

WHERE TO BUY

Bartholomay
MILK - CREAM
Phone - MA 21 519

Town Talk Bakery
601-607 Pullman Avenue
GLEN, 6772
Every Day We Go Your Way

ROOFING and SHEET METAL WORK
Wm. J. MEYER CO. INC.
102 6th St.

TIRE REPAIR SPECIALIST
Noldinger Tire Rebuilders
314 1/2 Broadway
New York 10013

GENERAL INSURANCE
EBERT F. ASHLEY CO.
311 Union Trust Bldg.
New York 10011

DIRT WEARS RUGS
GRAY'S
1257 3rd Ave. N.

FLOORING
CONCRETE FLOORING CO.
178 2nd St.
Glen, 6772

PERMANENT ROADWAYS
BEN MILLER
Davenport, Iowa

LEATHER GOODS
HENRICH-SEIBOLD STATIONERY CO.
15 Broadway St.

Enjoy the pause that refreshes at home
Coca-Cola

WASH YOUR MOUTH

HOME PLANNING Planning Interiors — Style Distinction — Helpful Home Hints

Sturdy Charm In New Homes Planned To Meet Community Style

New homes constructed under the F.P.A. program, although mostly of lower cost and small size, are usually marked by their sturdy charm and distinction, according to qualified building observers.

The topographical variation of the region have offered opportunity for the home builders and they have taken advantage of the fact that there are appropriate sites in most sections of the country for practically all authentic architectural styles.

The distinctive charm of the new homes is a result of the insistence of officials of the F.P.A. that the exterior design of the house should be dictated not so much by personal desire as by the location of the house, the topography of the site, the design of the neighborhood and the architectural style of the area.

It is important that the architectural type selected conform to the design of other houses in the immediate vicinity. This does not mean that because this center of houses in the block are Cape Cod cottages it would be necessary for the home builder to select a Cape Cod cottage. It means simply that if the majority of the houses are Cape Cod cottages, the design selected should be informal and simple.

A formal southern colonial house should not be placed in a community in which one-story cottages predominate. Conversely, if the majority of the houses in the community are Cape Cod cottages, it would be unwise to build a Mexican farmhouse or a Cape Cod cottage.

A community developed with houses of similar appearance is more stable, more attractive, and more desirable. Such a result is not standardization but a pleasing harmony.

There are several architectural styles which have been tested by extensive use and which may be happily used to meet local conditions.

A few of the really recognized styles are:

The first New England homes were built by craftsmen who learned their trade in England. The simplicity of a building, many materials required in simple and restrained style. Modern colonial homes follow this early tradition.

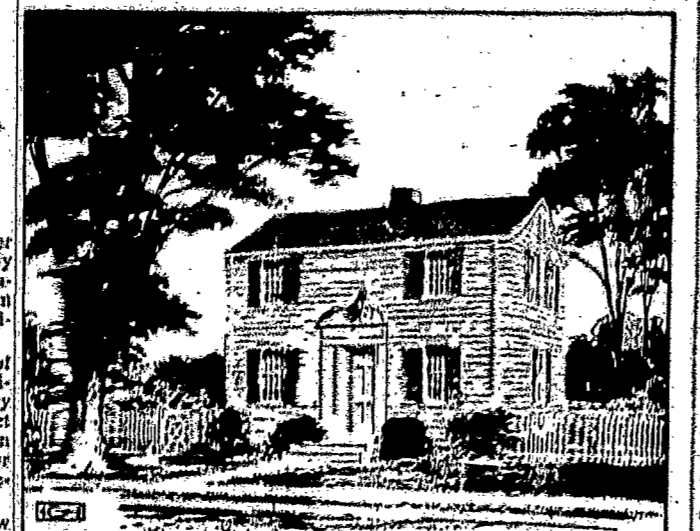
Early southern planters imported architects from abroad to design formal homes in the Georgian style. Simple and formal, these homes of great refinement resulted.

The picturesque rambling type of house first used in France and later in England during the time of Elizabeth is known as English Tudor. The English fronting row graceful lines and interesting surface textures.

Designed primarily for utility and convenience, the flat-roofed severely plain homes reflect the modern attitude in building. These homes are popular in France, Germany and Holland, as well as in the United States.

