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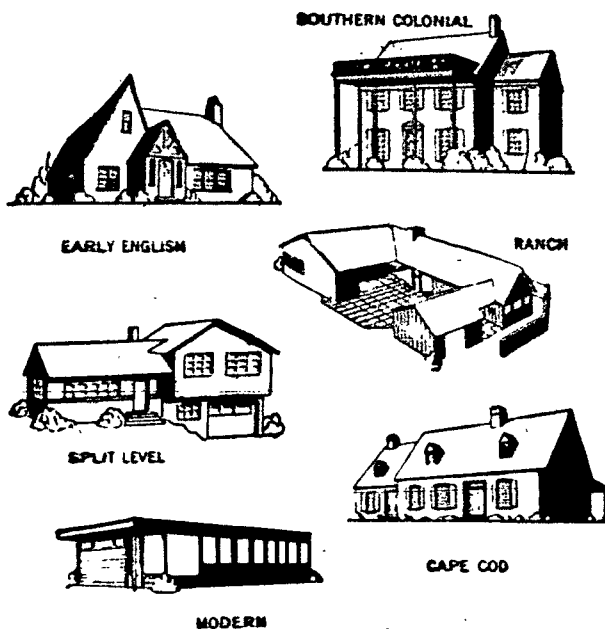
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FOR SALE HOUSES

BENNETT—Drive out West Henrietta Rd. 3 miles to 656 Erie St. Road (just past Thruway). Good Shepherd parish. Attractive new large 1 1/2 story home with attached garage. Exceptionally large rooms, tile bath, gas heat, Hemlock water. Lot 100 x 200, deep basement, grading to be finished. \$17,600. Reasonable down payment to veterans. Call Edward Gorman, Realtor (LB 1352).

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BRONDEQUIT—St. Ambrose section—\$15,900. Attractive six room home. Large kitchen, tile bath, open fireplace, gas heat, two car garage. Beautifully furnished lot. Immediate possession. Teddar Realty Co. BAKER 9182.

CENTER DR., GREECE—Rochester's most desirable home shown. 4 bedrooms, 2 1/2 baths, completely decorated and furnished by Rochester's leading department store. Open Sun. 2 to 5 daily, other times by app. GL 7916. Peppercorn Homes Inc., 1074 Ridge Rd. W.

The "early English" house has an extremely steep sloped roof. The eaves drop very low, often below the level of the first floor ceiling. The roof may have a number of small sharply peaked gables.

The "contemporary" design has either a flat roof or a shed roof. The true "ranch house" will have a rambling low roof.

The "Cape Cod" has a steeply sloped roof though not nearly so steep as the early English design. Sometimes the Cape Cod will have single-window dormers.

The most frequently seen "split level" has two roof levels, reflecting the two main living levels in the house. The roof levels like the living levels are less than a full story apart.

The "southern colonial" has a fairly steep roof. It also has a flat-roof front porch, supported by stately columns.

New Merchant Introduced

Stanley's Supermart Department Store, 76-78 Clinton Ave. S. will open on May 1 according to William R. Schwartz, manager. The store will occupy the former site of Stephen's store.

The store will be the first department store in Rochester to operate on a completely self-service basis. Cashiers and wrap



William R. Schwartz

Mr. Schwartz, 45, is married and the father of two children. He comes to Rochester from Louisville, Ky., where he was operations manager of the Jefferson Dry Goods Co., which like Stanley's is part of the Interstate Department Stores chain.

THE CATHOLIC FAMILY CHOOSES A HOME
 NEAR CHURCH AND PAROCHIAL SCHOOL

REAL ESTATE BOARD HEAD BACKS F.H.A. AMENDMENT

Aim To Broaden Home Ownership

The road to home ownership for many Rochester families will be smoothed if the Congress accepts recent suggestions made by the nation's Realtors for greater equality in the financing of existing homes and new houses under the Federal Housing Administration program, Thomas H. Brenna, president of the Real Estate Board of Rochester, said today.

Mr. Brenna indicated that his support of the recommendations made by the National Association of Real Estate Boards, which the Rochester Board is affiliated, stemmed from the fact that the Rochester area needs are reflected accurately in the national situation which NAREB suggests steps to improve.

"It is obvious that existing houses comprise the housing pool from which the majority of prospective purchasers must make their selection," Mr. Brenna pointed out. "Vigorous and admirable as the current rate of new house construction is, no one would contend seriously that it is capable of providing homes for all prospective buyers. In fact, about two existing houses

Builder Lauds Housewives Demand For Room To Grow

"Homar" Developer Anticipated Trend When Planning New Homes In Greece

"Give us plenty of room in our new homes," says the Nation's housewives according to a cross-sectional poll of United States homemakers conducted last week by Washington housing authorities. Mrs. America indicated her preference for "plenty of room to grow" . . . above all else, even the many sparkling gadgets and step-savers featured in today's new homes.

