

# WHERE TO BUY

**Bartholomay**  
PASTEURIZED  
MILK — CREAM  
Phone — MAIN 4320

**C. H. MORSE & SON**  
RUBBER STAMPS  
NOTARY CORPORATIONS SEALS  
21 No. Waver St.  
Main 1291  
Rochester, N. Y.

**TownTalk Bakery**  
104  
601-607 Felling Avenue  
CLARK 1772  
Bring Us To Your Way

ROOFING and  
SHED METAL WORK  
W. J. MEYER CO. INC.  
CONTRACTORS  
122 GUNN ST.

**TIRE SPECIALIST**  
L. J. HEDGECOCK  
Nodding Tire Rebuilder  
200 W. W. W. Bldg.  
NEW YORK 11000 AVE.  
"Quality, Quality, Dependability"

**DRIVE BY**  
"Quality, Quality, Dependability"

**MANN 618**  
**BEN MILLER**  
Plumbing, Gas, Electric, Heating, Painting and Electrical Supplies  
507-521-523 STATE STREET  
Rochester, N. Y.

**PERMANENT ROADWAYS**  
HEINRICH SEIBOLD  
STATIONING CO.  
31 East 10th St.  
Main 2493 — Main 5282

**ZIPPER BINDERS**  
HEINRICH SEIBOLD  
STATIONING CO.  
31 East 10th St.  
Main 2493 — Main 5282

**Light & Refreshing**  
Coca-Cola

**R. J. DENGLER CO.**  
BUTTER and EGGS  
621-115 Avenue St.

**Saratoga**  
WATER

**Mortgage Market Expanded by FHA**

**Entire Family Will Enjoy Triple Mirror**

**Sash Balance Ropes Can Be Eliminated**

**Use Right Material For Growing House**

# HOME PLANNING Summer Paint Jobs — Home Improvement Planning Exterior — New Building Class

## Simplicity Is An Essential

### In Planning A Low Cost Home

Simplicity in exterior design is considered to be one of the basic principles of planning small houses for livability and low cost. It was stressed recently by Edward F. Vermilya, director of the F. I. A. Technical Division.

"The successful design of small houses exterior is largely a matter of first planning an effective but simple composition. This is achieved through the use of simple roof-lines and care in the disposition of door and window openings. The second objective is good proportion in the width and height of walls to their height. The third is the use of simple variations and materials which lend interest to the wall areas without producing a needless appearance."

Simplicity in exterior design results in an attractive livable house which gives the small house the appearance of maximum size. The fewer different materials used in the exterior by better, and the less the cost will be.

"The use of several different materials, especially those which contrast in color and texture, breaks up the exterior into a series of small units of harmony. This has the effect of making the house appear smaller than it is. Effectively to obtain an appearance of size, the small house can be treated as one large color area. When different materials are used for decorative purposes, the appearance of size will only be obtained by the use of a single color.

Structural methods which minimize height are usually the most economical and result in small homes that when they are high in relation to their width and length. "Appearance also is generally improved by avoiding breaks in the roof lines at the eaves, which cost as well. Unnecessary gables and chimneys, and all non-essential features can profitably be omitted.

The location of doors and windows have an important bearing on the house's exterior appearance. Mr. Vermilya pointed out. He added that these are a matter not of cost but of thoughtful as to their effect on the exterior. The shape of the house, however, does affect the cost.

Through proper spacing and grouping of doors and windows, Mr. Vermilya continued, "a simple rectangular house can give character and pleasing variations from its neighbors.

"Corner windows often may be used effectively to obtain wall space in small rooms. Where windows of the usual type are used, they should not be placed too near the exterior corners. In this case the effect of making the corners square will be to make the corners where it should appear solid and strong."

## Clean Fireplace Worth Trouble

Cleaning a sooty fireplace that has become smothered on the outside with a simple process but will work the trouble.

Dissolve four ounces of high-grade yellow laundry soap cut in thin chips in enough hot water to make one quart of soapy water when the mixture is cold. Apply additional heat to the mixture, if necessary, to dissolve the soap. Stir one-half pound of powdered pumice stone and one-fourth of a pint of household ammonia into the quart of soapy water.

