

FOR SALE HOUSES

BRIGHTON—St. Anne's Parish—Fairview Rd. off 110 West Henrietta Rd. New 2 1/2-story brick, modern kitchen, garage, full bath, black granite, 24 car garage, call agent, CONROSE 418.

IRONDEQUOT—Upper Drive near Conroy, 1000 sq. ft., 3 bedrooms, dining room, full bath, fireplace, garage, full bath, black granite, 24 car garage, call agent, CONROSE 418.

WILMINGTON—Sacrament Parish—Dewey Ave. near University, 1000 sq. ft., 3 bedrooms, dining room, full bath, fireplace, garage, full bath, black granite, 24 car garage, call agent, CONROSE 418.

IRONDEQUOT—ST. AMBROSE SECTION—1100 sq. ft., 3 bedrooms, dining room, full bath, fireplace, garage, full bath, black granite, 24 car garage, call agent, CONROSE 418.

ST. ANDREW'S SECTION—Near North St. Large modern kitchen, nicely shined hardwood, full bath, 24 car garage, call agent, CONROSE 418.

GREECE—ST. CHARLES PARISH—1100 sq. ft., 3 bedrooms, dining room, full bath, fireplace, garage, full bath, black granite, 24 car garage, call agent, CONROSE 418.

CHILI AVE. 2170 (Cor. Howard Rd.) Beautiful Colonial home, brick, iron, large living room, dining room, modern kitchen, dishwasher, lots of windows, full bath, 24 car garage, call agent, CONROSE 418.

CENTER DR. GREECE—Rochester's most exciting new show, 4 brand new models completely decorated and furnished by Rochester's leading decorator, call agent, CONROSE 418.

Meet The Realtors

Morgan House, whose office is combined with his home at 2180 Monroe Avenue, first entered the real estate brokerage



MORGAN HOUSE

business in Rochester in 1940 when he joined the sales staff of the Beardsley-Clarke Realty Co. to specialize in residential and commercial properties. After 10 years with this firm he bought out the John Gokey Realty Company at 53 Main Street. Subsequently he moved his office, preferring to operate under his own name, to the Brighton area and finally purchased his present Colonial-style home and office on Monroe Avenue during the summer of 1955.

Mr. House is married to the former Margaret Keenan, sister of John Keenan, attorney and president of the Rochester School Board. The couple have four children and six grandchildren. A married son and a married daughter are living in Rochester, a married daughter now resides in New Jersey, and an unmarried son and Korean veteran is a sophomore at Niagara University, Niagara Falls.

The Rochester realtor joined the local Real Estate Board in 1951 and served three years as a director. He was named secretary in 1954 and vice president in 1955. He is a native of Bergen, Genesee County, an alumnus of the University of Pennsylvania and the Rochester Business Institute. His dominant outside interests, apart from the real estate profession, lie in game conservation activities through the Genesee Conservation League, the Monroe County Conservation Council and as area representative of the N. Y. State Water Fowl Commission. He is vice president of the Irondequoit Bay Council and his efforts have been instrumental in getting the opening of the bay project included in the current budget.

Morgan House has complete faith in the stable future of Rochester real estate. Notwithstanding the fact that construc-

tion costs on new homes has risen 5% per year during the past five years, he feels that over the long range values will attain a normal and that no depression cycle will be experienced such as the one striking in the early '30's.

The realtor reports a tremendous demand for income property in the Rochester area with unlimited capital available for purchase provided nominal profit on the investment can be proved. He states that due to the fact that there are no distressed properties on today's market in apartment buildings, office buildings and other income parcels in Rochester, there have been few of such properties placed upon the market at a fair price except in the settlement of estates.

Mr. House believes that real estate buying activity now and in the early Spring will be the greatest south and east of the city with the possibilities of the boom in Greece and in the Gates-Chili area will continue at a lesser rate of expansion. He is of the opinion that the Henrietta section will present the greatest summertime building boom, rivaling Greece in this respect.

Asked for his views on the current interest in new homes, House pointed out that today's tremendous surge of new homes buying throughout the nation has been impacted by widespread full employment, comparative prosperity, and purchase terms on new homes that are lower than prevailing rents.

"The most significant phase of this activity in my opinion," he said, "is in the creation of new residential neighborhoods almost overnight... 'price-bracket neighborhoods' where new home owners are suddenly assembled in complete strangeness to one another under a dollar sign. I believe that, more and more as time goes on, the prospective home purchaser will rely on his realtor's code of ethics in selling him property that is in every way suitable to his status, mode of life and cultural pursuits. A man's neighborhood, I have found, is almost as much a home to him as his castle."

House has eleven associate salesmen on his staff who have listings in all sections of the city and suburbs. Women predominate on the sales force with only three men, Edward Huber, Herman Ark and John L. Miller. The salesladies are: Dorothy Smith, Eleanor Long, Elizabeth Lash, Evelyn Ark, Josephine Gravina, Catherine Loria, Maude Ward and Alberta Tietel.

Morgan House and his associates grossed over one million and a quarter dollars in real estate sales last year. It was reported. The convenience of the office on Monroe Avenue in relation to parking with clients for closing transactions and general real estate discussions have contributed much to the firm's high rate of sales, the realtor believes.

