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This Week
With Our Advertisers
By FRANK L. GILLEN

Someone had to come up with an up-to-the-minute, different, way of merchandising the "used car" that would, in effect, perpetuate a quality product with the name of the dealer selling it.

It appears that the FLEAR CHEVROLET INC. of Rochester, N. Y. (Town of Greece) has hit upon a novel method of recapturing buyers' waned confidence in this important division of the retail automotive industry. Their step forward, in this writer's opinion, may well lead the way for other dealerships who sell their used car stock in good volume. Flear Chevrolet is not alone in this regard, but at least they have taken the bull by the horns and are getting the idea across very clearly.

According to an announcement as of January 1, 1958, the 25-year-old Flear Chevrolet dealership will "discontinue" used car sales.

Taking the place of "used cars" in Flear promotions will be a well-planned newspaper advertising schedule devoted to the introduction and sales of "FLEAR CARS" - Better Than Used Cars" (actually reconditioned cars that have been traded on new Chevrolets).

From here on, so goes the plan, the words "used cars" will be naughty words not to be banded about on the Flear property in connection with their conditioned vehicles.

It all started in a conference between Arthur Flear, founder of the firm and his two sons, Arnold and Charles who were discharged cum laude from the combat services of Marine Corps aviation and the Navy respectively after World War 2 to enter the automobile business with their father. They are now active stockholders in the corporation.

Arnold, the senior of the two brothers, took the initiative at this meeting in declaring that they have been selling the "used miles of transportation in traded cars under the misnomer of "used cars" for many years.

"For the amount of money we're spending per unit in conditioning these cars for sale under our guarantee," he reasoned, "they certainly deserve a better break than the negative thinking involved in the words "used cars" labeled "OK" or otherwise."

"I think you've got something there," approved Flear senior, "let's cut-out selling 'used cars' altogether, in its application to the future of the traded cars we merchandise. We will get these cars out of the past tense and feature the future that's in them - thousands of good, dependable miles of driving AHEAD!"

"Why not label them what our customers are buying," spoke up Charles Flear, "call them 'FLEAR CARS' the cars with the FUTURE in them and Flear Chevrolet's reputation behind them?"

"That's it... 'FLEAR CARS' - Better Than Used Cars - let's put it to a vote," said Arnold, "all in favor of this new policy say Aye, contrary-minded, Nay."

With a trio of "Ayes," FLEAR CARS were born into legitimacy.

Coming to my desk of interest I am sure to builder advertisers and the home buying audience of the Courier Journal, is this communication from G. A. Paprocki, office manager of L. M. Berry and Company, specialists in telephone directory advertising, 35 Gibbs Street, this city.

Dear Sir:

I have been instructed by one of your reporters to submit the following information to you, with certain hopes that due recognition to local architect Theodore J. Dulemba is given.

Mr. Dulemba, in business for himself at 75 College Avenue since 1956, entered in an international competition (1400 initial entries, 12 countries represented) for the design of a solar heated home. It has been learned that his entry has placed twelfth and his design is being displayed at Phoenix, Arizona by the Association for Applied Solar Energy, sponsors of the contest. Entries from Denmark, Thailand, Australia, England, France, and Portugal are also being displayed.

The particulars of Mr. Dulemba's solar home are both amazing and practical and far beyond me to explain. It is of particular interest to note that he hopes to build the home locally, the principal being to capture solar energy for heat during the winter, and to reverse this process in summer for under \$30,000 total amount.

About Mr. Dulemba: Immigrant from Poland to Rochester in 1928 accompanied by his parents and one sister.

He is Commander of the Melvin Micholski American Legion Post and a member of the Rochester Echo Club, Jr. Builders Association, Rochester Greater Junior Chamber of Commerce, and Rochester Society of Architects.

Additional information and particulars can be obtained from Mr. Dulemba at his office 75 College Avenue, HI 3-4671.

Mr. Dulemba, a long time member of St. Stanislaus Parish, is now designing a new convent for the nuns of that parish.

It would seem that an article of such a feat would be of great interest to the Rochester public, especially in this day where scientific advances are the number one topics of conversation.

Thank you for your interest and service.

Very truly yours,
G. A. PAPROCKI

NEWLY NAMED St. Agnes High Yearbook To Be Called 'The Palm'

St. Agnes High School Yearbook will carry a new name this year suggested by His Excellency Bishop Kearney. With the 1958 edition, **The Palm** will replace the **Agnus Dei**.

Jean Trainor, editor, announced the change to the student body last week. She cited the Bishop's contribution as "another example of the fatherly care and interest he has always shown the girls at St. Agnes High."

In a letter to the staff, the Bishop suggested several names. **The Palm** was an unanimous choice of the 20 staff members.

The palm branch signifies martyrdom. Thus St. Agnes, the young Roman girl who chose Christ and death rather than impurity is often pictured with a palm branch. The palm is an important element in the St. Agnes rings and the new school emblem.



NEWLY NAMED St. Agnes High Yearbook, The Palm, is keeping staff members working on it during the Christmas vacation. Above are some of the staff (from left) Loretta Fien, Anna Mura, Jean Trainor and Sharon Grinnan.

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KC Chaplain Given Purse For Christmas

Coming - Group discussions on various subjects will be held following meetings of Council, Knights of Columbus according to Grand Knight Leonard Dziadkowitz.

Announcement of the discussions to be held on the second Thursday of each month at four-thirty Thursday of each month was made at the annual Christmas party held in the K of C Home.