Mix thoroughly and, after removing as much of the smoke as possible by brushing with a good stiff brush, apply the coat of the mixture to the surface with a brush. If the mixture is too thick, add water until it can be spread easily. After allowing the mixture to remain on the surface for 10 to 15 minutes, take a scrubbing brush and wash with water and a sponge and scrub the surface thoroughly. Then wash the soapy mixture from the surface with water and a sponge and rinse the surface with plenty of water.

## Entire Family Will Enjoy Triple Mirror

A relatively inexpensive luxury which will be appreciated by every member of the family is a clever arrangement of two doors which open into a triple mirror such as is found in dining alcoves.

Against the rear wall is a six-foot mirror. Two doors, folding snugly against it, each have full-length mirrors on their inside surfaces, so that when opened the complete room is visible in the triple mirror. The two movable doors can be set at any angle to give the proper reflection desired.

## Mortgage Market Expanded by FHA

The investment banking of home mortgages long seriously limited, has been expanded and changed completely as the result of Federal Housing Administration operations in the new home mortgage field. It was announced recently by Administrator Robert McDonald.

Insured mortgages, insured and approved by the Federal Housing Administration, are being written or refinanced, and have come to be recognized as a very desirable investment. The work in this field is being done by the Federal Housing Administration.

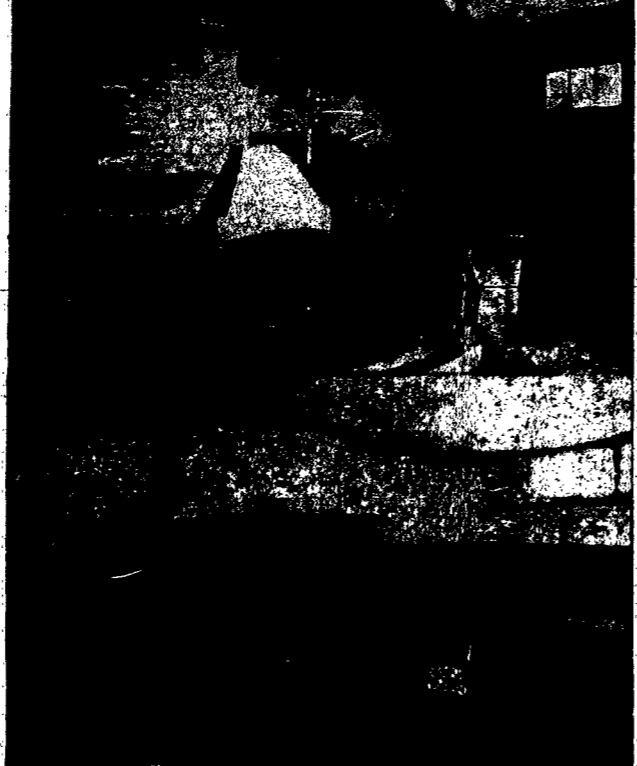
## Use Right Material For Growing House

An important factor to be considered by prospective home builders who plan to make future additions to the house is the selection of the right type of material to be used, according to F. I. A. officials.

Many families of moderate means who are building only one part of their home now and will make additions as funds become available, have chief specific types of construction which are well suited to a house of this type.

F. I. A. officials stress that an architect be asked to recommend the type of construction suitable to a growing house.

## Waste Space Reclaimed



The basement recreation room has increased rapidly in popularity during the past few years. Ideal for game equipment and informal entertaining, many home planners are including basement game rooms as part of their home design. However, at existing homes have unused basement space which could fully be converted into a recreation room at comparatively little expense.

Game rooms may be made out of part of the basement, or may be done in the home situated. Financing may be arranged with qualified F. I. A. plus lending institutions.

## As A Woman Sees A Home

Good Kitchen Makes Ideal Home

By DOMESTIC CASTLE  
Catholic Courier  
Home Services Editor

With all the stress we have been placing, in these columns, in recent weeks on the improvement in design and equipment of the kitchen, it may have appeared that the remainder of the home has been neglected. Such is not the case. The kitchen is merely the perfect example of modernism in the home. Other rooms, performing their various services, many and should receive the same planning treatment as the kitchen, but their equipment is less complex, its installation is a more transient matter, and the average housewife is usually pretty competent to make changes in most household services (and color-schemes) without outside assistance. Her training and her reading is very much along these lines. She knows what is smart in bedroom colors and what is practical in living-room ensembles. She follows unerringly the trend of furniture and decoration. The kitchen forms the perfect example for remodeling plans since, in other words, it is the heart of the home. It stimulates the position of keystone in the arch of household service.

