

Raw Space, Slab Foundation Industry Leader Expects Home Comfort Breakthrough In 1956

The nation has just entered the year of the great breakthrough in central air conditioning of residences with sales now beginning to affect large sections of the American public, according to Cloud Wampler, chairman and president of Carrier Corporation and leading spokesman for the air conditioning industry.

Central comfort system installations in homes will increase to about 200,000 for the year or about one for every six homes constructed, and the total retail value of these systems will amount to \$1/2 billion. Mr. Wampler described even this substantial volume as only the beginning.

By 1960 central comfort systems will be installed in well over 1/2 million homes annually, and by 1965 this will have increased to 1,150,000 a year with a retail dollar value of about \$1 1/2 billion.

As a sign of the times, the Carrier executive pointed to the agreement just closed between his company and the community building firm of Levitt & Sons, Inc., which is the largest contract ever awarded for residential air conditioning.

It provides for the installation of Weathermaker central air conditioning systems in all 702 Country Clubber homes still to be built in Levittown, Pennsylvania.

"The Levitt decision to make air conditioning standard equipment will have a profound effect on the entire home building industry," he said. "It may well establish central air conditioning as a 'must' for all volume builders in the future."

Mr. Wampler emphasized that those planning new residential heating systems should pay special attention to the effect that this growth in air conditioning will have on home valuation. The key phrase in selecting a new furnace should be "easy convertibility" to year-round comfort, he reported.

"Heating is becoming simply a phase of all-season air conditioning."



LOOK FOR THIS SEAL WHEN BUYING OR SELLING REAL ESTATE GET MULTIPLE LISTING SERVICE LET'S BUILD ROCHESTER BETTER — IMPROVE YOUR PROPERTY

A Gals Showing of Early American
FOR MODERN HOMEMAKERS!

The Cobblestone House
10 ROOMS OF FINE FURNITURE

SCHEDULED FOR SPECIAL EXHIBIT
"Country Squire"
Solid Cherry Bedroom Suite
By FANCHER
JUNE 22nd THRU JULY 12th
CULVER FURNITURE, INC.
90 1094 CULVER RD. BU 1977
Opening in rear — Open evs. — Wed. 'til Noon — Sat. 'til 6

THE CATHOLIC FAMILY CHOOSES A HOME

87 PAROCHIAL SCHOOLS
142 CATHOLIC PARISHES
A GUIDE TO CATHOLIC HOME BUYERS



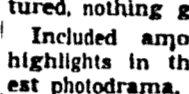
Home Sale Listings Photo'd From Air Takes Bow In New Nothnagle Gallery!

Brighton Branch Opens Today With Fanfare
Rain Hats For Ladies Marks 10-Day Opening

Complete with all the accoutrements of a typical Nothnagle "Gallery" opening, Rochester's largest realty organization will open its newest spectacular at 1804 East Avenue, Brighton, today, with massive glass doors swung open in synchronization with the noonday siren of Brighton Fire Station #3.

According to John T. Nothnagle, who revolutionized realty merchandizing seven years ago with the introduction of photographic galleries of homes for sale, the new shop-and-stare realty parlor holds several additional "firsts" to keep alive the Nothnagle tradition of nothing ventured, nothing gained.

Included among the notable highlights in the realtor's newest photodrama, are aerial photographs via helicopter of residential areas involved in prospective sales, the largest glass-front unit-vent in the Rochester area, the largest free-standing glass door east of the Mississippi (my own hazy guess), "fragnetic" installations of photographic profiles of homes for sale, the use of photography in giving the semblance of Italian Marble to the "Gallery" exterior and interior design, the use of polyester plastic and fibreglass in weather-proofing decorative storefronts . . . and die-stamping panel board instead of the usual steel in the creation of interior decorative effects.



