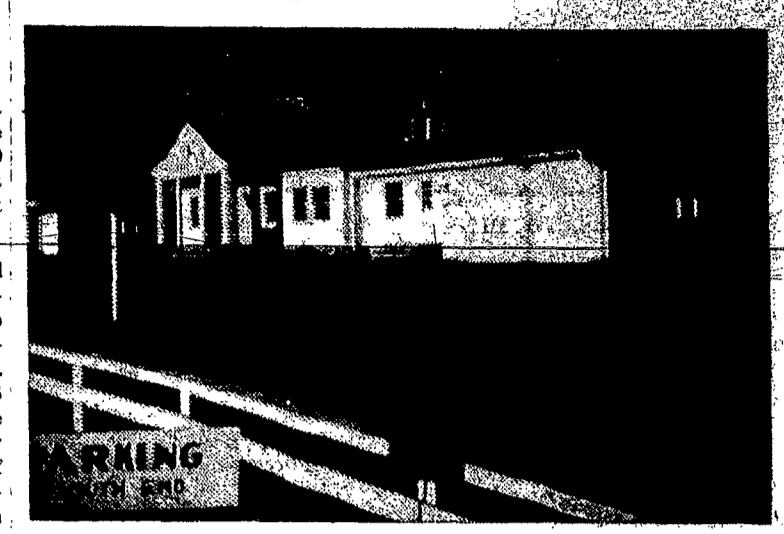
The combination of the CATHOLIC FAMILY and the HOME MARKET is the best DAILY DOUBLE in the building race.

Let our advertisers know that you're wearing their colors across the finish line of NATIONAL HOME WEEK!

Light-Color Roofing 'Bounces' Heat Away

More and more architects and remodeling specialists across the country are specifying white or light color asphalt shingles for homes because of their heat-reflecting value.

Asphalt shingles in white, silver gray, or one of the light pastel shades, literally "bounce" much of the sun's heat away.



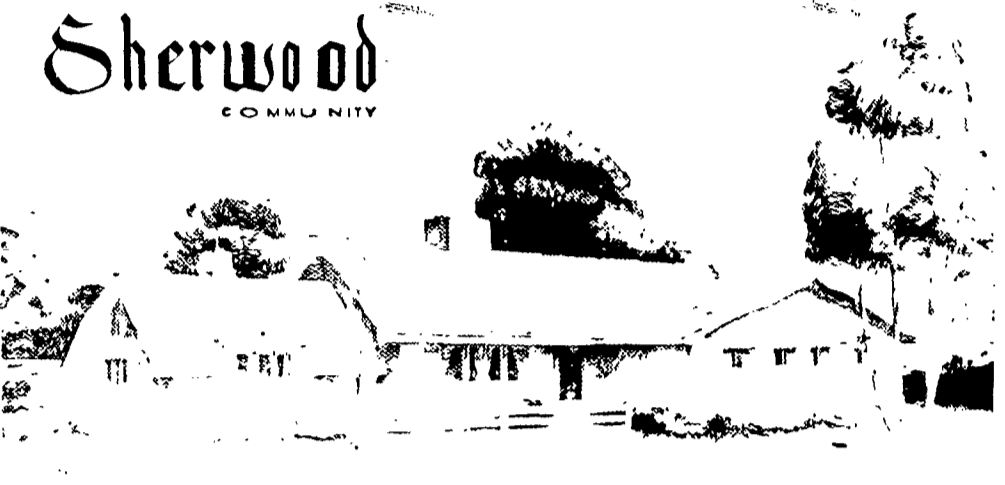
Model Home "South Ridge Estates, Long Pond Rd., Greece. Pepperidge Homes, Bldrs.



Model Home "South Ridge Estates" Long Pond Rd., Greece (St. John's) Pepperidge Homes



"South Ridge Estates" new construction. Pepperidge Homes, bldrs., St. John's Parish.



Sherwood COMMUNITY

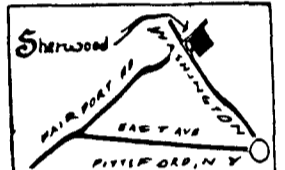
Germantown Ranch

Spacious 6 room Germantown Ranch . . . over 1475 square feet . . . 3 large bedrooms, with exercise closets . . . 2 complete baths, one off the master bedroom. Corner vestibule and hall . . . spacious living and dining room with corner fireplace. Custom kitchen with built-in range and ovens. 2 car garage that can serve as a summer house. Full basement. Spacious lot, improvements paid and low taxes. The price, complete, only \$25,500. Basic Germantown Ranch with car port, \$23,500. Other houses from \$21,900. 25-year mortgages available.

Builder: Pittsford Sherwood Corp.



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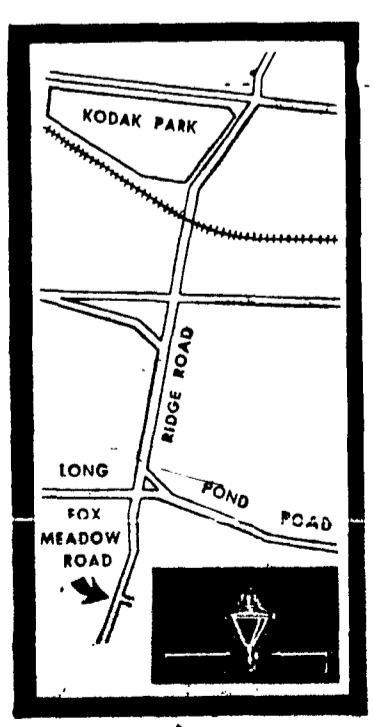


ABOVE: EXTERIOR VIEW OF THE WILLIAMSBURG

Another Exclusive Colonial by Pepperidge . . . ready for your immediate occupancy. \$27,900

Located in picturesque South Ridge Estates, this home brings you all the charm and quaint traditions of early Williamsburg. You are inside the Family Room. Here . . . before the authentic, arched Williamsburg fireplace with its real oven and grill . . . your family will read, look at TV, enjoy meals, too . . . for the Family Room blends right into the colonial kitchen, conveniently.

Other outstanding features: a large living room for quiet hours, 3 bedrooms, over sized garage, laundry room, full basement. The exterior is equally impressive with its gentle Williamsburg lines and custom appointments. Drive out and visit this and other Estate Homes by Pepperidge . . . just 10 minutes from Veterans Bridge! We will also build to your own plans - 33 exclusive lots available. Including sites by a year-round creek. Commence in January. Pepperidge Homes, 2820 Ridge Road West, Glenwood 3-6433.



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These Pepperidge Homes being shown by John T. Macomber, Area Realtor, — on the premises or at your nearest Neighborhood Gallery of Homes. Builders by Anne Krehmel