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We GUARANTEE a dry cellar
Free Estimates
General Mason Work and Repairs
DRAIN TILE INSTALLED
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This Week
With Our Advertisers
By FRANK J. GIBLIN

Brighton FOR SALE
West side of Grosvenor Rd. —
at 415 Kimberly Drive 5-year-old
Colonial. Playroom porch
powder room — bus for St.
Thomas More and Brighton
schools at door. Excellent
value in the low 20's. Pleasant
homey interior.

Could you guess which line most often? Drop us a line. There could be a reward for the correct selection, depending on the interest aroused. (Address requires care of the writer, 35 Scio St., Rochester 4, N. Y.)

Some of the one inch institutional copy for business firms has been missed an impression date every week, over the longest period of time?

I was never certain that money actually talked . . . until it said "Goodbye" to me last week when I paid my grocery bill.

Following a series of teenage break-ins at my home (4 in one month) I am reminded of the comment of a friend of mine with four grown sons, each successful in his own pursuit of happiness: "A switch in time saved mine."

The real estate and home building markets have shown some remarkable changes in recent weeks. In the residential construction field particularly, I am brought close to a changing picture through advertising contacts. More and more, the unit-unit, carpenter-builder is selling out his land interests to the Big Boys who have the experience and know-how to weather the normal cycles of inaction.

Home builders who will be in business tomorrow and years from tomorrow, have been analytical minds in the study of trends in the selling and financing of homes. They must keep several jumps ahead of their fly-by-night competitors who are involved in the game during its heyday . . . chasing down the fast buck.

During the next four months in home building, THE BUILDER'S NAME will become more and more important to the home buyer. His stability and reliability over the past years will be a matter of strong importance. A man and wife, contemplating the purchase of a new home will become more interested in personal interviews with the builder himself, after his representatives have interested them in a specific house.

In the purchase of existing dwellings too, there are the beginnings of some definite changes. During recent years, there has been an over-abundance of part-time, good-time Charlies who wiggled into a game which they knew little or nothing about. They would keep a house open for inspection and try to sell it like a used car . . . buy it because it looks good and the monthly payments are only so many dollars.

Today's real estate market in existing dwellings requires the highly specialized knowledge of a trained Realtor or real estate broker, of many years experience. People are depending more now upon the intelligent counsel of the real estate specialist.

I am of the opinion, after following real estate trends in Rochester for five years at least, that out of 500 men and women who claim to be real estate salespeople, there are only about 50 who would be qualified to sell a house to a very careful buyer . . . without closing assistance.

FOGARTY'S FRIDAY FEATURES
6 BOULEVARD PKWY off LaSalle Ave. at #3000
516 WESTCHESTER—IRONDEQUOIT
BROWNCROFT BLVD
227 SAWYER ST. ADJACENT TO ST MONICA'S

In addition Walt has a few other of fine listings AND through CORIS affiliation (County Real Estate Board) he can show you hundreds of homes for sale. Your choice of Ranch Split Level Contemporary Cape Cod Colonial

WALT FOGARTY, Real Estate Broker
NEW LOCATION 328-SAWYER ST. GE. 8-9162

See Walt and You Won't Want!

Our Daddy "GEORGE"

IS RUNNING FOR SUPERVISOR

Please Vote For Him . . . We Can't

BOBBY JAMESON, Age 3 1/2
EILEEN JAMESON, Age 9

14th WARD YOUNG DEMOCRATS

P.S.—PLEASE VOTE FOR FRANK BROUTMAN FOR CONSTABLE . . . HE'S DADDY'S FRIEND, AND WE LIKE HIM, TOO.

Mt. Carmel High Doings
By JAMES E. SNYDER

Auburn — Mt. Carmel High School Sodality is planning a Day of Recollection for its Socialists on Saturday, Nov. 2 from 9 a.m. to 3 p.m. The Retreat will be conducted by the Rev. C. Richard Nangle, assistant pastor of Holy Family Church. Fifty girls are expected to attend.

Karen Ferrari, vice-president in charge of arrangements for the retreat. Assisting her are: Maureen Halack, Karen Hyland, Ruth Ann Gabak, and Andrew Oristian.

MT. CARMEL was represented by the following students at the Mt. Carmel Sodality meeting at Our Lady of Mercy High School, Rochester: Patricia Lynch, Karen Ferrari, Catherine Heverin, Rosemary Malvaso, Mary Catherine Mullen and Karen Hyland. Rev. Norbert Hanson, O. Carm., of the faculty also attended the sessions.

MEMBERS OF the Dramatics Club attended the Saturday production of "The Lark" in Rochester and later went backstage where they were shown production methods and techniques. Attending were: Rev. Robert Caruana, O. Carm., faculty adviser of the club, Marcia Kahl, Ann Seating, Sabina Kulakowski, and Thomas Fallon.

Contribution To Holy Angels Home
A CHECK FOR \$100 is presented by Robert Anderson (center) member of party committee at Fall Guy Banquet honoring Congressman Kenneth B. Keating by Charles Sallis and Simons Club, Oct. 26 in Manager Hotel to Hon. Leo T. Minton (left) and Hon. John P. Lorenzo, (City Court Judges), as a contribution to Holy Angels Home.

