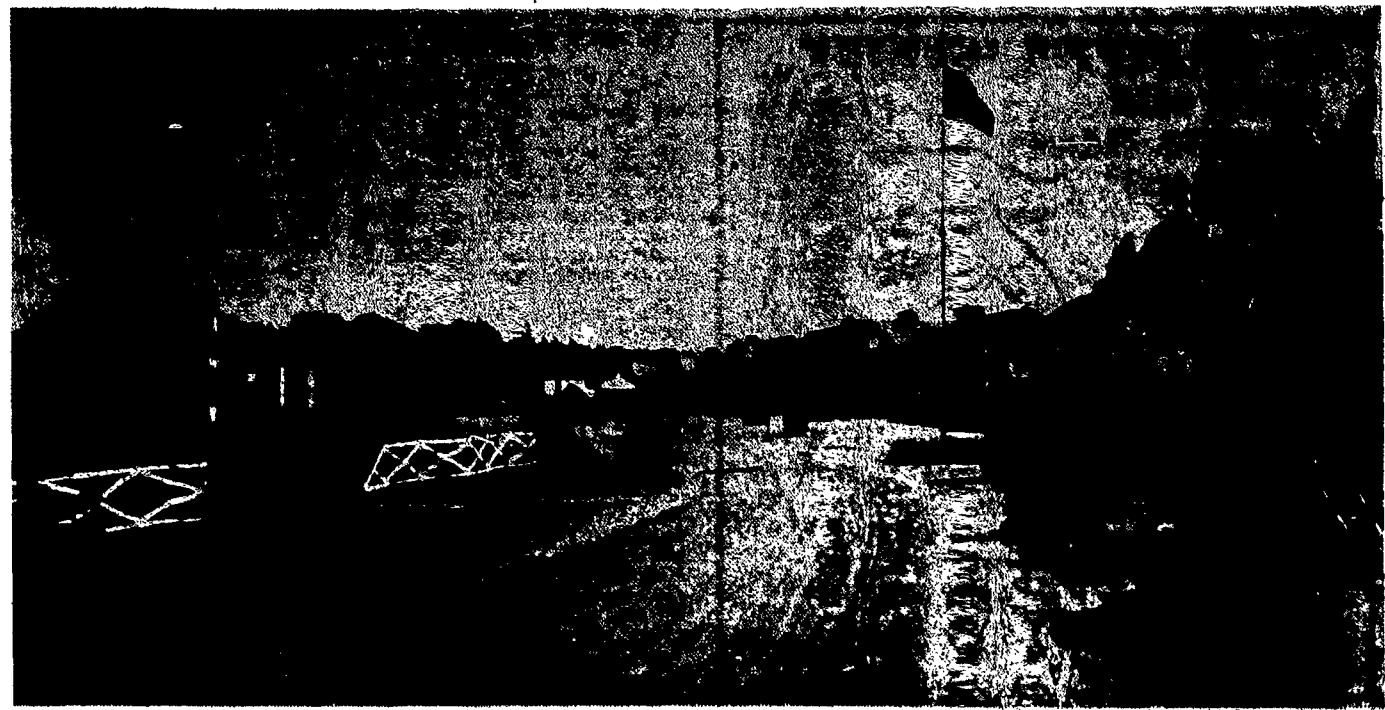


Co-operating
 in the
Building
 of
Colonial
Village

- Rechester Lumber Co.**
for the finest rough framing lumber
- Schafer Bros.**
for best obtainable mason supplies
- W. A. Case & Son Mfg Co. and Flower City Sheet Metal Co.**
for VIKING oil furnace, newest product of air conditioning research
- H. W. Dean Plumbing Co.**
for true craftsmanship in sanitation
- COMBO Corp.**
for the newest in incineration—plus hot water
- Rechester Gas & Electric Corp.**
supplying the Village, for constructive co-operation
- First Federal Savings and Loan Association.**
for economical financing on every basis, including NO down-payment
- S. A. Spencer Co.**
for the beautiful NAPA-NEE kitchen cabinets
- Abrams & Plotzker.**
for the first grade excavation work
- I. S. Hunt Co.**
for splendid co-operation on hardware
- Camred-Harman Co.**
for the fine wallpapers and paints used
- Overhead Door Co. of N. Y.**
for the feather-lift garage doors
- Kovakky-Carr Electric, Inc.**
for the lighting fixtures.

Colonial Village Attracts Throngs of Home Visitors



Now you are at Colonial Village, the new residence planned in Penfield Road, which is attracting much interest among home buyers. A contest for amateur camera fans is now open at this site.

