

3rd ANNUAL HOME SHOW - APRIL 19-26 - CIVIC EXHIBITS BUILDING

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Balance Sought In Home Show

By JOHN D. TIGHE, Executive Secretary of Real Estate Board and Show Manager

A special effort has been made this year to plan the layout of the Home Show in such a way that every individual part of it shall bear a logical relation to the whole. The Show Management has been aided in this endeavor by the physical properties of the Civic Exhibits Building. This recently-re-modeled building has already proved itself most adaptable to show purposes. Its compactness gives a visible unity to a show, makes it possible to present a spectacle such as the Home Show in a clear-cut manner so that one display leads naturally to another as the step-by-step story of home-planning, home-building and home-financing is dramatically unfolded.

The Show Management has also taken pains to include a large amount of solid instruction in the display. Not only will a panorama of everything for the home be presented, but the use and application of the materials will be clearly demonstrated and explained by intelligent attendants at every booth.

There are three chief reasons for shows that are offered to the general public to interest, to instruct and to entertain. All three of these basic qualities will be present in balanced proportion at the Home Show. The interesting and instructive angles are obvious. As for entertainment, the Show Management has secured the services of several outstanding performers.

One of these featured attractions is Marshall Montgomery, a world-famed ventriloquist. Montgomery has performed extensively in the United States and in Europe. He has performed before Kings and Queens, Emperors and Presidents.

Another act of more than usual interest will be the old-fashioned Punch and Judy Show, presented at the Home Show by Ajax Milano. Milano, like Montgomery, has delighted audiences both at home and abroad. Before the present war he gave a comical performance at a children's garden party at the request of King George VI. His repertoire includes all of the famous Guignol plays. He himself has made his puppets.

A special attraction will be a modified version of the Eastman Kodak Company's famous "Cavalcade of Color" which was a real sensation at the New York World's Fair. Home Show visitors will see beautiful Kodachrome projections in full color, covering a wide range of subject matter.

Arrangements have also been made for numerous radio broadcasts direct from the Home Show. This will give many people an opportunity to see their favorite local radio personalities in action.

Home Show Leaders



SAMUEL B. DICKER
Mayor of the City of Rochester

JOHN D. TIGHE
Show Manager



HARRY F. THOMAS
President Real Estate Board

JAMES E. GOUTREMONT
Chairman Real Estate Board

Real Estate Backs Local Home Projects

By HARRY F. THOMAS, President, Real Estate Board

The sponsorship of the 3rd annual National Home Show is only one of the many worthwhile local projects to which the Real Estate Board of Rochester has given support. Ever since its founding, the Board has been alert to give its unstinted backing to enterprises for the local good, and with just an unstinted enthusiasm, it has fought subversive practices wherever and whenever they have appeared.

The history of the Real Estate Board goes back to December, 1900, when a group of local real estate men organized the "Real Estate Protective Association." After 1900 no definite records of this organization can be found. However in October, 1910, an organization of brokers was effected, taking the name "Real Estate Association of Rochester," and this organization has continued until the present. When it was incorporated in 1921 the name was changed to "Real Estate Board of Rochester, N. Y., Inc." Since 1910 the Board has been active in the affairs of the State Association.

The Board has always endeavored to cooperate to the limit with other civic organizations, either by affiliation or representation. It cooperates with such bodies as the Investor's Protective Committee of the Chamber of Commerce, the Better Business Bureau, Rochester Council of Civic Clubs, and the Community Conference Board. The Board places continual stress on ethics, insisting upon a high standard of business conduct among its members.

The Home Show, which opens in the Civic Exhibits Building Saturday, is the third such enterprise to be sponsored by the Real Estate Board. The Board feels that these shows render Rochesterians a real public service, and at the same time provide an excellent stimulus to local business conditions.

Present officers and directors of the Real Estate Board are as follows: Harry F. Thomas, president; Warren W. Allen, Vice-President; Follett L. Greeno, vice-president; Ralph Klonick, vice-president; Linus S. Appleby, secretary; Ralph R. Borchard, treasurer; Edward E. Foote, assistant treasurer; John D. Tighe, executive director; E. Reed Shutt, board counsel; and Directors Warren W. Allen, Linus S. Appleby, Ralph R. Borchard, Edward E. Foote, Follett L. Greeno, Harold F. Grunert, Ralph Klonick, Milton S. Lum, Robert Reilly, Howard C. Ruppert, Harry F. Thomas and John D. Tighe.

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 12:30 WNBC "Children's Room" Broadcast
 7:00 Formal Opening Ceremony, WNBC Broadcast by City Officials, Real Estate Board Members.

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PROCLAMATION

WHEREAS, great advances have been made during recent years in the development of home construction in the City of Rochester, and

WHEREAS, numerous Rochester citizens are engaged in and have contributed to the enterprise of improving the standards of residential buildings in the City, and

WHEREAS, many citizens are deeply interested in all that is new in the field of home building, and

WHEREAS, the Real Estate Board of Rochester will present its Third Annual Home Show in the Civic Exhibits Building during the week of April nineteenth to twenty-sixth.

NOW, THEREFORE, as Mayor of the City of Rochester, I do proclaim and designate the week beginning the nineteenth day of April, 1941, as National Home Week in the City of Rochester, and do urge all citizens of the City to participate in this event and to attend the Annual Home Show in the Civic Exhibits Building.

Given over my hand and the seal of the City of Rochester this twelfth day of April in the year of Our Lord nineteen hundred and forty-one

SAMUEL B. DICKER
 Mayor of the City of Rochester.

Home Show At A Glance

TIME: Noon to 11 p. m. daily, April 19 to 26, incl.
 PLACE: Civic Exhibits Building.
 AREA: 60,000 square feet.
 EXHIBITS: Roofing, wiring, plumbing, flooring, walling, paint, building materials, floor plans, model miniature homes, heating equipment, etc.
 ENTERTAINMENT: Modified version of Eastman Kodak's "Cavalcade of Color" at N. Y. World's Fair. Ajax Milano and his Punch & Judy Show. Marshall Montgomery, world-famous ventriloquist, and his walking-talking doll.
 AUSPICES: Real Estate Board of Rochester, Inc.
 SHOW COMMITTEE: James E. Goutremont, Chairman; Warren W. Allen, Linus S. Appleby, Ralph R. Borchard, Edward E. Foote, Follett L. Greeno, Harold F. Grunert, Ralph Klonick, Milton S. Lum, Robert Reilly, Howard C. Ruppert, Harry F. Thomas.
 SHOW MANAGER: John D. Tighe, Executive Secretary of the Real Estate Board of Rochester.

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at BOOTHS 51-52 at the HOME SHOW W. A. McCormick 4 Lake Ave. Rochester

Home Show To Include Latest In Building Science

Rochester's 3rd annual national Home Show will open in the Civic Exhibits Building, Saturday, sponsored by the Real Estate Board of Rochester, Inc. It will continue through Saturday, April 26.

The show will include displays of, in fact, the complete building story, everything pertaining to home-planning to final payment, planning, home-building and home-financing—from roof to basement, mitted to the Show from Saturday. The latest developments in roofing, noon on, official opening ceremony, plumbing, flooring, painting, monies will be delayed until 7:00 and walling materials will be displayed Saturday evening in order played demonstrated and so that they may be broadcast over planned. The various displays will Station WHEC. Civic officials and be arranged in ordered sequence, so officers of the Rochester Real Estate Board will participate in these Show will see, unfolded before his (Continued on Page 7)

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