## Modern Home With 'Old' Shell

Your home may be a Revolutionary landmark, yet within its shell you may possess every living feature of the most modern home, save perhaps the corner windows. All of our effort to show you how kitchen planning is related to your daily life is but a miniature blueprint of the meaning of modern design to the home in its every function. The term modern, as applied to architecture and design seldom brings the raised eyebrow which once served as its standard reception. We are too dependent on modernity to give any action of our daily lives to resist its sensible rearrangements of things to which we have become perhaps too much accustomed.

We have learned that modernism means comfort and space. We are beginning to understand what it means when the modernists state that the home must be planned from the inside out, rather than from the outside in. We know that such an arrangement brings more comfortable, more harmonious and, therefore, actually happier homes. The lesson we have learned with built-in bookshelves in the living-room is carried forward to built-in storage and facilities in the kitchen. Surely it will, in the same wisdom, be carried still further.

## Sash Balance Ropes Can Be Eliminated

How owners who dislike visible sash-balance mechanisms in their windows may install spring sash-balance which are invisible in that the entire unit fits into a grooved slide stile and moves with the sash.

The only exposed part of the spring-balance device is approximately one inch of the brass bearing arm when the window is closed. Mechanism of balance is an offset-tempered spring completely enclosed in a spiral tube operating with a brass bearing arm on the worm gear principle.

## UTILIZE WASTE SPACE

A careful check over the house will reveal all available space is being utilized. Usually there is space going to waste in either the cellar or the attic. This space can easily be turned into a boy's den or girl's room on the top floor or a playroom in the basement. Insulating board, wallboard, or other partition material, applied over the old walls will reduce this "no man's land" to a very slight cost.

## STOPPING LEAKS

When brick walls leak they can sometimes be cured by what is known as the "pointing" process. The mortar joints in the walls, and if they can be made tight, the leaks should stop.

## Summer Paint Job Possible

### Expert Argues All Objections

The five common objections to Summer painting are met with argument by Lawrence R. Bradley who seeks to overcome the opposition in an article appearing recently in The National Painters Magazine.

"The usual objections, he declares, are that people want painting done before insects make it necessary to put up screens, that shrubs and flower beds are injured when a house is painted in Summer, that bugs stick to wet paint, that painting in Summer months is bad on general principles, and that painters are a nuisance around the house anyway."

## Suggests Use of Props

In answering these objections, the writer asserts it is possible and practical to paint windows of a house without taking down all of the screens and one time Props can be used on the screens to facilitate window painting.

To meet the fear of injury to shrubs and flowers, the writer says the painter should be equipped with notched props and light rain pipe with which to hold back plants. The painter should also have lightweight drop cloths for placing over trees and shrubs.

Bugs do stick to paint, it is admitted, but bugs are a nuisance in the Fall as well, and the actual menace of bugs is of little consequence.

## Avoid Direct Sun

Painting in the direct rays of the Summer sun should be avoided, Mr. Bradley says, but the work may be laid out to follow the movement of the sun.

Another argument offered for Summer painting is that it may be undertaken while the family is on vacation, thus avoiding the odor of fresh paint and other unpleasant features. Homes may be given new applications of paint under the Modernization Credit Plan of the Federal Housing Administration. Funds for this work are obtained from qualified lending institutions.

## Wood Gutters Last Lifetime

For real beauty of design and architectural correctness many modern home builders are using the new and improved wood gutter. These are "built-in" exterior features serving the economical purpose of crown wood and gutter combined and adding rigidity and distinction.

Modern wood gutters come pre-applied with aluminum linings and are attached to the house by treatment permeates and seals the pores of the wood forming an excellent preservative as well as water-proof coating. The wood is with dried and only has to be painted when the house is painted. End joints and outlets are sealed with solid brass leak-proof fittings.

The first cost of these gutters is no more than that of gutters built with other materials, and no roof should be attached to the house with zinc-coated nails or corrod. threaded brass screws.

A variety of designs in lengths up to 40 feet can be purchased from most building material dealers.

