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"Design For Living" Showing Slated For Late September

War Memorial Engagement To Benefit National Leukemia Foundation, Sponsors Say

A citizens committee of prominent Rochesterians to help promote the Design for Living Show which will open at the Rochester Community War Memorial on Saturday, Sept. 29, was announced today by Hyman J. Mandell, general chairman for the show.

The Design for Living Show is a home decorating show sponsored jointly by the Genesee County Antique Dealers Association and the Rho Phi International Leukemia Foundation. All funds raised will go to the National Leukemia Foundation, established here in Rochester last year to underwrite medical research in blood diseases, especially leukemia, according to the sponsors.

Members of the Citizens Committee for the Design for Living Show are: Rabbi Philip S. Bernstein; Harry B. Crowley; Carl S. Hallauer; Mrs. Robert J. Hellbrunn; Judge Clarence B. Henry; Rep. Kenneth B. Keating; Morris Manson; Nick Nickson; Harry Rosenbalt; Abraham Schulman; Sheriff Albert W. Skinner; and Police Chief Winfield. Co-chairmen with Mr. Mandell on the operation of the Design for Living Show are: Mrs. Helma M. Rath, Mrs. David Snider and J. Malory Loos.

Wives Want 'Lookout Post'



As efficiently designed as the bridge of a ship, this inviting kitchen with its wide sweep of windows of ponderosa pine lets the housewife keep a supervisory eye on her children without leaving her work. She gets plenty of cheery light, too, plus a pleasant view.

Today's young housewives want their kitchens to have a "lookout post"—large windows over their working area to give them a supervisory view of their children at play.

This was one of the most frequently-voiced suggestions to come out of the recent Women's Congress on Housing called in Washington, D. C., by Federal Housing and Home Finance Administrator Albert M. Cole to get the "woman's angle" on future home building.

Practically all of the 103 housewives who attended agreed that kitchen windows should be placed so that they offer a "commanding view of as much yard space as possible."

The kitchen "lookout post" idea is a good one to keep in mind when remodeling an existing one. Properly-placed windows not only let the housewife keep a guardian eye on the children, but bring in light and air to make the kitchen a cheerier and more efficient place to work.

Casement or awning type windows made of ponderosa pine are popular for kitchens because the housewife can open them by turning a small handle without stretching over her sink or counter. These window styles also can be cleaned on both sides from inside the house.

Wood windows can be painted or stained to match the kitchen decor inside and the trim outside. And, because wood is a natural insulator, moisture will not condense in the winter on the frame or sash. This relieves the annoyance of water running down to stain walls, counters and cabinets.

THE CATHOLIC FAMILY CHOOSES A HOME

PAID-IN IMPROVEMENTS ARE IMPORTANT TO HOME BUYER

By Frank J. Giblin
Courier Journal Real Estate Advertising Department

The other day on one of my circle tours of residential developments in and around Rochester, I sought out a tract on the fringe of one of our suburban communities having a high ratio of Catholic population.

I discovered a "lonely" "Model Home" located on what was otherwise an undeveloped tract of land out in the country. No paved streets, sidewalks or street lights led into the property and no storm or sanitary sewerage were indicated anywhere within a mile or more of the location as far as I could judge.

The "sample house" was not for sale but another house, similar to it, would be erected for the purchaser elsewhere on the tract at a price close to \$25,000.00.

be made before the property is approved for septic tanks. When streets of table rock and clay are below the surface many chronic conditions develop in the use of septic tanks particularly when drinking water is originated from deep wells.

Storm sewers in this part of the country, periodically beset with heavy rains and deep snow, are an obvious precaution particularly in low lying land where natural drainage is far less than adequate.

Paved streets, sidewalks and street lights are safety factors above and beyond the value they add to the property and the manner in which they enhance the beauty of a home.

Being somewhat overburdened with real estate memories of an almost forgotten era I hold a rather dim view of a promoter's vocal and imaginative development of raw land. I often wonder if many of today's home buyers, particularly Catholic home buyers to whom this page is devoted, fully realize the value of seeing what they are getting in realty offerings.

They Believe

Several weeks ago I was in the office of the Wills Realty Company following a sales meeting of the staff. A few days prior to this visit we had published a display advertisement for Wills featuring homes for sale in a tract in Chili near St. Helen's. As is my custom I asked the salesman assigned to the tract, what results they had received from the ad in the Courier Journal.

One of the salesmen, a non-Catholic by the way, gave me this surprising answer:

"I'll say this for the Catholic Courier, you may not flood us with 'shoppers' when we run an ad with you... but the people that do come out are half sold before they get there." Name on request.

I will never forget that remark for it holds a very deep meaning to me. It illustrates so graphically the close union between the Catholic Press and its readers—the esteem that is carried through to its advertisers. And it places no little responsibility on the publication itself, as you may assume.

To Live and Hold

The basic improvements on a residential tract are: water, gas and electricity, storm and sanitary sewers, paved streets, sidewalks and street lights.