THE CATHOLIC FAMILY CHOOSES A HOME

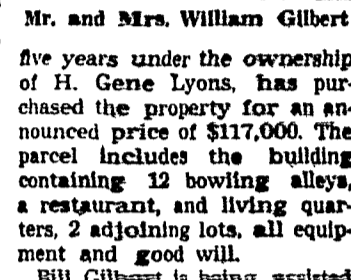
FOR SALE

CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

Former Manager Buys Lyons' Den

William M. Gilbert, who has managed the Lyons' Den, 4332 Ridge Road West, for the past



five years under the ownership of H. Gene Lyons, has purchased the property for an announced price of \$117,000. The parcel includes the building containing 12 bowling alleys, a restaurant, and living quarters, 2 adjoining lots, all equipment and good will.

Bill Gilbert is being assisted in the direction of the Lyons' Den by his wife Olive. The couple were married last May by Rev. Daniel B. O'Rourke, pastor of Our Mother of Sorrows parish in Greece. Both are former Kodak employees, he an electrical section fore-

Only 16 Homes Left Near Holy Sepulchre

Of the 48 homes in the new tract on Burley Road off Lake Avenue just north of the Holy Sepulchre Cemetery, only 16 remain for sale, according to William Marx, sales manager of the Alliance Organization, Realtors.

This tract, in an excellent setting near the Seminary and within the city limits has been developed by Scaglione & Vaccetto who have built more than 600 homes in the area. It was reported. Sales are being handled by M. J. Berardi and Ralph Diehl of Alliance.

Rochester Electrical Exposition Opens Tomorrow At War Memorial



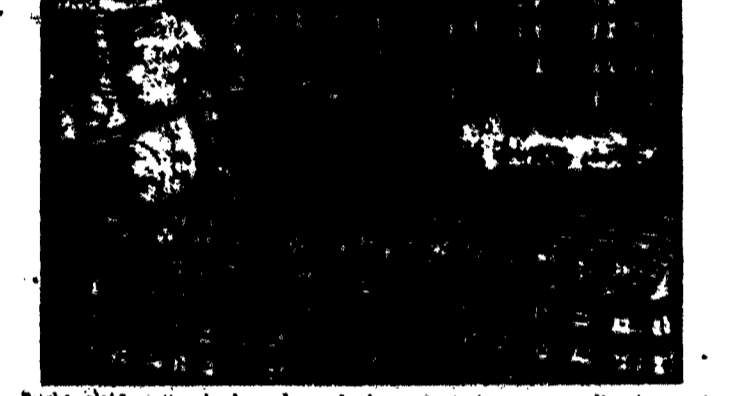
\$10,000 IN PRIZES!

Pictured above is a small portion of the prizes in electrical appliances that are to be given away in connection with the Rochester Electrical Exposition which opens Saturday for an 8-day run in Rochester's new War Memorial Building. Edward E. Hahn, Chairman of the exposition committee in charge displaying a group of prizes to Marian Kabisch. 25 prizes will be awarded at the Electrical Exposition each night. There is nothing to be said to buy in order to win one of these prizes—and it is not necessary to be present at the Exposition. Free prize tickets are available now at electrical dealers throughout the Rochester area.

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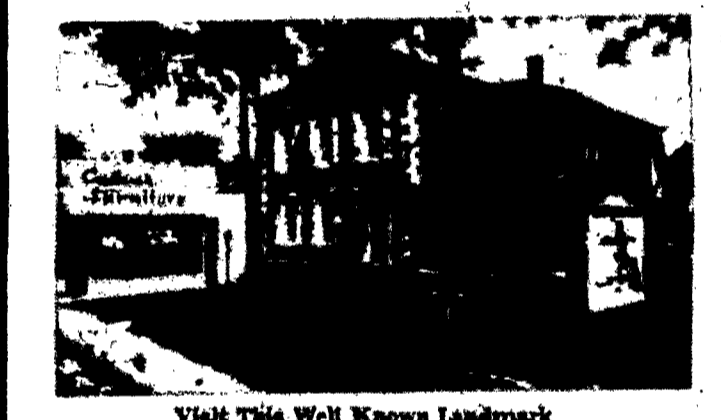
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ALLIANCE ORGANIZATION
Realtors
350 E. Main St. HA 5000

IRONDEQUOT—"Chestnut The King" in the West-Portland area. "Trendy" "Chestnut" is the new addition to the Chestnut area. 115 West-Portland and 115 West-Portland. Call agent, CONROSE 418.

TARRY VIEW SUBDIVISION—New 5 room ranch home with 2 1/2 car garage. St. Thomas's parish. Near Dixie, large lot, close to transportation. Open 2-5 PM. J. E. Smith, GCM, 525 E. G. C. Lane, GE 1100. Alliance Org. Realtors, HA 499.

15TH WARD—425 Maple Ave.—Five room single, 3 large bedrooms, spacious living, dining and kitchen areas. Recently redecorated, hot air heat, new gas hot water heater, ideal location, close to "Larkin". Owner leaving other property, excellent opportunity. Call agent, CONROSE 418.

ST. CHARLES AREA—14 room modern ranch. "Friedrich" style new home, with "gins" features on stone and concrete block work, arched, excellent ramp room, dishwasher, disposal, fireplace etc. Home in "marvelous" condition. Immediate possession an owner must be in California by March 1, 1956. Inspection information thru, Ralph Diehl, CH 1100 Alliance Realtors HA 310.

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Realtors
350 E. Main St. HA 5000

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