

WHERE TO BUY

Berthelmay MILK - CREAM

Town Talk Bakery

ROOFING and SHEET METAL WORK

FIRE INSURANCE

GENERAL INSURANCE

ROBERT F. ASHLEY CO.

STAMP STAMPS

DIRT WEARS RUGS

GRAY'S

PERMANENT ROADWAYS

BEN MILLER

LEATHER GOODS

HOME PLANNING

New Ideas for Old Homes Popular Outside Finishes

New Products Renew Homes

Developments Aid To Modernization

The introduction of a great many new household appliances and products has opened up possibilities to builders engaged in modernization of older homes.

Advances in the home-building industry have kept pace with general technological progress and today the builder has hundreds of relatively inexpensive home improvements which add value, convenience, and a large degree of livability to obsolete structures.

Not even builders contend that these new products alone will bridge the years in a home's life. It is a matter of the proper use of these appliances and a 1940 flavor to the out-moded home and serve as a complement to structural modernization.

For example, the brightly colored snap-on covers for living room and dining room chairs are also available in a new flexible rubber strip which is sold by the manufacturer to follow the contours and accommodate seasonal movement between the seat and the chair back.

With the modern trend toward functional design for living quarters, it is important to have a room perform double duty.

One leading manufacturer of plumbing goods has announced a new clay bathtub, said to be light weight, moderately priced, and easily cleaned.

A new transparent waterproof coating has been announced and its manufacturers say that it makes brick, stone, and masonry walls above grade water-tight without changing the surface texture.

To be added to the list of attic and kitchen ventilators is one which its manufacturers say takes to trap smelly gases from the kitchen range and whisk them out of the house through a vent pipe.

A foundation ventilator has been announced, with its manufacturers claiming that it prevents foundation and exterior rot and fungus growth under the building by providing light and controlled ventilation through the foundation walls.

Hints for Home Owners

Dark Walls Suggested

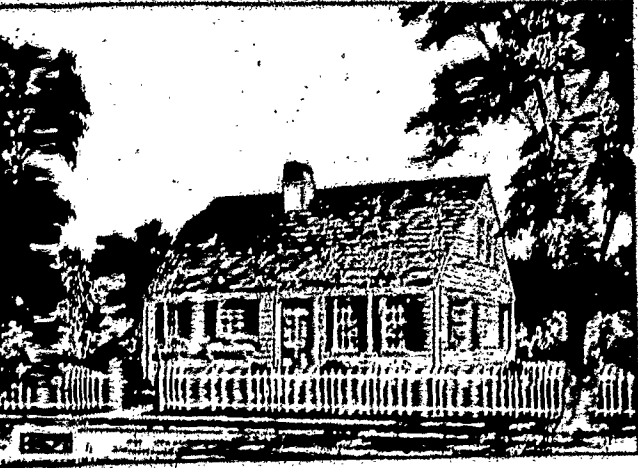
Proper Drainage

Wood Preservation

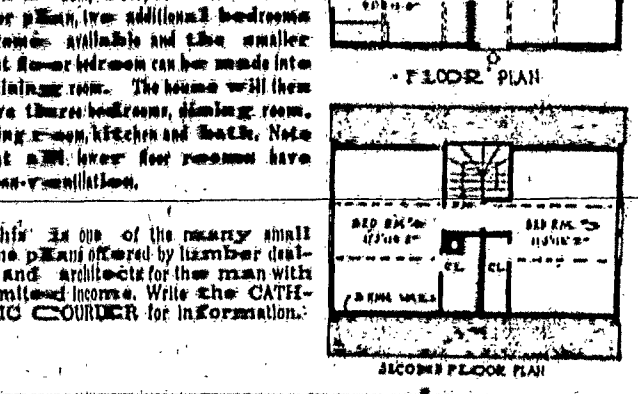
Weathering Doors

Shipping Cold Water

A TWO OR THREE-BEDROOM HOME



These plans have a main living room, a dining room, a kitchen, a bathroom, and a bedroom.



Many Ideas Expressed When 300 Women Plan One House

Three hundred women designed a house which was recently built in California by publishers of a magazine.

Among some of the opinions expressed during the novel experiment were:

"I want a level lot—flat ground with a view of the ocean."

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Exterior Walls Have Variety

New Materials Are Attractive

Wood, brick, stucco, steel and stone are all being used effectively and attractively as outside-wall materials in the construction of new houses.

Extensive use of wood construction predominates in the new single-family houses, although a great variety of other materials are combined.

Wood shingles are especially appropriate for Colonial-type houses. They may be used on split log or shingle walls.

Brick is lending peculiar charm and beauty to many of the new homes. Its use in conjunction with wood and stucco is popular.

Stucco and Concrete

Concrete may be used for wall coverings in large areas or for the entire exterior of a house.

Stone in localities where it is plentiful is especially attractive.

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Women Build A Home

New Small Home Plan



Carefully Cleaned!

The modern housekeeper knows that it's just as important to clean floor coverings as curtains or drapes.

READ THE CATHOLIC COURIER

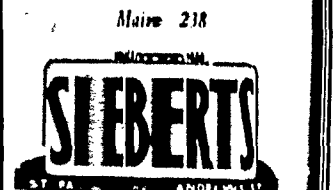
FIX THAT GRATE OR CRACKED FIREPOT

IN YOUR FURNACE

Don't Wait Until You Need Heat.

FREE ESTIMATES

MAINE 218



Window CLARK PAINT Glass OIL and GLASS

The American Specialty Co. ROCHESTER'S LEADING SUPPLY HOUSE



We are Modernizing

We had ideas for several improvements on our home. We put them on paper and went to the Rochester Savings Bank.

YOU can modernize your home. You can borrow from \$100 to \$2500 to pay the cost.

ROCHESTER SAVINGS BANK

MAIN ST., Cor. of FITZBUGH • FRANKLIN ST., Cor. of NORTH

Property Repair Protects Values

The repair and preservation of existing property is an important part of the owner's responsibility.

A high-ranking bank official declares that in rehabilitating properties permitted to lapse into disrepair during lean years it makes a more favorable profit.

Performance of this financial service by banks is a diversified purpose.

Many prefer the argument of force to the force of argument.

If you're a hot water watter...

Save your temper!

RENT AN AUTOMATIC GAS WATER HEATER AND PROVE THE LOW COST!

Cook your Neighbors

Thousands more Rochester families NOW enjoy the Carefree Service on our RENTAL PLAN

Old-fashioned, balky water heaters DO NOT save money!

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No obligation to buy on our TRIAL RENTAL PLAN

1. Try Before You Buy—Cover, remove, return and get Water Heater replaced FREE in your home.

2. 11 Month Rent—No life insurance. No obligation to buy. Pay only \$1 a month for the equipment, plus the small amount for gas used.

3. Low Cost—Gas gives you the best economy. No other heat.

ROCHESTER GAS & ELECTRIC Corporation

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