Realtors To Attend Golden Celebration
Robert S. Elwell, executive secretary of the Real Estate Board of Rochester, has announced that during the week of November 27, 5000 Realtors from all parts of the United States will convene in Chicago in celebration of the 50th Annual Convention of the National Association of Real Estate Boards.

Leading the local delegation of Realtors will be Board President Thomas H. Bryenna. Those also participating in the "GOLDEN ANNIVERSARY" include Warren W. Allen, Andrew Chenelly, Edward B. Foote, William C. Kane, Mrs. Virginia MacQueen, Mrs. Helen Mittman, Alvin E. Pfahl, Mrs. Nora Schackelford, Mrs. Marie Wehle and Robert S. Elwell.

Mr. Pfahl, Chairman of the Board's Education Committee, will attend a pre-convention session on education to be held at Northwestern University, the communication added.

Among the notables scheduled to appear on NAREB's program will be Frank H. Higgins, Assistant Secretary of the Army, Governor C. Carly Balderston, vice-chairman of the board of governors of the nation's Federal Reserve Bank System; Dr. Lois Lundell Higgins, director of the Illinois crime prevention bureau, and Postmaster General Arthur Summerfield.

Lima CDA Schedules Recollection Day
Lima — Court FitzSimmons, Catholic Daughters of America, will hold a Day of Recollection, Saturday, Nov. 2, at 1:00 p.m. at St. Rose Church, Lima. Rev. Ignatius X. Cameron, Pastor of the Bloomfield Parishes, will conduct the program. Women of St. Rose Parish are invited to the special day of spiritual devotion. Arrangements are in charge of Monsignor John M. Ball, V.F., court chaplain; Mrs. B. Leo McIntee, chairman; Mesdames Har-

Walt Fogarty GE 8-9162
New Location — 328 Sawyer Street

Back in the very "heart" of the 19th Ward, in Walt's estimation, Sawyer Street and St. Monica's have been home to him for 50 years. He likes the location, residents and parishioners. Give Walt a call if you intend to sell! No obligation. He wants to do business with you! You will like the results through his services. Here's two of his latest listings waiting for the right buyers!

227 SAWYER ST.

962 ELMGROVE RD.

See Walt and You Won't Want!

Rummage Sale Listed In Auburn
Auburn — A rummage sale will be held in the Holy Family Auditorium on Friday, and Saturday, Nov. 1 and 2 under the sponsorship of the Rosary and Sacred Heart Society and the Mothers Club.

Amerks' List Two Hockey Games Here
The Rochester Americans, in sole possession of second place, will have two American League encounters on their home ice this weekend.

Tonight, Friday will see the Buffalo Bisons come skating into Rochester for the second time this season. The Amerks have handed the Bisons two defeats so far this season, one in Buffalo and one on Memorial Ice.

MAIL EARLY
SEPARATE YOUR MAIL
USE ZONE NUMBER

A HEAVENLY HOME IS YOURS. DON'T CALL US NOW TO LEARN THE WHY.

ANDY CHENEY, Realtor

TRADING POST
REAL ESTATE CO. INC.
241 POWERS BLDG. BAKER 5-1230

DORMERS "WE Raise The Roof"
R. J. FINNEGAN CONSTRUCTION COMPANY
2335 Ridge Road West GL. 3-7042 GL. 3-7398

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If No Answer Call BR 1-4659
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Be Sure to VOTE NOV 5

SELECT The People's Favorite "HOMAR"!

That's the Ticket IN GREECE for Charm, Comfort, Convenience on the ECONOMY Platform!

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PAVED STREETS
SIDEWALKS and GUTTERS
SEWERS
WATER MAINS
CHOICE LOCATION FOR KODAK EMPLOYEES

from \$16,900

V.A.-F.H.A. AND CONVENTIONAL FINANCING as low as 10% Down

A superb residential tract OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE . . . that's "Homar", the children's candidate for home-ownership location in the Town of Greece! You'll cheer what is already done! Development campaign promises fulfilled. A recent poll of "Homar" residents indicates a Straight Contentment Ticket for life! No COLD WAR here! Winter comfort and convenience assured. Near lake resorts for summertime relaxation. Handy to work. Only short dash to NORTHGATE! NOW IS THE TIME FOR ALL GOOD MEN AND WOMEN TO COME TO THE AID OF THEIR GROWING FAMILIES . . . by living healthfully, happily, contentedly, ECONOMICALLY in HOMAR!

MODEL HOMES OPEN DAILY FOR INSPECTION ONE COMPLETELY FURNISHED

Charlotte 2-0233
Geneee 8-8490
Geneee 8-6084

Homar IN GREECE

ATLANTIC MILLWORK'S Special Sale of PLYWOODS

OAK	MAHOGANY	ASH	MAHOGANY
4'x8'x1/4"	4'x8'x1/4"	4'x8'x1/4"	4'x8'x1/4"
✓ Plank #2 oak. A real durable wood.	Checkerboard design mahogany. A truly new and different design in a fine wood.	Japanese Ash. A very light colored panel, ideal for blond finish.	V-Plank Mahogany. A rich appearing panel at
\$1195 ..	\$995 ..	\$749 ..	\$795 ..

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