

"Holiday House" Makes Debut Here Tomorrow!

Nationally Publicized Home Product Of

McCurdy-Pepperidge Collaboration

By FRANK J. GIBLIN

Tomorrow, Saturday, at precisely noon, "Holiday House," a model home for budget-wise homemakers, will be open for public inspection on the Pepperidge Homes tract off 2824 Ridge Road West in the Town of Greece under the joint sponsorship of McCurdy's Department Store and Pepperidge Homes, builders.

"Holiday House" is a notable celebrity as houses go, because it is a native Rochesterian, born in the united thinking of two local enterprises . . . achieving considerable fame before anyone like you or I knew that it existed.

Once in a paper moon, according to available statistics, a national magazine of the size and character of "LIVING for Young Homemakers" (net paid circulation close to 1/2 million subscribers) comes to Rochester for the express purpose of setting the stage for a feature calculated to appeal to mass readership throughout the length and breadth of our land. Readers of magazines of the



better class have become accustomed to backdrops of Hollywood, Miami or Las Vegas in story and illustrative material on the topic of homes and home

COURIER-JOURNAL Friday, May 25, 1956 8-A

furnishings How the Joneses are living in the plushier areas of the country seems to appeal to magazine editors who seldom take time out to test the pulse of local-level cotton and crino-line markets.

In the June issue of "LIVING for Young Homemakers," the City of Rochester, N. Y. and the Catholic Parish of St. Johns in Greece is the locale for a six-page feature in full color introducing "Holiday House" to young, budget-conscious homemakers everywhere. There is a price tag on both house and furnishings that will provoke interest.

The house itself, despite its spacious dimensions, is priced well within accepted budget costs for three-bedroom homes . . . and the furnishings of the entire dwelling, including rugs and lamps, cost less than the lowest of the "low-priced" new cars!

How It Came About
The home furnishings and interior decorating department of McCurdy's and Mr. John Borelle, builder and developer of Pepperidge Homes, were selected some time ago by the editors of the national magazine, to collaborate in the planning, construc-

tion, furnishing and decoration of a home that would be "high-styled at a price" to present extraordinary appeal to young homemakers.

As plans and work progressed and the day of unveiling approached, the freedom from unnecessary housewife drudgery and man-of-the-house "chore-ing" became so evident in the home's future upkeep that the name "Holiday House" came naturally into being.

Searching out the reason why the City of Rochester had been determined upon, by "LIVING for Young Homemakers" as the birthplace of "Holiday House," we discovered that the editor-in-chief of the magazine, Edith Braswell Evans, is an intense dynamo of energy deeply devoted to the interests of young married people endeavoring to live within a modest budget.

I assume that to such a person, a large industrial city that boasts an impressive cultural and religious background as well . . . (Continued on page 8-A)

THE CATHOLIC FAMILY CHOOSES A HOME NEAR CHURCH AND PAROCHIAL SCHOOL

SEE THE FABULOUS 1956 OLDSMOBILE "HOLIDAY" . . . AN INVITED GUEST AT . . .

Pepperidge Homes' — McCurdy's "HOLIDAY HOUSE"

(As seen in "LIVING for Young Homemakers" Magazine)

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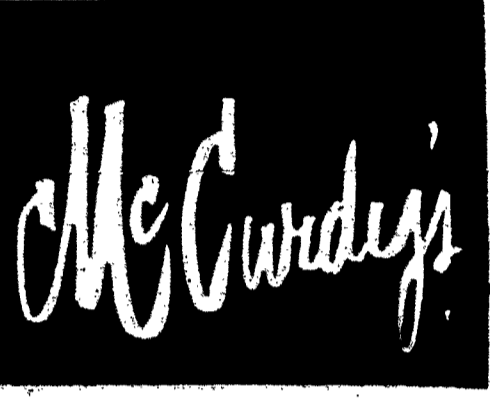
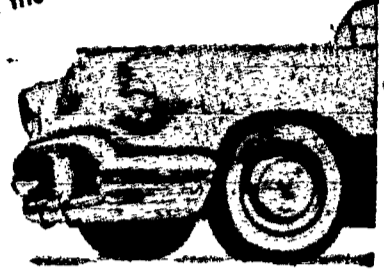
JOHN BORELLE, Builder, and McCURDY'S William Russell Finger, Interior Decorator

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"Holiday House" is designed and furnished to give its owners a perpetual holiday from most of the drudgery of house cleaning. Softly tinted Stuckslager wood furniture is simple in detail, has legs that detach for stacking, scratch-, spot- and dust-resistant enamel finishes. Twinkletuff rayon carpet by Lees, hardly shows dirt.



Another FIRST for Rochester!

LIVING for Young Homemakers commissioned PEPPERIDGE HOMES and McCURDY'S

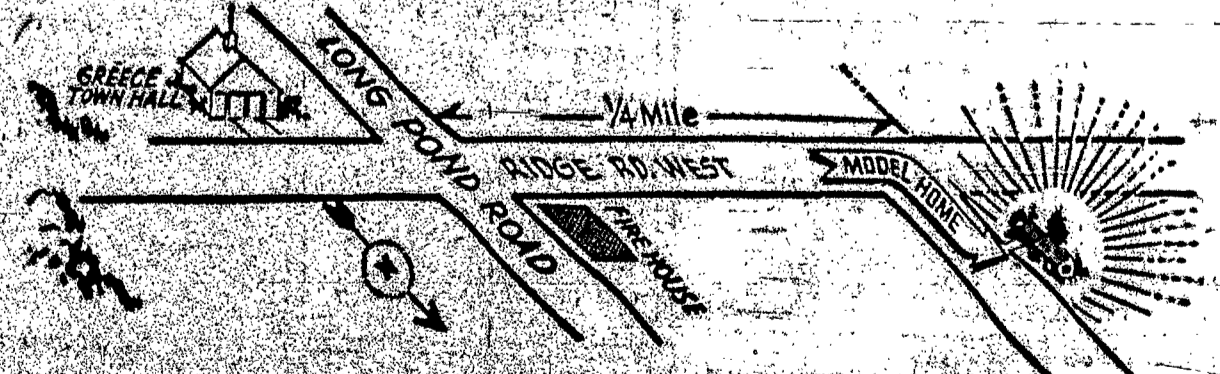
to build and furnish the amazing

"HOLIDAY HOUSE"

for the feature article, in color, in their June issue come . . . see it now from noon till dark, starting Saturday



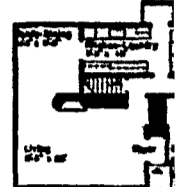
Handsome study which also serves as a guest room has metal occasional table with white enamel finish and a maintenance-free vinyl laminate top. Simmons studio couch, Lightolier hanging bubble lamp and budget priced Stuckslager furniture. Needle-tuff Avisco rayon rug can be washed, tumble-dried.



How to get there!
"Holiday House" is on Center Drive, just off Ridge Road West, near Long Pond Road. The map, above, shows you how to find it easily.

"Holiday

(Continued from page 8) a city with a high round employment per capita provides a locale est human interest this collaborative selection of Rochester inspired by good more impressive than a backdrop Miami or Las Vegas Rochester is as the budget she readers to live w Personalities I John Borelle, I Pepperidge Homes, is on the needs of a ly family having and two grandchild It is evident tha



Traffic flow study promotes simpler home tasks. successful in cre that is easily main (Continued on

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