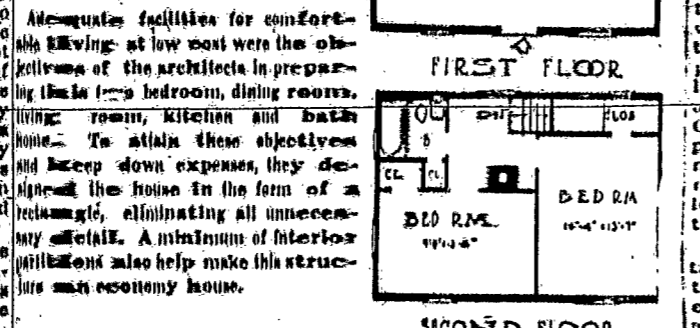
The new California style is characterized by the low-pitched roof, long horizontal lines, and rambling design.

More economical than renting



It is an attractively arranged two-story, low cost house, designed after careful study to come within a price of \$20,000 per month at 4 1/2% rates. It is truly representative of planned economy.

Adequate facilities for comfortable living at low cost were the objective of the architect in preparing this two bedroom, dining room, living room, kitchen and bath home. To attain these objectives and keep down expenses, they designed the house in the form of a rectangle, eliminating all unnecessary detail. A minimum of interior partitions also helps make this structure an economy house.



Adequate Interior Lighting Even More Vital in Winter

The advent of Autumn and Winter with accompanying shorter days and more time spent indoors places emphasis on the problem of lighting.

This is as important from the standpoint of injuries or death due to dangerous falls in dark and unlighted places as it is from the standpoint of comfort. Thirty-four per cent of all fatal accidents in 1939 occurred in homes, the National Fire Protection Association reported. Accounting for 23 per cent of all home accidents, stairs and steps were the most dangerous spots in the home. About 10 per cent occurred on the yard and 18 per cent in the kitchen.

Poor Lighting Breeds Accidents

Accidents are attributed largely to improperly illuminated steps, hallways and doorways.

It is advisable to have in each room in the hall, and on the roof a light switch controlled by a light switch. Ceiling or bracket lights may be installed in the living room and a wall switch controls a lighting outlet. Lighting outlets, however, should be placed in relation to furniture to make certain that floor and table lamps can be used to provide adequate light for reading.

Provide Efficient Switches

Switches are to light the way in a home. By having enough switches, conveniently placed where the hand naturally expects to find a switch light, the occupant can always have a path of light ahead.

The Installation Circuit Plan is issued by the Federal Housing Administration, make it possible for home owners to assure themselves of safer and more convenient homes through improvements and additions to their illuminating systems.

Hints For Home Owners

REDUCING DRAFT

The advent of cooler weather will remind many home owners of former discomfort caused by drafty windows and doors. Aside from heat loss, a drafty house is a health hazard.

A thorough job of weatherstripping will do much to eliminate this fault and may be accomplished at reasonable cost. The choice of materials is wide, and selection may be governed by the amount of money the home owner desires to put into home improvement.

SPORTS CLOSET

A closet or small room given over to the storage of sports equipment will be appreciated by the home owner during the winter months.

PAINT RECALCULATED SURFACES

Recalculated surfaces, such as the underparts of porches, should be treated with one coat of high quality exterior paint to prevent deterioration from dampness.

AIR LEAKAGE

It has been estimated that in winter about one third of the heat from a home's heat escapes through the roof.

It is less difficult to install insulation in ceilings than in walls as in practically all houses there is an attic large enough to permit workers to apply one of the many types of ceiling insulation now being marketed.

Many Features Fix Choice in Planting

Features which should be considered in selecting trees for landscaping are: rate of growth, hardiness, length of life, straightness of trunk, color of bark, symmetry, autumn colors, comparative freedom from disease or insect pests, general shape, flowers and flowering habits, fruit, shape and color of foliage.

Prospective home builders are reminded that forethought in planning wall space and placing windows and doors in a new house will make it possible to arrange the furniture in the most comfortable and satisfactory way. If left to chance, the furniture which the family intended to use may have to be discarded and new pieces bought. Otherwise, wall space that is two or three inches too short for the average bed, chest, bookcase, or dresser will be wasted.

The architect can just as easily make the wall space fit the furniture and design rooms for the most logical grouping.

Fit New House To Furniture

Arrangement of furniture has a great deal to do with the livability and charm of a home, qualified interior decorators say.

Furniture is part of the decoration of a room. Therefore, the decorator itself must accept the structural lines of the object it decorates.