Colonial Village Is Real Housing Answer

Should Be Studied As Goal For The Future

The civic value of such projects as the new Colonial Village development in the Penfield Road sector must not be underestimated. As an honest attempt to bring better housing within the financial capability of a greater number of people, this effort deserves serious study by those genuinely interested in the betterment of the American home. This, at least, is the view of Architect Herbert C. Williamson. Mr. Williamson, prominent in local affairs for many years, urges this outlook on the most recent large project with which his name is connected not unadvisedly, for the Colonial Village Corporation contains a comprehensive something wholly different in the field of suburban housing.

One of the first and most obvious advantages which life in the Village offers to the home-owner of this area is that of the completed neighborhood. The family which buys one of the 24 homes of Colonial Village has an opportunity to approve not only its own dwelling but also that of all the neighbors, up and down both sides of the street. Even though every home is different in appearance, all stem harmoniously from the same inspiring period of design. But design of the individual homes is not sufficient in itself to provide the planned community. Placement of homes, in relation to their own lots and to the positions of the adjoining structures, is the next step. That which we in Colonial Village, you will notice that each home is fitted to a setback from curb-line different from its neighbors on either side; and, further, that this varied setback is not haphazardly staggered, but thoroughly related to the requirements of the 24 homes as a whole. Such points as this may appear as first to be rather slight considerations, yet in the main they add up to the differences between taking all possible advantage of present techniques to ensure future comfort, convenience and economy and simply buying another house, which a few years' use wrecks utility and value both.

Features which the modern home should possess, and which the homes of Colonial Village do have in such abundance, only begin on the exterior. Correct planning of work and play space, provision of adequate storage space, scientific placement of convenient outlets, provision for automatic heat and hot water; all are of equal importance. Insulation, too, is a modern "must," for without it even the superb Viking winter air-conditioning system in the homes of the Village could not operate economically. For this reason, the finest of mineral wool is used, combined with other substances, to ensure maximum comfort and economy, winter and summer.

Automatic hot water heating is now made to do double duty, for the Combo unit which provides continuous hot water also sends the gases and refuse to be blown through clean and efficient incineration. Buyers of Colonial Village homes even have choice of an immense number of pictures of the finest available wallpaper. Every detail is considered. The Corporation, its architect and its builder, Eugene Ward, all have honestly attempted to live up to their slogan: "We have tried to think of everything."

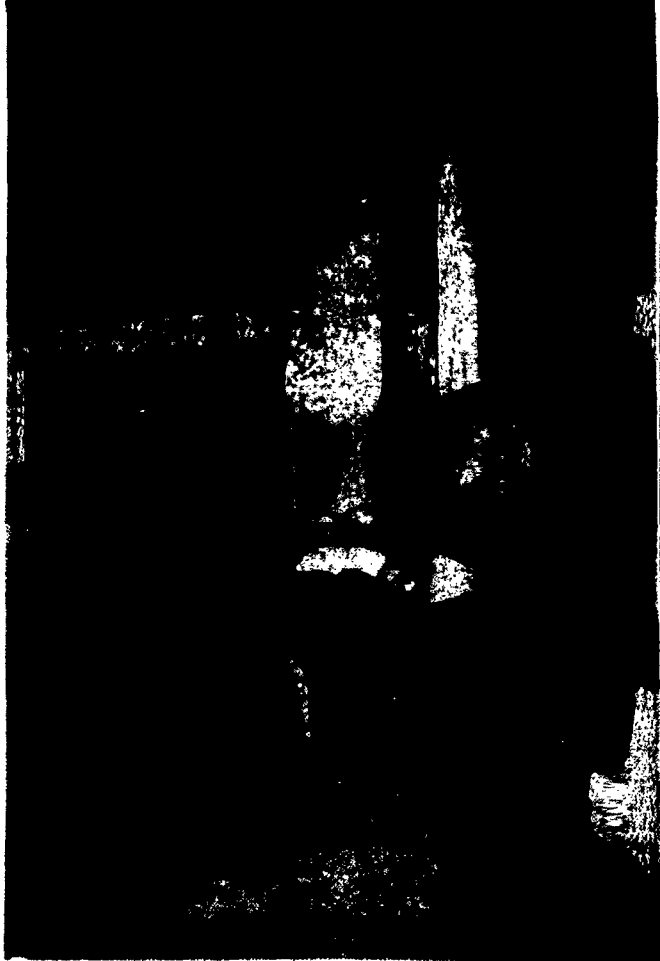
Complete Service For those whose requirements cannot be met by the homes of Colonial Village itself, the Corporation maintains a complete building service, offering the same fine design and construction tailored to hit any unusual requirement and oriented to any location. This will be especially invariable those who appreciate the unusual value offered by Colonial Village but who also definitely prefer some other type of architecture than Colonial.

