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This Week

With Our Advertisers
By FRANK J. GIBLIN



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Lewis L. Dollinger, Jr. has been named president of the Dollinger Corporation of Rochester, succeeding Lewis L. Dollinger, Sr., who steps up to chairman of the board.

The new chief executive of the corporation had been vice president and sales manager of the 37-year-old firm which manufactures filters for all industrial and ventilating needs. He was graduated from Cornell University in 1938, having majored in mechanical engineering.

During World War II, Dollinger served in the 209th Coast Artillery for five years. He is married and has three children.

Jim Chafel, owner of the popular Florin restaurant, 945 Chittenden Ave., reports an enthusiastic response to his recent innovation in instituting "Recession Prices" at his dining.

"There is no change in food quality or the size of servings," said Chafel, "but a change in prices to meet the new standard of living."

For better international relations, they should have sent Mr. Chafel to the World's Fair in Brussels to operate the American restaurant. According to reports the standard of living, with regard to prices, is far from representative.

William E. Belding, has joined the Merchandising Staff of the Genesee Brewing Co. Inc., according to an announcement by John L. Wehle, brewery president.

Belding is a graduate of West High School, a member of the Fraternal Order of Eagles, and served in the U.S. Army, 1934-36. He is married to the former Mrs. Furnace Check-Up.

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Teresa Coronelli, one time secretary of the Red Wing Baseball Club front office. For the past ten years she has been in the wholesale food business.

He resides with his wife and two children at 189 Cottage Street, Rochester.

The largest number of entries in the thirteen years of The Louis A. Wehle Fishing Contest were received in May of this year.

Judges awarded cash prizes to 27 entrants, ranging from a 22 lb. 12 oz. Northern Pike taken at Saandaga Reservoir by Frank Tangorra of Herkimer to a one pound thirteen ounce Perch caught by James V. Colloca of Owego.

Two beautiful "brownies" led the Brown Trout grouping. A 12 lb. 11 oz. entry by Maurice Jayne of Dundee, taken at Kouka Lake won first prize closely followed by a 12 lb. 9 oz. catch by George Raymond, Jr., of Middletown who took his from Neversink Reservoir. Both anglers used worms for bait; and both entries exceeded last year's Grand Prize winners.

A whopping big three pound fourteen and one half ounce Rock Bass entered by Anthony D'Angelo of Albion led this classification. It was caught in Oak Orchard Creek near Waterport on a nightcrawler.

Ralph-Pontiac To Sell Rambler
Anthony R. Ralph, president of Ralph-Pontiac, Inc., 626 Main St. W., has announced that a new division of his company, known as Ralph-Rambler, has



Anthony R. Ralph
Robert L. Schmid

begun sales operations in a new building at 870 Main St. W. The new division will handle American Motors' Rambler, only American car to have higher sales in 1958 than in 1957.

In charge of the new operation will be Robert L. Schmid, identified with the automobile trade for several years, who recently has been used car manager for Ralph-Pontiac, Schmid, who attended St. Bonaventure University before getting his degree in business administration and finance from the University of Arizona, lives with his wife and two children at 257 Pepperidge Dr., Greece.

Value Stressed In Scottsville

By FRANK J. GIBLIN
A comedy skit on the Ed Sullivan Show last week revolved about a man who said that he spent \$50,000 for a new home. He explained that the house was priced at only \$17,000... it was the "extras" that brought the final cost so high.

The new home also brought him a mother-in-law, you will remember, who couldn't appear on "Person-to-Person" because "she didn't have any friends."

At any rate, the remarks about the house cost in this satire were brought to mind when, in the Powers Building corridor yesterday, I heard the following remark:

"Joseph Entress, in my opinion, is one of the most conscientious builders in the country today."

This so interested me that I stopped and joined the group of men whom I knew by acquaintance.

The speaker was Henry T. Perkins, real estate broker and Monroe County realty appraiser since 1946. Perkins served in the South Pacific with the Corps of Engineers during World War 2 and opened his real estate brokerage office at 31 Exchange Street immediately following his return to civilian life. He has a file of over 8000 area appraisals that he has made since that time.

