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# This Week

With Our Advertisers  
 By FRANK J. GIBLIN



**THIS COMING SUNDAY,** April 13th, the National Realtor Week will begin for the more than 60,000 Realtors throughout the United States, Hawaii and Canada. Members of the Real Estate Board of Rochester, numbering well over 300, including builder members, have been asked to dedicate themselves during this week to a Code of Ethics which follows the Golden Rule in substance:

"Whoever you would that men should do to you, do you even so to them."

Speaking of realtors and the things that make them click as a progressive force in the com-

man especially happy in his job. As far as I am concerned, Realtors, as such, may come and go with varying qualifications worthy of note, but Bob Elwell is the type of executive secretary; self-effacing, helpful, enthusiastic and particularly efficient who will live long in my book of people worth knowing.

Mr. Elwell has surrounded himself with an office staff whose members are in tune to his thinking and his methods of operation... every one of them is pleasant to talk with and eager to be of assistance.

I feel that ANY organization that can hold the steadfast devotion of a man like Robert S. Elwell and his staff, year after year, cannot help but be a decided asset to the community.

The mortgage situation has brightened considerably during recent weeks. Money for new home and existing home financing is plentiful, so I am told on every side. R. J. LUDINGTON, Inc., mortgage specialists in the Triangle Building at Main and East Avenue handle millions of dollars in mortgage money throughout the United States and are in a prime position to take a full accounting of current trends. I would venture to say:

Executives of this organization point to phenomenal housing developments for middle income groups scattered throughout the United States wherein veterans are able to purchase homes with no down payment and monthly payments of around \$78. The newest of major proportions lies in Phoenix, Arizona. I understand, where eligible veterans are buying 3 bedroom homes, fully air conditioned, on this basis. Total price of such homes are held to \$12,000.

As a matter of fact there is a movement afoot locally in the Gates-Chill area where a group syndicate is planning to develop such a residential tract for veterans to be known as "Hometown V.A.", the V.A. representing Veterans Affairs as well as the Veterans Administration through which the 30-year loans would be obtained. It is my understanding that this development in the planning stage includes a large recreational building for home-owner families, plus a central playground area that will have a swimming pool for summer and a skating rink for winter use.

Such a development would certainly be a boon to ambitious young couples seeking the security of a home, with take-home pay under \$100 weekly. PROVIDED that the homes were constructed in good conscience. In the interests of the young married people who would be benefited by "Hometown V.A." I hope that the plan does not die a-borning.

In preparation for the forthcoming "Home Show" week beginning Sunday, April 27th, leading residential builders in the Rochester area are making ready their Model Homes for an anticipated major turnout. Most of these homes will be furnished under the supervision of the city's top interior decorators, Joseph Entress, Caldwell & Cook, Theodore Francis Spall, Art Windsor (Houses of Windsor), Alfonso DiNardo & Son, John Borelle and other reputable builders who regularly use the Courier Journal to directly reach the Catholic market, are looking forward to a most active springtime home construction program.

REGARDING THE LOCAL AUTOMOBILE BUYING MARKET, William E. Cooke, president of the Rochester Automobile Dealer's Association, last

week mailed a broadside to all new and used car dealers, banks, finance companies and others allied with the automobile industry in Monroe County. It read in part as follows: "In January of 1935 Cleveland's Auto Dealers got tired of hearing about the 'recession'."

"Cleveland's local plants had been hit with lay-offs and some closings, but there was more money currently in savings accounts than ever before. So the new and used car dealers, sparked by the Dealers Assn., decided to do something to keep people from 'running scared'. With a defined air of optimism and a strong positive approach, they joined in one of the most rousing County-wide promotional ventures ever attempted in America."

"During Cleveland's Auto Week, Feb. 24-Mar. 1, with the theme KEEP CLEVELAND BUSINESS HEALTHY - YOU AUTO BUY NOW-they sold 3200 new and 8000 used cars... well above the combined sales of the previous three weeks."

IN SHORT... the Rochester Automobile Dealers Association, under Bill Cooke's direction, are going to adopt the same program and have selected the dates, April 18 to 26 here in this city. The theme, "YOU AUTO BUY NOW - KEEP BUSINESS HEALTHY" will be circulated through every worthwhile medium.

It's a splendid plan, in line with Ike's "Buy" program, and is exceptionally well timed with Spring just around the next fall of snow.

Oh again on again-gone again "Raise the Roof" Finnegan has done it again! His R. J. Finnegan Construction Co., Inc., 2335 Ridge Road West, has come up with ready-built dormers that can be affixed to your roof while you're sayin' "Bob Finnegan." Trade name "K-O Fab" dormers (give a knock-out to custom remodeling). The smiling Irishman has crews who do the electrical work, plumbing work and things like that there, following one another like clockwork. Quite an operation!

The Chevrolet sales Marathon conducted on a divisional basis during February, came up with a couple of outstanding salesmen as winners, so I understand. Phillip "Red" Ferrera of Hallman Chevrolet Co. hit the tape first with a total of over 1700 points. Don Jones of Frear Chevrolet came in second with over 1100 points. Average for "really good" salesmen in all dealerships ran around 200 points... Just to give you an idea of the effort involved by the leaders.

The East Avenue Motor Corp., Edsel dealers, 335 East Avenue, report a tremendous interest in the "Wagon Train Pony" contest. The cute pony is being held on display in the back of the building and causing considerable family traffic for Edsel spins.



## Appointed

**JOHN ANTHONY HAEFNER,** St. John Fisher College senior was awarded a teaching assistantship in General Chemistry in the University of Illinois Department of Chemistry and Chemical Engineering. Son of Mr. and Mrs. Edward J. Haefner, 75 Brighton Park, Rochester, he is a member of St. Anne Parish and an Aquinas Institute graduate. He is editor-in-chief of the 1936 "Jo Ruffs," college yearbook.

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