Surely a service so complete as this does deserve to be considered one of the outstanding contributions of private initiative toward solution of the housing problem. Housing the 50,000 or more people level after all, pretty definitely beyond the range of any public program. It is a market field which must be serviced by private enterprise, but with the same attention to family betterment which characterizes the housing work of the government in other spheres.

Editor's Note

These beautiful homes offer ideal living conditions. Structurally, they represent advanced workmanship. Practically, they are proving their worth with the passage of time. Finally, they contribute in no small way to making a home out of a house and hence strengthen the foundation of all society, the Christian family. By setting up such ideal home conditions, Colonial Village makes a definite contribution to the home and, in effect, to the betterment of society.

Comfortable Room in Colony House



Typical of the Early American interior of Sibley's Colony House in Colonial Village, 24-home development of the Penfield Road, is this comfortable living room.

Superb Styling Featured in Sibley's Colony House

Not the least noteworthy feature of Colonial Village is Sibley's Colony House. Excitingly different in its superb styling, Colony House displays to perfection the adaptability of 18th Century American motifs in present-day surroundings. Somewhat, in these days when we are learning through bitter contrast the virtue of the American way of life, it is both appropriate and heartening to be reminded of the ideals of the Founding Fathers by such everyday companions as our home-furnishings. So cleverly has Sibley's staff of decorators contrived to carry out the Early American theme of the entire tract that it is impossible to escape reflection on these ideals as we journey through Colony House, guided by the Liberty Bells, the Colonial Village hostesses attired in historic costume.

You will observe in the living-room photograph how simply the gracious effects are achieved. Even color-schemes are simple: green carpet, cream walls, rose-colored love seats and—chair and draperies of multi-colored chintz adroitly chosen to blend and emphasize this color arrangement. Probably the only individual touch which seems of itself elegant is the lovely Colonial tapestry at above the fireplace. The decorator today achieves both smartness and livability without resort to the elaborate. He considers the limitations and necessities of economy a worthy challenge to his art.

In spite of the emphasis on the "Spirit of '76" throughout, the basement playroom, which carries a perfect illusion of the deck of a

Camera Fans Invited To Photograph Houses

Colonial Village, the new 24-home planned community in the Penfield Rd. sector, announces the official opening Sunday of a contest which bears interest for the camera amateurs of Rochester and vicinity.

In announcing its camera contest, which opened last Sunday, June 11, and does not close until July 8, the Colonial Village Corporation has really inaugurated two competitions in one. Not only will the winners of the Colonial Village contest receive prizes—installing \$75.00 in merchandise of their own choice from Marks Fuller, 44 East Avenue, but also every print of the Colonial Village subjects entered, regardless of its success or failure in that judging, automatically is entered in the Democrat & Chronicle National Amateur Snapshot Competition and is eligible both for the local awards and for the \$10,000 national prizes. Seldom is the camera amateur given such opportunity to double his chance at prizes without separate entries. It is open to all except employees of the Rochester Colonial Village. Judges of the contest include A. M. Underwood, newly elected president of the Rochester Camera Club; B. L. Holly, supervisor of the William Demarest and Charles Radio Camera Club, and Robert Reavey, picture editor of The Democrat and Chronicle.

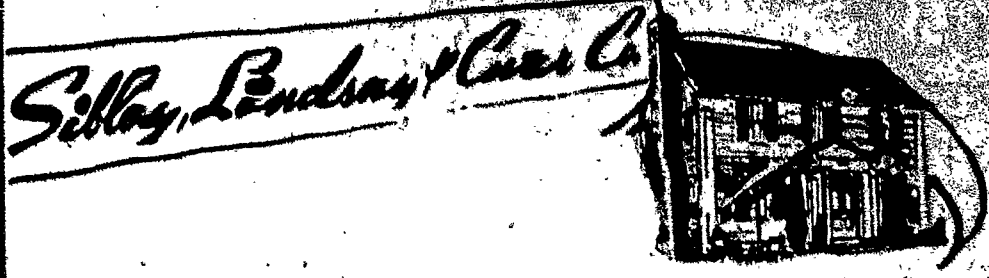
Closing date for entries is set at July 8, allowing contestants more than three weeks to plan and execute their prints. Any amateur may enter more than one print, so long as each is accompanied by a separate entry blank. Subjects may be either interior or exterior views and personalities at Colonial Village.