The cost? Would \$15,000 frighten you? Not Nothnagle! In viewing the new Nothnagle gallery, one recognizes the handiwork of a mastercraftsman whose genius, his name, Garret Lansing, noted Rochester artist and designer of the unusual "Gary's" latest achievement, created on a dream-as-you-work plan, without definite advance sketching was accomplished (so he says) by knowing what John T. Nothnagle wanted . . . no mean achievement in itself.

The viewer will note a strong religious feeling in the interior vista and the use of a Cathedral-like ceiling . . . almost, you might say, in the mood of accepted chapel architecture, which may or may not lend itself to home merchandizing depending much upon the prospective purchaser's lofty or base consideration-of-money.

The frontal plate glass, 14 feet high and 12 feet wide, without framing, into the sides of the building. The free-standing glass door is anchored in 10 inch channel iron. Considerable courage, I believe, is indicated in the adoption of the unit-glass front.

Appointed as broker-manager of the new Brighton "Gallery of Homes," is Harlan W. Miller, who has been associated with the realty organization for six years. Sixteen real estate salespeople, both men and women, have been assigned to Brighton from other galleries. Brighton residence is a "must" for such assignment. They include, Sylvia Archibald, Edyth Chappell, Charles Courtney, Jane Courtney, Lillian Hedley, Alfred Hoffman, John Holloway, Mildred Logan, Ann Mahoney, Margaret Mangione, Frank Melville, Dorothy Miller, Harold Nichols, Willis Shannon, Elinor Sheehan and Herbert Williams.

John T. Nothnagle's rise in the realty field has been as spectacular as his methods of home merchandizing. Beginning with a one-man ascent in 1949 to a gross for that year of \$396,740, his novel ideas, boundless energies and pugnacious mannerisms are spearheading a combined assault upon a sales summit in excess of 41 million dollars gross at the conclusion of his seventh year. In 1955, the company reached 839 deals for the year to the harmonious tune of \$5,447,630, according to Nothnagle.

To him, the real estate business is "good". John Nothnagle, it can be rightfully assumed, is good for the real estate business.

When you make a splash in a pool hermed by spectators, everybody's going to get wet.

COURIER-JOURNAL Friday, June 22, 1956 15

DO YOU HAVE PROPERTY TO SELL OR TRADE?

For a quick sale at a fair price be sure you list with Willis Realty!

See Our Photo Display of Homes
63 STATE ST.
BAKER 9700

WILLS
REALTY

Open Daily 9-5 Sat. 11-5
Sundays 1-5 P.M.



It's simple. Heat or cool with one control

This is the new Weathermaker Control Center. It's the "brain" that keeps your house comfortably warm in winter and lets you select the degree of coolness you prefer in summer. The new Weathermaker Control Center is standard equipment with any Carrier residential air conditioning system. Come in and see how the new Weathermaker Control Center works.

CATLIN & HAAG INC.
1075 Norton St. Hopkins 8660
ROCHESTER, NEW YORK

State Realtors Convene Sun.

The 52nd Annual Convention of the New York State Association of Real Estate Boards will be held in the Catskill Mountain area, at the Concord Hotel, Lake Placid, Sunday, June 24 through Wednesday, June 27, it has been announced by Robert S. Elwell, Executive Director of the local board.

The highlighting address will be given at the annual banquet Tuesday evening by Clarence M. Turley, President, National Association of Real Estate Boards.

Featuring the event, will be a pro-amateur golf tournament Monday afternoon. Participating will be these golfers, fresh from the National Open last week in Rochester: Jackie Burke, Jr., Jimmie Demaret, Doug Ford, Cary Middlecott, Forkie Oliver, Sam Snead and Mike Souchak. Three amateurs will play with each top professional.

A statewide attendance of 900 is anticipated.

You Can't Blame Furnace For All Heating Troubles

It's often wrong to blame the furnace when a house is poorly heated.

In many cases, the system of distributing the heat is actually at fault. The furnace produces plenty of heat, but it doesn't flow at the proper rate to the rooms where people live.

