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Mid-Summer Gladness Urged By Realtors

With summer well begun, Rochester area families are urged to "Buy a Home—First" and take advantage of many weeks of healthful and pleasant outdoor gardening and entertaining in the grounds of their own residences by William C. Kane, president of the Real Estate Board of Rochester.

"You might call it 'Mid-Summer Gladness,'" the realtor suggested.

He made the statement in connection with the "Buy a Home—First" campaign currently being conducted by local Realtors in cooperation with other members of the National Association of Real Estate Boards throughout the nation. He added that this is an excellent time to acquire a home since financing terms are more liberal than for many months and surveys indicate that prices of homes in the majority of areas will remain

constant during the remainder of the year.

"When most people think of a home, they think of hearth fires and snug comfort," Mr. Kane continued. "That's true, of course, in the cold weather months. But modern America has discovered new charm in the outdoor activities associated with home in the summer season.

"There is a new vogue in America today as a visit to any hardware store will show. Outdoor entertainment has come into its own as shown by the scores of charcoal broilers and new and inviting lines of lawn furniture. And the growth of plant nursery sales and garden clubs speaks volumes for the satisfaction of home gardens."

Kane contended that if there ever was a time in our national history when home was a "place to hang your hat," that era was sometime back.

"The truth of the matter is," he said, "as a considerable body of current fiction and non-fiction shows, that the home has become more than ever before the center of interest for the families of the nation. The entertainment of friends and guests at home has taken on new popularity, and in summertime the backyard or patio has displaced commercial entertainment centers to a considerable degree. Even Dad has fallen in step with the new trend as a number of outdoor male chiefs testify."

The Rochester Public Library distributes what in many ways is the most valuable commodity in a busy city—books, enlightenment, facts, information, and new ideas.



Gerald Moffett Named Veep

At the annual meeting of the board of directors of Foley Associates, Inc., promotions were announced by John J. Foley president.

Gerald M. Moffett, Milwaukeee representative was promoted to vice president in charge of the Milwaukee office. Moffett, a native Rochesterian, joined Foley Associates in 1953.

New associates announced were Leslie D. Delmege and A. Wales Williamson. Delmege was formerly regional director for G. A. Brakeley & Co., Ltd., in Toronto, largest fund-raising firm in Canada.

Williamson was formerly in the employ of the Wells Organization, international fundraising company, where he served as training director in New Zealand, Australia and South Africa, as well as in this country.

Church Parish To Hold Picnic

Marion — Members of St. Gregory's Church will hold a parish picnic on Aug. 10 at 12:30 p.m. at Forgan Park in Pultneyville.

The affair will be a testimonial farewell for Rev. James C. Lane and a welcoming reception for Rev. Walter J. Carron. Father Lane was recently transferred to St. Aloysius Church in Auburn.

Edmond DeWind is general chairman. Serving on the picnic committee are Raymond Gobeys, tickets; Martin Loothen, hot and rolls; George VanGorder, games; Edmond DeWind, refreshments; John K. Murphy, ice cream, and Edmond DeSering, coffee.

Those planning to attend are asked to bring food to pass and table service for the family. Everyone in the parish is urged to attend.

Silver Wedding For Couple

Mr. and Mrs. Thomas A. Allison, 144 South Rd., are celebrating their silver wedding anniversary today.

The Allison's have three sons and a daughter, Thomas, USN, stationed at Niagara Air Station, Elizabeth, Christopher and Patrick. They will be feted at a dinner party by their children today.

COURIER-JOURNAL
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Girl Scouts Take Camping Trip
A group of 10 Girl Scouts and three leaders from Troop 646 at St. Augustine's Church, went on a weekend camping trip to Salmon's Creek, Rice's Farm in Hilton last week.

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Remember, not every broker is a Realtor. This Board and the National Association of Real Estate Boards require that every Realtor subscribe to a strict Code of Ethics. Put your confidence in him. For a list of Realtors in this area, call LOCust 2-4590, on request.

Real Estate Board
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