



Joseph Entress, Homar developer, (left) discusses home plans with Ward Benedict, Construction Superintendent of the Greece tract.

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"Homar" Builds

Plans. Quality and craftsmanship appear to be his main concerns in construction.

Featured in "Homar" during National Home Week are three model homes exemplifying unique and advanced construction technique and planning. Houses of interesting variance feature choices from 2 to 5 bedrooms and 1, 1½ or 2 baths.

"Homar" is of particular interest to Catholic families attracted to the Town of Greece, because of its proximity to Our Mother of Sorrows Church and Parochial School, District school buses serve the children of "Homar" in transporting them to and from Fr. O'Rourke's new school.

Mr. Entress has some positive ideas on what a home should be like to provide for a contented future.

"Youngsters make noise.

That's natural if they're to be happy," he said with a smile. "But there is not a father or mother in the world who sometime or another doesn't want to retire out of sight and sound in a room apart from frolic. A well-planned home provides the flexibility necessary to meet just such conditions."

"Women have the right idea in clothes. You seldom see two women dressed exactly alike. The same women spend about 60% of their lifetime in and around their homes. It is natural to assume that they do not want their house to be duplicated next to them. That's why we have 24 alternate plans and designs at "Homar" to insure relief from monotony in appearance."

"As a home feature, an automatic built-in backscratcher might make a good conversation piece at the point of sale of a house, but it can't compare with sound logic and the

Audino's Air Conditioned "Carefree Home" Holds "Christ The King" Area Spotlight

Tremendous building activity surrounds the site of the new parish of "Christ The King" on Goodman Street, Irondequoit near the Town Hall, and the "Northridge" tract directly opposite the site one block east has felt the full favor of Catholic Family enthusiasm for the area.

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Circle Tour

noting busy Ridgeway Shopping Center on left as you continue on Fetzner Road to Laurel Avenue, following signs to A. DiNardo & Son-MODEL HOME. This extensive tract of new homes has a high percentage of Catholic population due to its convenience to St. Johns Church and Parochial School further out Ridge Road.

Returning to Ridge Road, continue west past St. Johns to 284 Ridge Road and turn right on Harvest Drive. As far as the eye can travel down Harvest Drive are "Pepperidge Homes." The MODEL HOME is located on Harvest Drive toward the end, #729. It will be recognized by signs and a temporary "A" white fence. This tract, too, is in St. Johns parish and has school bus service.

Leaving Pepperidge by continuing on Harvest Drive and turning right to Long Pond Road we proceed due north on Long Pond Road to English Rd. Right on English Rd. to Mt. Read Blvd. Left on Mt. Read Blvd. to Latta Road.

At this junction on the right, you will note Our Mother of Sorrows Church and, as you turn right, you will see the recently completed parish Parochial School (Fr. O'Rourke's pride and joy). This parish, until a short time ago, was considered as being "out in the country" but looks at the new construction surrounding it today!

Follow Latta Road downhill to its junction with Dewey Avenue, turn right beginning on the right and extending up to the top of Dewey Hill is "Homar," mushrooming into what promises to be one of the most outstanding of the larger residential developments in Greece. Joseph Entress is the builder and not one but five MODEL HOMES are open right on Dewey Avenue. (School bus service to "Paro-

chial School).
Across Dewey Avenue also is Our Mother of Sorrows parish, is Caldwell and Cook's big residential tract "Lakeview." The MODEL HOME is on Woodcroft Drive, 409-4250. Dewey toward the end of the street on the left. Parochial School bus service.

Returning to Dewey Avenue continue south past the tremendous "Northgate Shopping Center," a magnet to this area, to St. Charles Borromeo Parochial School at the junction of Dewey Avenue and Maiden Lane (just before you reach Stone Rd. traffic light). Turn right and continue on a few blocks to Veststreet Drive. Turn left. This is "Evered," a development of 41 Ranch Homes by Michael DiGennaro, builder, strategically located near the Parochial School.

Driving back to Dewey Avenue, turn left and retrace your route past "Homar" and "Lakeview" to Latta Road. Continue north toward Lake Ontario. On your immediate left at Dewey and Latta Road, is the beginning of a large tract construction by LaDue and Fitch, builders, "Dewey Manor." MODEL HOME should be completed during National Home Week, take first left on dirt road to tract under development, (Mother of Sorrows)

On the right side of Dewey Avenue, continuing north, is "Dewey Green," the development of builder Alvin Lawson. MODEL HOME is 4574 Dewey Avenue. (Mother of Sorrows)

Returning to Latta Road, turn left off Dewey and drive west bearing right on Stutton Street, across Lake Avenue and Stutton Street Bridge to St. Paul Boulevard. Turn right going south on St. Paul Blvd. until it makes a sharp turn right. Continue straight ahead

on Cooper Street to its junction with Titus Avenue. This is an attractive business section, you'll agree. A vast shopping center lies just to the right of intersection. This section is included in St. Margaret Mary parish.

Turn left on Titus Avenue

and continue east to "Irondequoit Heights," a \$5 Million development of the Alliance Organization. Follow signs to MODEL HOME.

Returning to Titus Avenue, drive further east to Portland Avenue, turn right and follow to Nick Giannak's "North

2-A COURIER-JOURNAL Friday, September 9, 1966

Ridge subdivision. MODEL HOME open, follow signs. All this section is in the area and adjacent to the new "Christ The King" parish, Parochial School. (Continued to Page 4-A)

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desirability which a large roomy closet in which to store clothes offers as a real living embellishment.

The "Homar" tract, formally opened during National Home Week and Catholic Family Week will contain 136 homes in a large assortment of exterior and interior planning, the developer stated.

14 homes are now in the process of construction, five of which will be open for inspection during the week. Building activity is scheduled to progress rapidly under the personal direction of Mark Benedict, construction superintendent.

The development has both storm and sanitary sewers, paved streets, sidewalks and water mains paid for by the builder. Sales are handled by H. J. Ludington Real Estate Company with offices in the Genesee Valley Trust Building.

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DIRECTIONS TO TRACT—Located off Titus Avenue between Goodman and Culver near Irondequoit Town Hall. Follow signs to Lot 93 Spruce Lane.

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