Taking into consideration the fact that Perkins' firm handles the sales of Entress' "Vilmar" tract in Scottsville which was the topic of discussion when I broke in, there are nonetheless several factors that evidence the validity of his (Perkins) opinion.

"Joe Entress is the type of a builder," Mr. Perkins went on to say, "who furnishes a 'fit' joint in the basement plumbing... just in case the home buyer, at some distant date, might want to have a lavatory room installed in the basement."

Many things of hidden value are given careful consideration by Entress, according to Perkins.

"But probably the most striking factor in today's market," he continued, "is Entress' unalterable policy of selling a COMPLETE HOUSE at his quoted price... no extras of any kind to buy for (be assessed for later), such as storm windows, screens, and combination doors... sanitary sewers, paved streets and water hydrants."

Entress' "Vilmar" tract, which Perkins related, many of his home buyers liken to a private park, is in the Scottsville village limits in the parish of St. Mary of the Assumption. Prices for "complete homes" begin at \$13,300.

Perkins told of a great number of visitors who, after careful inspection and upon being informed of the price, have posed the question... "What's the catch?" "No catch... just good, sound construction with unusual dollar value," was Mr. Perkins' summation.

AUTO FIRM'S ADS HAILED

The current advertising campaign introduced by the Frear Chevrolet, 1110 Stone Road, for the month of June, carries the slogan "For the Best Vacation EVER... See New York State FIRST."

The N.Y. State Vacation sales contest featuring the above slogan has appeared frequently over the Frear Chevrolet signature in the Courier Journal, the daily newspapers, and even in the Travel Edition of the New York Times.

From all sections of the Empire State, little heralded vacation retreats as well as famous Summer resort areas have been deluging Frear Chevrolet with illustrated folders for distribution to vacation-planning automobile buyers, it has been reported.

"Half of these places I never knew existed" is Arnold Frear's amazed comment. Arnold is in charge of the firm's advertising.

It was only natural that word would reach the state capital in Albany and gain the attention of Commissioner Edward T. Dickinson head of the N.Y. State Department of Commerce.

The fullest cooperation was given by Mr. Dickinson's department in the furtherance of Frear Chevrolet's boost for in-state vacations. A 10 foot display of New York state's attractions was shipped under Frear sponsorship to Sibley's last week for a showing on the 6th Floor Tower Lobby.

It will be on display in the downtown lobby of the Lincoln Rochester Trust beginning Monday for two weeks.

A prominent feature of the display are enlargements of congratulatory letters to Arthur C. Frear, president of the firm from Governor Averell Harriman and Commissioner Dickinson.

The Governor states "I know that your progressive promotion will stimulate automobile sales as well as have a bringing business to the entire State of New York."

Commissioner Dickinson feels "that the field of selling automobiles and travel in the Empire State will result in added business."

Gallaghers Observe 60th Anniversary
Geneva — Mr. and Mrs. Thomas J. Gallagher, 8 Wellesley St., Rochester, formerly of Geneva, will observe their 60th wedding anniversary, June 29.

Mr. Gallagher was former Postmaster in Geneva and was prominently identified with the Democratic party in Geneva city and in Ontario County.

Two Sodalists Receive Awards

The National Sodality Service Center in St. Louis has granted the distinguished service award to two area Sodalists, Kathleen Bond and Jack Button.



KATHLEEN BOND



JACK BUTTON

Only Sodalists who are outstanding in their living of the Sodality way of life are eligible for the award. It is designed to provide recognition for those advancing to apostolic holiness with Mary's help and in full accord with Sodality rules.

Kathleen Bond received her gold pin from Rev. Edward E. Steinkirchner, diocesan director or parish Sodalities, at the annual adult Sodality banquet, held June 3. She was first received into the Sodality at Our Lady of Mercy High School where she served as an officer in her senior year and continued in the adult Sodality. She has been prefect of that group for the past two years.

She has been appointed as instructor of candidates in the adult Sodality for the coming year.

Jack Button received his gold pin from Father Steinkirchner on May 5, at the last Sodality Unop meeting for the year. Jack received his training in Sodality at St. Monica's Parish, where he served as prefect for two years. He was vice president of the Diocesan Parish Sodality Union for two years, and this year he has been president of the union.

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