The item of water, to me, is fundamentally most important because it involves health. The item of adequate sewerage is almost equally important as it pertains to drainage sanitation, and the effect of both on the health of the home owner. I know, in cases where sanitary sewers are not available, septic tanks are fully satisfactory when the condition of the soil permits their use... but so much is dependent upon the condition of the soil that it is now a state law that three test drillings must

be made before the property is approved for septic tanks. When streets of table rock and clay are below the surface many chronic conditions develop in the use of septic tanks particularly when drinking water is originated from deep wells.

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builder a home purchaser sees what he is getting today.

Suggestions

Another thing that many prospective home buyers are neglecting I believe, is the UNIFORMITY of the property they are buying into whether it be an established section of the city or town or in a suburban residential tract of new homes... uniformity of size, style, age and condition affects property values today and in the future.

According to a nationally known real estate economist, the cost of a new house has increased 180% since 1939. Well over one half of this cost is estimated in labor. It is a good plan to make sure that skilled carpenters construct your house, not a crew of 30 day wonders with a hammer and saw. You may be sure that the quality of material that goes into your home is the product of the newest in modern research. Putting such material together as it should be is the important thing today in home building, as I see it.

By the way... who is building YOUR house? The man who

builds a home purchaser sees what he is getting today.

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Homes Lack Central Heat

An estimated one-half of all single-family detached dwellings in the United States do not have central heating, according to the Coleman Company, Wichita, Kans., a manufacturer of both space-heating equipment and central heating systems.

Many space-heated houses are basementless. When central heat is being added to a dwelling of this sort, Coleman engineers often recommend either an upright furnace small enough to be installed in a closet or the boxed-off corner of a room, or a horizontal furnace that can be installed in a crawl space or the attic.

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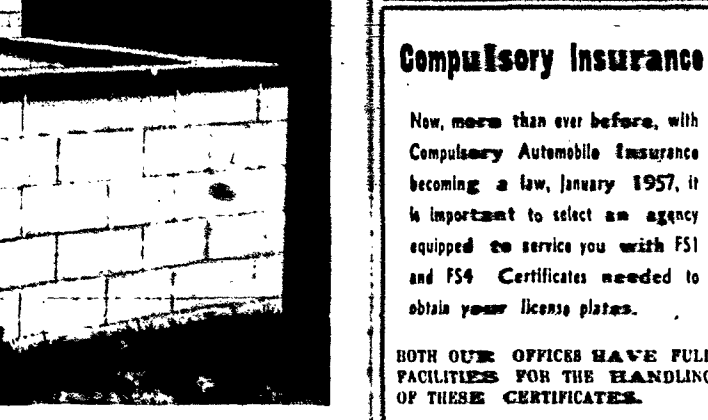
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CATHOLIC HOME BUYING STARTS HERE

A GUIDE TO CATHOLIC HOME BUYERS

OUTDOOR LIVING BEGINS WITH PATIO AND FIREPLACE



Here's an idea suggested by Operation Home Improvement on how to turn a backyard into usable living space. This homeowner has combined a wall for privacy with a fireplace for outdoor cooking. Both are constructed of standard size brick-lam concrete masonry units (blocks). The concrete-paved patio is usable as a children's play area, even when the surrounding yard is wet and soft. Relatively inexpensive improvements such as this actually increase the living area as well as the value of a home.

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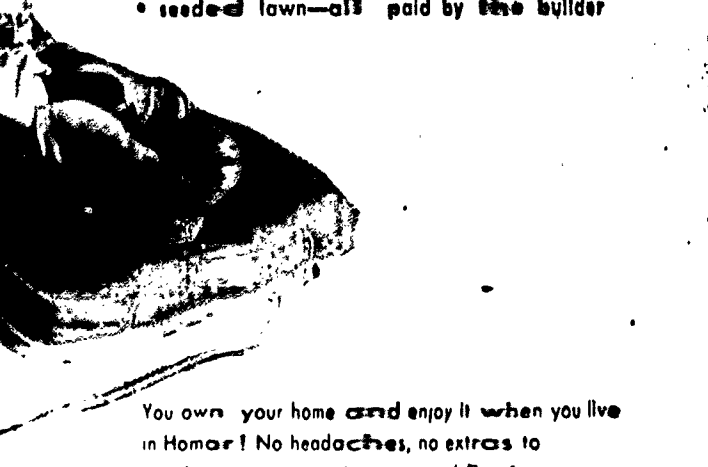
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HOME OWNERS' QUESTION BOX

Q—A few minutes after I finished pouring a concrete patio, rain began to come down in sheets and kept up all day. The top finish coating was ruined. How can I repair it?

A. Remove all loose particles and brush on a creamy mixture of cement and water. Then apply a new wearing surface one to two inches thick. A good mix for this topping is one part cement, one part sand, one and a half parts pea gravel and five gallons of water per sack of cement.

Q. Our wood floors squeak and creak annoyingly. Is there a simple, inexpensive way to eliminate this?

A. Powdered soapstone has been found effective. Spread the powder on the floor and wipe it into the cracks with a cloth or brush. Then jar the boards with a rubber hammer to settle the dust into the tongue and groove joints. The powder acts as a lubricant.

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