# This Week

Little recommend is with the side of the colored to the

won First Prize with a 60 pound

8 ounce Muskie and Mr. Lawton finished second with a 52 pound

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taken by Arthur Lawton of Delmar, New York on September been ardent "muskie" fishermen

22, 1957 and entered in the Lawton of Delmar in the United States was to bring the fish to gaff.

Speaking of FLORIDA: If all octate, the Keyes Organization home ownership ex the words of endearment toward originally confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to the Sunshine State could be confined its work to t mar, New York on September been ardent "muskie" fishermen would be "NOTHNAGLE."

1. addition to his own firm, would be "NOTHNAGLE."

1. addition to his own firm, the Louis for more than two decades. Queried on the exact spot of his from North of the Border is corporations operating hotels, of the special where the special of the special profession of the

Clayton. Lawton used a Creek Chub Plug, True Temper Rod with a Shakespeare Reel and 30 pound test Ashaway lin . It took

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division for the month of Septem-

Speaking of FLORIDA: If all estate, the Keyes Organization home ownership expansion.

A. Wehle Fishing Contest where catch he said: "I prefer not to it placed first in the "Muskie" disclose the exact spot in the classification and undoubtedly river where the catch was taken, will win the Grand Prize for the It is in the vicinity of Clayton, but I do not wish to be more to catch he said: "I prefer not to heading for Miami next week to fice buildings, and other realty end of Nov. 8-10 by inviting the Friday. November 8, 1957 first 50 guests to return for a weekend on the house.

Prior to his election as presimple and members of the dignitaries and members of the dignitaries and members of the

dent of NAREB - the largest specific for obvious reasons. The giant Muskalonge, which Having fished in this area for Congratulations are in order to organization im the real estate press, radio, and TV, will attend weighed 69 lbs. 15 ounces measured twenty years I found this spot Mr. and Mrs. Henry JESSERER, industry with 60,000 members a special anniversary party at the ed 641, inches long with a girth from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from which I have taken several (he of ROCHESTER AUTOMA. Mr. Keyes had served as president from the several (he of ROCHESTER AUTOMA). of 314 inches. It was taken in large Muskies over the years. TIC HEATING renown) upon dent of the National Institute of the St. Lawrence River near Naturally I prefer to keep the the birth of a beautiful young Real Estate Brokers, president of spot as private as possible to as lady, JEAN ELLEN, last week the Florida A ssociation of Real sure more years of good fishing." For weight, coloring, resemb Estate Boards, and vice president In the 1956 Louis A. Wehle GLenwood 3-8659, days or Fishing Contest, Mrs. Lawton GEnesee 8-3713.

> Ways in which organized real 5 ounce Musice Among Mr. estate plays a growing and posi-Lawton's previous prizes were tive part in the development of first prize in the Field & Stream the nation and the business. Q Magazine Fish Contest in 1944 the individual real estate man with a 53 pound Muskie and he will be discussed by Kenneth S. took the same prize in 1955 with Keyes, Miami, president of the National Association of Real Estate Boards, when he speaks in Rochester on Friday, November 15th.

The title of Mr. Keyes' address is "Building a Real Estate Business." He will talk to members of the Real Estate Board of Rochester and other civic leaders at a luncheon meeting sponsored by the Board at noon in the Powers Hotel Ballroom.

In announcing the discussion theme of the visiting NAREB president, Thomas H. Brenha, president of the greater Roches-

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58 pound Muskle. Lawton is a ter Board, observed that the visi- of the Institute of Real Estate | Optimist Club Lists Youth Record Hop

Rochester Optimist Club is master, Nelson Bell himself is In the course of his address highlighting Youth Appreciation handicapped, and is the head of Second prize in the Muskalonge United States — The Keyes Com- here, the Realtors' executive is Week by holding a record hop at Rochester Hands. division for the month of September was awarded to Rollie C. Kolh of Waverly, with a catch weight fied to speak orn it.

| Converse of the month of September was awarded to Rollie C. Kolh of Waverly, with a catch weight fied to speak orn it.

| Converse of the month of September was awarded to Rollie C. Kolh of Waverly, with a catch weight fied to speak orn it.

ing 43 lbs. 4 ounces and third Active in FLorida real estate ment of professional standing for will be supplied by a local band RG&E Demonstration

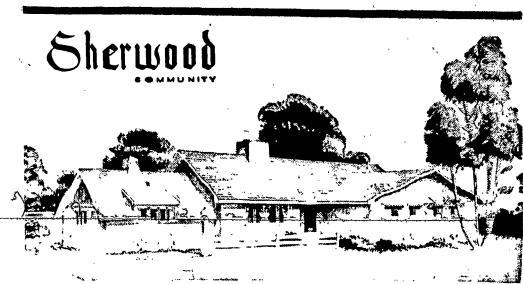
prize went to Leonard Hartman since 1925, Mr\_ Keyes built his of the Association's Build Amer | Proceeds from the dance will Catholic Women's Club will meet company from a single-desk oper- ica Better program for neighbor- be used to help Youth, as all the at the Rochester Gas & Electric ation. Now offering specialized hood rehabilitation, and delineate, funds accumulated by the Opti- Corporation for a demonstration service in every phase of real his group's current efforts to aid mist Club. The Rochester Opti in holiday cooking, Wednesday, mist Club sponsors Boy Scout November 13, at 8:00 p.m. Mrs. Troop 78, which is comprised of Albert Lauer will be in charge 19 handicapped boys from 11 to of the program. 15 years, many of which are con-

fined to wheel chairs. Their scout-**Buys Popularity** A man with money can be a 13 bad egg and sin sull ular until he is broke. bad egg and still be mighty pop-



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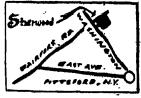
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