Part of the concept of "perimeter" heating, as recommended by the National Warm Air Heating and Air Conditioning Association, is to introduce warm air into rooms at the point where it is lost—i.e., along outside walls. This helps keep wall surfaces warm and prevents cold drafts. Floor-to-ceiling temperatures should be relatively even, too. In a poorly heated house, it's not uncommon to find that heat stratifies in a room, producing temperatures as much as 15 degrees higher at the ceiling than at the floor.

A good heating system also should maintain approximately the same temperature in every room of the house.

U

SAW THE AD HERE
Tell them so!
IT'S MORE IMPORTANT THAN YOU THINK . . .

at last they're asking me

"Take a little thing like sandwiches. Most kitchens look as if the sandwich maker had been invented yet . . . no room at all to spread out bread and meats and makings . . ."

"Then someone got the bright notion—ask women like me what we want in our homes."

"My list was a mile long! A wall oven . . . kitchen ventilating fan . . . waste disposer—and a BIG cutting board built in, for sandwich making. I wanted a real vanity in the bath . . . plenty of hot water . . . an honest-to-goodness living room—and a place for the kids to shake off sandpile leftovers before they come in the house . . ."

"And do you know—they're using all my ideas in Homar Homes!"

Want to see? Drive out today—or write for folder of plans, pictures—free!

Homar tract

JOSEPH ENTRESS, builder
Office GE 8490 • Residence GE 6084-R

FOR SALE HOUSES

BERNHEIT—Drive out West Hemetette Rd. 1/2 mile to 656 Erie St. Road (just past Thruway). Good Shepherd parish. Attractive new large 3 1/2 story home with attached garage. Exceptionally large rooms. One bedroom w/alc. Full bath w/c. Lot 100 x 200, deep basement, grading to be finished. \$17,500.—Reasonable down payment to veterans. Call Edward Garland, Realtor GR 1582.

For Prompt Personal Action In Selling Your Home LIST IT WITH **MORGAN HOUSEL** REALTOR 2129 Monroe Ave. GR. 1233

2000 Home, Farms and Businesses For Sale Through **BEDNARZ REALTY** Realtor OPEN EVENINGS AND SUNDAYS 563 Hudson Avenue Res. 984 Ave. D BAKER 8441 CONGRESS 2790

W. A. FELDMAN Realtor 1451 LAKE AVE. GL 3561 Specializing SACRED HEART ST. JOHN'S ST. CHARLES PARISHES Phone of All Listings - Res. GL. 2444

ANDY CHENELLY, Realtor **TRADING POST** 241 1/2 BAKER 2230

Walt Fogarty REALTY TO BUY, TO SELL . . . BUILD OR EXCHANGE CALL US NOW . . . A SALE TO ARRANGE . . . 291 ARNETT BLVD. GE 9162

JOHN T. NOTHNAGLE The Gallery of Homes

COME TO THE OPENING OF OUR NEW **BRIGHTON "Gallery of Homes"**
1804 EAST AVENUE . . . at Winton Road
FRIDAY, JUNE 22 from Noon on

Enthralling! Beautiful
CONVENIENCES NEVER BEFORE AVAILABLE TO HOMEOWNERS!!

We Bring Homes To YOU (Photographically) TO SELECT . . . BEFORE YOU INSPECT

See The Most Modern Innovations In Home Merchandising!

INCLUDING AIR VIEW SERVICE

Rain Hats to the First 1000 Ladies to visit us during 10-day opening period or at any of our Galleries listed below

GALLERY LOCATIONS
• 15 E. Main St. • 104 East Ave. • 709 Tiltus Ave. • 24 S. Clinton (Hotel Sejean) • 2917 Dewey Ave. • 856 W. Main St. • 85 S. Main St., Canandaigua

JOHN T. NOTHNAGLE Inc. Realtors
Rochester's Largest Realty Organization
BAKER 8150