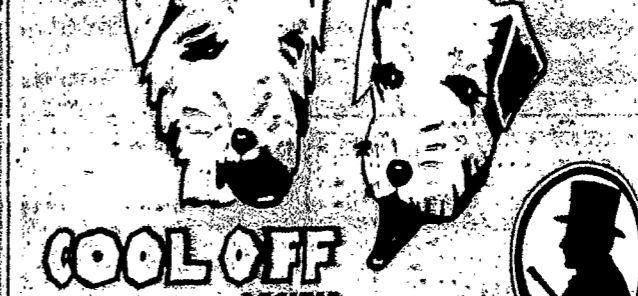
## DIRT WEARS RUGS

LET US CLEAN YOURS BY OUR SCIENTIFIC PROCESS "Your Rugs Will Last Longer"

**GRAY'S**  
Menroe 116-A 251 Sanford St.

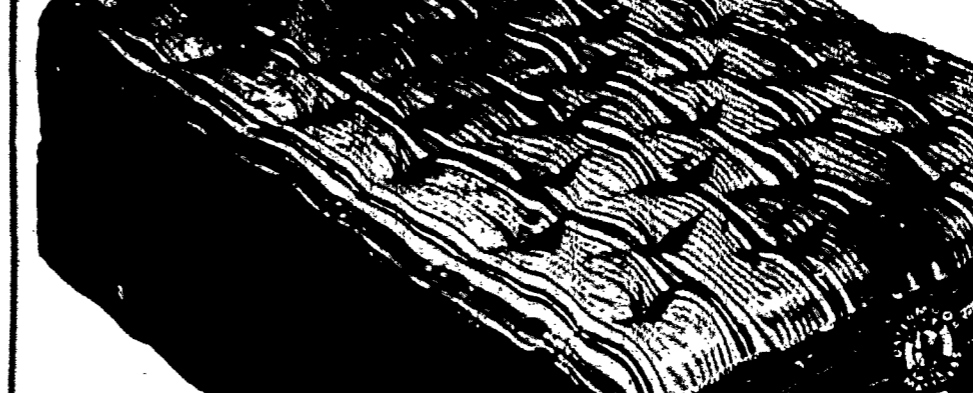
**Lapple's O. K. Bakery**  
928 CLINTON AVE. N.  
Rochester, N. Y.

## DOG DAYS ARE HERE



**COOL OFF WITH Old Topper Ale**  
ROCHESTER BREWING CO., INC. GLENWOOD 270

## McCurdy's AUGUST SALE OF OSTERMOOR SERVICE STRIPE MATTRESSES



**NINE POINTS OF SUPERIORITY**

- Ostermoor Flexible Cable - Coil inner-spring, convoluted to give you the most - resilient springs, a greater load against structural defects.
- Flex-O-Coil - The Ostermoor Flexible Cable-Coil inner-spring, made of the best quality - perfect uniformity.
- Ostermoor Fall Protection - Fall serves as a strong ducted section foundation for the layers of Ostermoor felt and prevents the felt from packing down between the coils.
- Ostermoor Fall Protection - Fall prevents you from falling through the bed.
- Ostermoor Reinforced Side Under - Ostermoor Flexible Cable - Spring coils actually keep the sides of the Ostermoor felt in place throughout the life of a mattress.
- New Style Handles - Perfectly designed and built for easy handling.
- Ostermoor Quality Filled Cotton - Ostermoor Quality Filled Cotton is the most comfortable and health giving sleep.

Regularly \$42.50  
You save \$16.65 in this grand McCurdy's sale!  
**\$29.85**

For the event we purchased a quantity of genuine Ostermoor Service Stripe Quality mattresses at a great saving. Covered in smooth, soft, dyed woven stripes and deep patterns. Further guaranteed with other high-grade covers on broken color ranges. See for yourself the high quality of these soft Ostermoors, and enjoy many nights of restful health giving sleep.

**NO DOWN PAYMENT!**  
Pay Monthly Out of Income  
FIFTH FLOOR

# BEST SELLER because it's SILENT



No wonder more than 1,500,000 families throughout the country have changed to Gas refrigeration! For Electrolux is the only automatic refrigerator with no moving parts in its freezing system. That means permanent silence, dependable service, continued low operating cost, year after year.

Prices are down. Savings are greater than ever. Come in today and see the handsome big Gas refrigerators.

**BIG 6 CUBIC FOOT MODEL**  
**ONLY \$5 DOWN**  
**PAY AS LITTLE AS 17c a day**

**ROCHESTER GAS & ELECTRIC Corporation**  
For Trouble and Service Calls Telephone MAIN 3960  
For Sales Dept. and Personal Calls Telephone MAIN 7070