The Rev. Ralph Thomas, S.A., council chaplain was presented a purse by the grand knight. Other guests included Dr. Hugo A. T. Keenan, fourth degree faith full navigator; the Rev. St. Burns, S.A., and the Rev. Gerald Dunn, all presented by Charles Houston, past grand knight.

Approximately 50 couples attended.

Volunteers Awaited

Interviews for volunteer Red Cross Nurses Aides will be given at the Rochester-Monroe County American Red Cross Chapter House Monday, Jan. 6 and Thursday, Jan. 9 from 10:30 a.m. to 3:30 p.m. and from 7 to 9 p.m., according to Mrs. Alfred Gilbert, chairman of Red Cross Nurses Aides service.

Kit Carson's Godchild Given Papal Medal

Trinidad, Colo. (NC) - A 38-year-old priest whose godfather was Indian about Kit Carson has been invested here with the Papal Medal of Merit.

THE PAPAL medal was pinned on Father Joseph S. Garcia by Bishop Joseph C. Willging of Pueblo on the occasion of the priest's 70th anniversary of ordination. The ceremony took place in the Mt. San Rafael Hospital chapel here.

Father Garcia retired two years ago after serving as a hospital chaplain in Trinidad for more than 32 years and as pastor of a parish in southern Colorado. Kit Carson was his godfather when he was baptized in Trinidad, N. M., in 1859.

Lourdes Pilgrimage Scheduled For Sick

New York (NC) - Two sick pilgrimages will fly sick persons directly from the United States to Lourdes during the 1958 Lourdes Centennial Year.

The sick will leave New York for Lourdes via Air France in two groups, on April 23 and September 27. They will remain in Lourdes for a week. They will assist daily at Mass at the famous grotto there and will take part in ceremonies in the basilica above the grotto.

College Receives Grant For Salaries

Notre Dame (NC) - St. Mary's College here has been given a \$3,000 grant from the Esso Education Foundation, to be applied to increasing faculty salaries.

Sister M. Madeleva, C.S.C., president of the college, said that St. Mary's is one of only five women's colleges in the country that have received such funds from the Esso Foundation.

BOWLING LEAGUE STANDINGS

St. Charles HN 200 games: Hill 225, Milderberger 223, Gaesser 219, Hasman 220, Sweeney 214, Harlben 212, 202, Foss 210, Neu 210, Geysens 209, Fall 204, Fox 203, Reiland 202. Loveland Ser. 61-19, Dewey Ph. 53 1/2-26 1/2, Aleo Barb. 47-33, Vent. Enc. 43-37, Bi-Rite Mkt. 42-38, Buckmans 41-39, Kujawa, Ap. 40-40, Walker Ap. 37-43, Lyons Den 335-45, Ulrich Barb. Sup. 31-49, Moore Lq. 30 1/2-49 1/2, O'Brien Jewelers 19-61.	208, Perticone 206, Scholze-Pazio 204, LoMonto 203-202-202, Branman-Staples-Vaitonis 201, Sak-Cook-Schindler 200. St. Josephat 62 1/2-17 1/2, St. John 53-27, Santan 52-28, Precious Blood 52-28, HRAA 2 49-31, N-D, Retreat 48 1/2-31 1/2, Holy Apostles 48-32, OLPH 1 46 1/2-33 1/2, Mt. Carmel 46-34, KC 1 46-34, Holy Rosary 45 1/2-34 1/2, St. Andrew 43-37, St. Theresa 1 43-37, HRAA 1 43-37, Sacred Heart 1 42-38, Sacred Heart 2 42-38, Crusaders 41 1/2-38 1/2, St. Theresa 2 40-40, OLPH 2 40-40, St. Josephat HN 39 1/2-40 1/2, St. Margaret Mary 39-41, KC 2 37 1/2-42 1/2, Mother of Sorrows 1 34 1/2-43 1/2, Mother of Sorrows 2 33-47, St. George 22-17, Immaculate 31-49, St. Cecelia 29-51, Blessed Sacrament 29-46, St. Francis Xavier 28-47, Holy Cross 21-59, St. Rita 19-61, St. Lucy 18-62.
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Seminarians Write Christmas Scripts

Cantfield, Ohio (NC) - The major seminarians of the Pious Society of St. Paul here have undertaken a project in cooperation with the Radio Guild of the Diocese of Youngstown to write radio scripts on the theme "Put Christ Back Into Christmas."

Five radio scripts have been prepared by the seminarians under the guidance of William Howard Tait, former Broadway radio and TV actor now a student for the society's priesthood.

Radio work is an important part of the communications apostolate of the Pious Society of St. Paul.

Pope Thanks Belgian Newsmen For Gift

Vatican City (NC) - Pope Pius XII has sent a message of thanks to Jean Valschaert, president of the Belgian Association of Catholic Journalists by the association's gift of approximately \$16,000.

The gift was presented recently in line with a \$3-year tradition. Each year a purse is collected by the association from readers of all the Catholic newspapers and magazines of Belgium.

Mother Seton Group Entertains Patients At Breesport Home

Mother Seton Committee of Elmira Ladies of Charity conducted the annual Christmas party for patients and residents of Breesport County Home, Dec. 15.

Superintendent George Sidney and Mrs. Sidney with the nurses aids decorated a Christmas tree with many colored lights.

The girls' choir of St. Patrick School, Elmira directed by Sister Angela sang Christmas carols next to the tree. They went through all the rooms singing for patients who could not go to the tree.

J. Harty Foley entertained with piano selections and sang, both Christmas songs and humorous numbers which were applauded by the aged.

Refreshments were served and gifts distributed to all patients and residents by the committee.

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