Prospective home builders are reminded that forethought in planning wall space and placing windows and doors in a new house will make it possible to arrange the furniture in the most comfortable and satisfactory way. If left to chance, the furniture which the family intended to use may have to be discarded and new pieces bought. Otherwise, wall space that is two or three inches too short for the average bed, chest, bookcase, or dresser will be wasted.

The architect can just as easily make the wall space fit the furniture and design rooms for the most logical grouping.

MODERNIZATION KEY TO SAFETY IN HOME

The danger of loss to both property and life can be greatly reduced through the proper modernization of property.

Alternating current repairs to residential and ice-cool-producing properties will reduce considerably the possibility of fire frequency.

Faulty wiring systems, faulty gas or other heating systems and neglect of attic, nooks and other recesses where spontaneous combustion may work its havoc are considered among the chief causes of fires.

Proper maintenance of existing structures through structural improvements, edge correction, the mending of the roof, and increasing the value and increasing the safety of the property.

Use Ingenuity On Interiors

Select A Basic Scheme First

The planning of any home calls for skill and ingenuity on both sides of the exterior walls. The outside must look pleasing to ourselves and others. The inside is even more important because it may be your personal background for years to come.

A basic decorative theme is determined, as a rule, by the selection of a dominant period, such as Early American, 18th Century, English Colonial, Swedish Modern, etc.

To be complete your dominant scheme should include the curtains, draperies, upholstery fabrics, slip covers, pillows, cushions, lamps, vases, ornaments, ash trays, desk sets, table articles, and the other usual knick-knacks. All of these things should be chosen to blend with the furniture.

Plan Each Room

Make a plan of each room and locate on it each piece of furniture to assure maximum use of windows and wall spaces. Place the principal pieces around focal points in the room, or in a large window. Provide traffic lanes and unimpeded and large pieces. Group them to fit the furniture and plan carefully for day as well as night lighting. Large, well placed mirrors will make a small room look twice its size and bring in a touch of outdoors.

Start with the floor making certain the size of the coverings and their color and texture fit the general theme. In the small room avoid the confusion of large patterns and brilliant colors. Solid colors in simple design are best.

Walls Carry Tone of Room

The walls carry the background tone of all rooms. Use light tints and small paper patterns. Small spots of bright color help the general effect. Large patterns or heavy colors will reduce the apparent size of a room.

Modern wallpaper offers a large selection of patterns ranging from gay tones to delicate hues and neutral backgrounds.

A wood paneled wall may also be obtained in a wide choice of designs. Its beauty depends a great deal upon the grain and knot pattern in the wood itself, but the kind of finish given the wood is also an important factor. If it is impractical to allow the wood to age naturally, a room, it should be stained, rubbed with a mixture of turpentine, linseed oil, dryer and amber, wiped off and then shellacked.

This is followed by another rubbing and waxing. The wood wall is the result for a lifetime without further expense.

For painted walls it is best to consult your contracting painter or paint dealer. He has a sound knowledge of color combinations and knows how to effect them.

DO YOU KNOW That the CATHOLIC COURIER has been published every Thursday for over 50 years

FIX THAT GRATE OR CRACKED FIREPOT IN YOUR FURNACE

Now... Don't Wait Until You Need Heat.

We Have in Stock

FURNACE AND STOVE REPAIR PARTS

For just about every furnace or stove sold in Rochester in the last 50 years

FREE ESTIMATES

Main 238

SIEBERTS

Guard Against Chimney Fires

Special care should be taken during the heating season against the danger of chimney sparks starting roof fires. A good protection against this is the use of fire-resistant roofing.

Sparks landing on roofs are the third largest cause of residential fires, the National Fire Protection Association reports. They are especially hazardous when they are blown by a wind and by faulty heating plants.

Many types of fire resistant roofing are available suitable to every type of roof. Flat roofs may be protected by means of built-up asphalt or sheet-metal roofing. Sloping roofs may be covered with sheet metal or shingles of slate tile, asbestos, or asphalt.

Combination of Evergreens, Deciduous Shrubs Suggested

Deciduous shrubs are those which shed their leaves at certain seasons.

Most landscape specialists advise combining deciduous shrubs with evergreens in order to provide variety. The deciduous shrubs provide changing colors with the seasons, while evergreens remain fresh and green throughout the winter.

STAUB'S RUG CLEANING Is the Finest!