Joseph Entress, builder of the "Homar" residential tract off Dewey Avenue near Latta Road in the Town of Greece brought to bear 29 years of home building experience in the early planning of the homes for "Homar."

"I directed my attention to pleasing the housewife many years ago," says Mr. Entress. "I learned that the man of the house is concerned mostly with a sound, well-constructed home . . . but his wife asks herself 'Will this house be big enough for our family five or ten years from now?'"

According to the builder, the homes in "Homar" are carefully planned so that they may be expanded to as many as five bedrooms without changing the exterior construction. For reasons of initial economy, the number of finished bedrooms are determined by the purchaser's present requirements. The remaining rooms of the house, the kitchen, dining and living-room areas, baths, hallways, stairways and basement are designed in size to conform to maximum tenancy of the dwelling in future years.

"I congratulate the housewives in being so emphatic in their demands for new homes with room in which to grow . . . they have struck upon the most important factor in home construction today," Entress declared.

The "Homar" tract is well located in regard to convenience to Our Mother of Sorrows Church and the new parochial school, pride of the well-loved Father O'Rourke pastor.

Its convenience to church and school, to the beach resorts, Northgate Shopping Plaza, and accessibility to downtown and to many industrial plants appeal to many business and professional people who wish to locate in progressive Greece.

Entress employs his own crews of skilled carpenters and masons who have been in his employ for many years under the direct supervision of Ward Benedict, superintendent of construction at "Homar."

The 50 acre tract holds 135 building lots divided into three distinct sections for development. Construction of homes is now well into Section 2 along winding Helenwood Road and Maricrest Drive, Benedict reported. Paved streets and sidewalks, sanitary and storm sewers are in and paid for by the builders.



Joseph Entress

COURIER-JOURNAL 9-A
 Friday, April 27, 1956

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Summer Comfort Is Insulation, Shading

Here are six steps to keep a house comfortable during the hot summer. They work both in an air-conditioned house and in a house that doesn't have mechanical cooling. In an air conditioned house, they reduce the initial cost of installation and operating expense.

1. Landscaping. Trees and shrubs should be located so that they'll shade the house from the summer sun. At the same time, they'll serve as a windbreak to keep hot breezes out.
2. Sun shades. Awnings, a wide

screens serve much the same purpose as shade trees and can be added to either a new or an old house in much less time than it takes trees to grow.

When awnings with sides are used, there should be an open space where the awning meets the wall in order to keep warm air from being trapped and held against the house.

3. Insulation. At least as much insulation as used for economical winter heating should be used for summer comfort and economical air conditioning. A three-inch thickness of mineral wool is recommended for walls and a mini-

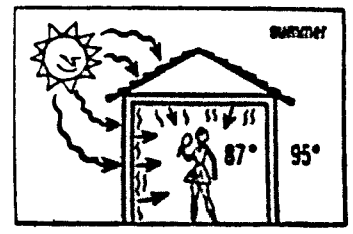
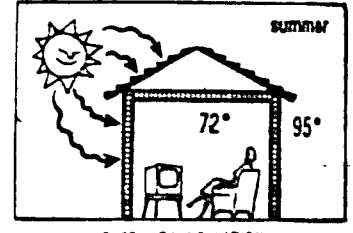
summer comfort and economical The National Warm Air Heating & Air Conditioning Association, in its authoritative manual

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4. Roof. A light-color roof reflects much of the sun's heat, keeping it from being absorbed into the house. Widely used asphalt shingles are available in a variety of light colors that serve this purpose well.

5. Windows. Larger windows should preferably be located in the south wall of a house. The roof overhang or another type of sun shade will keep midday sunlight out of south windows. The roof overhang can be designed so that sunlight during the winter, when the sun is lower in the sky, will enter and help warm the house.
6. Attic ventilation. Either natural ventilation through louvers or forced ventilation by a fan is recommended. When an attic is finished as living space, ventilation is needed in the space between the roof peak and the ceiling of the attic room.



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 19th Ward—140 Spruce St. near 37 School, 3 bedrooms
 19th Ward—1003 Genesee St.—5 m. cottage and store
 24th Ward—350 Glide St. 2 BR ranch, breezeway, garage
 Greece—Maiden Lane 3 BR ranch, breezeway, garage

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