

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

NOW STARTING!

DEWEY MANOR

OUR MOTHER OF SORROWS PARISH

100 FL North of Latta Bood off Dawey Ave

3 BEDROOM RANCHES

Ladue & FITCH

BUHDIS AND DEVELOPERS

(Continued from Page 1-A) "Homar" Builds

lishments. 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 bed-

rooms and 1, 1% or 2 baths. 'Homar" is of particular interest to Catholic Familles attracted to the Town of Greece, because of its proximity to Our Mother of Sorrows Church and Parochial School, District school busses serve the children of 'Homar's in transporting them to and from Fr. O'Rourk's new school.

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

"Youngsters make

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

flexibilty 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

For Details Phone

CU 7314

Audino's Air Conditioned "Carefree Home"

Holds "Ghrist 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.

-(Continued from Page 1.A)

noting busy Ridgecrest Shop-

new homes has a high percent-

to its convenience to St. Johns

Church and Parochial School

Returning to Rioge Road, continue West past St. Johns

to 2824 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 to-ward the end, #729. It will be

recognized by signs and a temporary 2 x 4 white fence.

This tract, too, is in St. Johns

parish and has school bus ser-

Leaving Pepperidge by con-

tinuing on Harvest Drive and

and turning right to Long

Pond Road we proceed due

north on Long Pond Road to

English Road. Right on English Rd. to Mt. Read Blvd. Left

on Mt. Read Blvd. to Latta

At this junction on the right,

you will note Our Mother Of

Sorrows Church and, as you

sturn 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 look

at the new construction sur-

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-

rounding it today!

Road.

further out Ridge Road.

Circle Tour

Joseph and Anthony Audino, builders and developers, have entered into the spirit of the combined Catholic Family Week and National Home Week to fullest extent by completing their "Carefree House" in time for formal opening tornorrow.

The "Carefree House" features fresh, filtered air every day of the year . . . cooled in ummer, heated in winter, by "Servel", gas air conditioning system, available through the Rochester Gas and Electric

The featured attraction at "Northridge" is an artfully planned three bedroom ranch with attached garage. There is a sparkling modern kitchen with built-in oven and range and a completely equipped child's nursery. Furnishings supplied by the Jill Furniture Company are in keeping with character of the home and reflect the good taste of the decorator. The large lot is completely shrubbed and seeded with a black top driveway lead

ing to the garage. Tract sales are handled by the Barry Realty Company.

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 per-sonal direction of Mark Benedict, construction superinten-

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.

Across Dewey Avenue, also in Our Mother of Sorrows parish, is Caldwell and Co big residential tract "Lakeview." The MODEL HOME I 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 ping Center on left as you continue on Fetzner Road to Laurel Avenue, following signs to A. DiNardo & Son MODEL 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 HOME. This extensive tract of Stone Rd. traffic light), Turn right and continue on a few age of Catholic population due blocks to Verstreet Drive. Turn left. This is "Evered", a development of 41 Ranch Homes by Michael DiGinarro, builder, strategically located near the Parochial School.

Driving back to Dewey Ave nue, 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 Crest", the develop

HC DEL HOME is 4574 Dewey Avenue. (Mother of Sorrows) Returning to Latta Road, turn left off Dewey and drive west bearing right on Stutson Street, across Lake Avenue and Stutzon Street Bridge to St. Paul Boulevard. Turn right going south on St. Paul Blvd. until it makes a sharp turn right. Continue straight ahead

ment of builder Alvah Lawson.

tion, you'll agree. A vast shop ping center lies just to the right of intersection. This sec-

Mary parish. Turn left on Titus Avenue MODEL HOME.

Returning to Titus. Avenue, drive further east ito Portland Avenue, turn right and follow

to Nick Glamack's "North

Ridge" subdivision MODEL HOME open, follow signs All this section is in the area The King parish Barochial (Continued to Page 4-A)



SEE OUR MODEL HOMES TODAY! Open for Inspection 3 to 9 Daily and Sunday

VARIETY OF MODELS FROM WHICH TO CHOOSE Quality Construction—Every Convenience

ALL IMPROVEMENTS PAID FOR BY BUILDER These delightfully modern Hanches have custom-built knotty pine or birch kitchems and clesets. Formics counters and exhaust fans. The living rooms are large and well lighted, the 3 bedrooms spacious with roomy clesests. Ceramic tile with colored fixtures in all baths. Wreught iron railings and Colonial lamp poster Large loss, topsolies, seeded and graded. Storm and sanitary sewers. Plastered walls.

V.A. APPROVED-LONG TERM FINANCING

Michael DiGennaro, Bier.

Fully Insulated for Air Conditioning

GENE GOETHALS, S. Mer.

Priced from

FULL BASEMENT - SIDEWALKS

Atlantic. Homes inc. Production in the Production of the End of t

"The Home That Knows No Seasons"

In Beautiful "Northtidge" off Titus Avenue between Goodman Extension and Culver Road in the new Christ The Kind Parish, LOOK FOR SIGNS!



Completely Furnished

Servel ALL YEAR

Summer cooling . .

Winter Heating . . .

and fresh, filtered air every day of the year

fusicited by ... Jill Furniture Company

Carefree House Features

3 Bedroom Ranch-Modern Kitchen with Built-in Oven and Range. Vanity in Bath and Shower Glass Door-Living Room with Fireplace and China Cabinets-Child's Nursery—Completely shrubbed and seeded—Black Top Driveway.

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

DAILY FROM 1:30 'TIL 9 P. M. FROM SEPTEMBER

Builders

J. C. AUDINO ANTHONY AUDINO Members-Rochester Home Builders Association

REPRESENTED BY

BARRY REALTY

272 North Street

HAmilton 2737

NEW LOW COST Sewel cools, heats, and completely air conditions that home of your own!

This great new Servel provides year 'round comfort conditioning for homes from one amazingly compact, amazingly simple air conditioner that keeps all costs low. The refrigeration system operates on the unique time-tested "ABSORPTION" principle, using heat to produce cooling. Clean, dependable gas is the fuel; water, the safest of all liquids, is the refrigerant. There are no moving parts in either the heating of cooling system . . . no moving parts to wear or get noisy. It is remarkably quiet and vibration-free . . . safe, efficient, and economical, it brings you all the benefits of complete All-Year air conditioning at lowest possible cost ... and ONLY SERVEL makes it.

All The Functions Of

or Round Oir Conditioning Summer cooling...Winter heating... and fresh, filtered air every day of the year

Set the conditioner for heating or cooling and select the temperature you want . . . Servel does the rest. In summer it provides you with a gentle flow of cool, clean, refreshing air at just the right humidity. In winter it circulates warm, filtered air into every corner of your home. Fresh, clean air is circulated throughout your entire home every day of the year.

Only SERVEL Heats

and Cools With GASI

You make your own weather with SERVEL and make it BETTER!

See Sewel year-round air conditioning at thése modern model homes

Lot 93 Spruce Lane North Ridge Tract Irondequoit

Atlantic Homes Alfonso DiNardo & Son

Lot 36 Laura Drive Greece

ALWAYS AT ROCHESTER GAS



YOUR SERVICE and ELECTRI