No home can be considered clean unless the accumulated dirt has been completely removed from the rug! Staub's superior workmanship and economical prices make it easy to have clean bright floor coverings!

Phone Monroe 6800

STAUB & SON

Window Glass CLARK PAINT
Oil and Glass
George A. Weining, Pres.
71-73 STATE STREET
MA 5N 693 PHONE YOUR ORDER MAIN 1 509
PROMPT DELIVERY

The American Specialty Co.
ROCHESTER'S LEADING SUPPLY HOUSE
Food Service Equipment and Supplies for HOTELS—RESTAURANTS—CATERERS—HOSPITALS—SCHOOLS and INSTITUTIONS

China	Mixers	Ranges
Glass	Tables, Chairs, etc.	Refrigerators
Silver	Coffee Urns	Kitchen Utensils
Cutlery	Steam Tables	Labor Supplies

Visit Our Showrooms
283-91 Central Ave. Tel. Stone 282-283-284
Between Clinton & St. Paul ROCHESTER, N. Y.

CHECK YOUR HOME FOR IMPROVEMENTS

Does your home need repairs — modernization — improvement? You can pay the cost of the work and materials with an F.H.A. Modernization Loan from \$100 to \$2500. You may have up to 3 years for repayment in convenient monthly payments.

PAINTING: Exterior walls and trim, interior walls, floors, ceilings and trim.

ROOFING: Gutters, downspouts, roof sheathing, flashing, tile, shingles.

WIRING: New lighting fixtures, new outlets, modern safety devices.

REPAIRS - Built-ins: New shelves, cabinets, classic interior repairs.

MASONRY: Walls, doors, steps, foundations, chimneys, fireplace flues.

REMODELING: New partitions and additions, a new porch or garage, attic or basement room.

DECORATING: New wallpaper and other wall coverings, plastering, painting, etc., stucco, and other work, new medicine.

Plumbing - Heating: Modernizing bathroom, kitchen, laundry, etc., bath or lavatory, new water systems, heating plants.

Come in and see us or telephone and our representative will call on you. Consultation is free and without obligation. Do it now before winter comes. Thousands have made their homes more enjoyable with the help of F.H.A. Modernization Loans. Why not you?

ROCHESTER SAVINGS BANK

TWO CONVENIENTLY LOCATED OFFICES

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

If you're a hot water wailer... Save your temper!

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

Make your Neighbors

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

Old-fashioned, balky water heaters DO NOT save money! Ask some of the thousands of thrifty Rochester families who switched to carefree GAS water heating and discovered its convenience and economy. Then try automatic GAS water heating in your own home on our Trial Rental Plan. You'll be surprised at the reasonable cost for this carefree service. Stop in or phone.

No obligation to buy on our TRIAL RENTAL PLAN

1. Try Before You Buy—Copper, rustproof automatic Gas Water Heaters installed FREE in your home. Keep it as long as you like. Returned FREE if you are not satisfied.
2. \$1 a Month Rental—No large investment. No obligation to buy. Pay only \$1 a month rental for the equipment, plus the small amount for gas used.
3. Lower Cost—GAS gives you more for your money than any other fuel.

1 MONTH RENTS AN AUTOMATIC GAS WATER HEATER

ROCHESTER GAS & ELECTRIC Corporation
59 EAST AVENUE MAIN 7078
GAS IS YOUR QUINCELANE FOR ALL YOUR HOME SERVICE

A WORLD OF FOOD

MILK-THE KEY TO BEAUTY

THE RESEARCH OF THE MILK PROCESSING INDUSTRY HAS PROVED THAT MILK IS THE MOST COMPLETE AND PERFECTLY BALANCED FOOD FOR THE BODY. IT CONTAINS EVERYTHING NECESSARY TO KEEP THE BODY IN THE BEST OF HEALTH.

REMAINS OF THE QUINCELANE APPLE HAVE BEEN FOUND IN WINTERLANGE. THESE REMAINS WERE FOUND IN THE WINTERLANGE MOUNTAINS. THE WINTERLANGE MOUNTAINS WERE DISCOVERED BY BIRK BECKMAN. HE FOUND THEM IN THE WINTERLANGE MOUNTAINS. HE FOUND THEM IN THE WINTERLANGE MOUNTAINS. HE FOUND THEM IN THE WINTERLANGE MOUNTAINS.

The CATHOLIC COURIER School of Cookery
156 HAMILTON ST.