The 24 homes of Colonial Village will afford many interesting camera angles, displaying everything from fairly early stages of construction in a dozen or more completed houses, shrubbed and graded, ready for occupancy. The attractive Brighton and Rochester girls, attired in swirling costumes, acting as hostesses at the village, will also provide many a fascinating shot for the amateur photographer.

The prize allotment will be split up as follows: \$25 first prize; \$10 second prize; \$10 third prize. A dozen honorable mentions will carry a reward of \$2 each. All of these prizes will be awarded in photographic merchandise chosen by the winners themselves to fit their own camera needs.

Camera amateurs will find the village folks anxious to help, in every way toward the securing of the best possible shots. For some interiors special arrangements will have to be made in order to prevent holding up the crowds who come to view the homes. Entry blanks will be available at the village today to those who ask for them.

modern luxury liner at sea, seems perfectly in keeping. Perhaps the reason is that Eugene Ward is no ordinary display home. It is a true design for modern living, from top to bottom. Never has a display home in this territory caused so many people to say "You know, I really could LIVE here!" They're enthusiastic, but a little surprised when they say it. That's not strange, because it's probably the most completely furnished home they've ever been invited to view. The dining knives are in the kitchen drawers and the garden tools are hanging where they belong in the garage. No matter whether or not you're in the market just now for either furnishings or a home; you'll find Colony House just the storehouse of home ideas you've been seeking.



You Are Cordially Invited to Visit the

Colony House

An Early New England Type of Home Beautifully Furnished with Characteristic Yankee Charm As An Inspiration to Rochester's Home Lovers

The doors are open! Come with the lovely Colonial Hostess. She will guide you through the charming Colony House. Here you will see the same soundness of design and enduring simplicity that has endeared this historic period to the hearts of every Yankee. Sibley's offers you these fine Colonial furnishings at prices which make good taste no longer expensive. See the Colony House. Then come to our Fifth Floor for a complete picture of this flourishing period of American design. Our Convenient Budget Plan simplifies payments.



The Spirit of '76
 burns anew in
COLONIAL VILLAGE

LIFE ... which reflects, in the uncrowded setting of an entire street of homes, the best of our American heritage.
LIBERTY ... from the bondage of non-productive rent. Your rent in Colonial Village pays for your home.
PURSUIT OF HAPPINESS ... Free from the drudgery of old-fashioned living; a more satisfying existence which research has made possible.

When we say that Colonial Village is different, that's just what we mean. We've bought and worked in units of 24 and we pass the savings along to you. At prices for which you would expect only convenience and durability we give you the luxury and economy of completeness. In addition to all this and the smartest Colonial designs you've ever seen, you buy, at Colonial Village for the first time, a completed environment, a whole harmonious neighborhood along with your dwelling. Last you think this expensive, let's look at the record on monthly payments, which include taxes, interest, and amortization. With a down-payment of 20% they vary from:

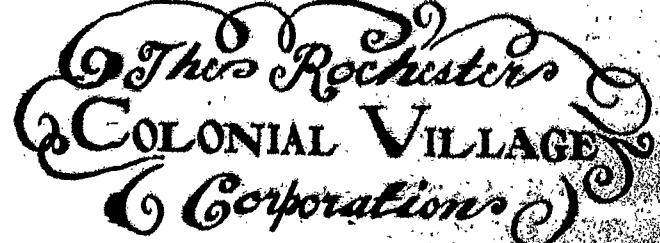
\$49.28 to \$51.13

Come to Colonial Village TODAY OR ANY DAY

2:00 to 8:30 P. M. Let our Liberty Bells show you, both in Sibley's COLONY HOUSE, beautifully furnished in the Spirit of '76, and in the 23 other homes of the VILLAGE, how the America of our forefathers helps to mould finer living in our own time!

Architect
 Herbert C. Williamson

Builder
 Eugene Ward



Penfield Road, 3/4 mile from East Avenue—Phone Monroe 7718

CAMERA CONTEST NEWS!

\$75.00 in prizes in merchandise of your own choice from Marks Fuller, 44 East Avenue, by entering a second chance and then \$10,000 in prizes in the Democrat & Chronicle National Amateur Snapshot Competition. Details on entry blanks available at Colonial Village.

Readers of the Catholic Courier are given an opportunity to study various types of housing designs as they appear each week in the Catholic Courier. The next plan of a Colonial Home in the series will appear in the June 22nd edition. Watch for it!