

Modern Living Demands Adequate HOUSEPOWER

Do you have enough HOUSEPOWER in your home?—enough electrical power to operate the many electrical appliances and lights needed for modern living? A good way to find out is to ask your electrical contractor or utility representative about getting a HOUSEPOWER Rating Sheet filled out.

You will feel that you're very lucky. At long last, you can know for sure what your electrical system will provide to operate your electrical appliances. You won't have to figure out amps, volts, or watts... your technical representative will do it all in making the rating.

HOUSEPOWER to service all your electrical appliances, your electrical contractor will gladly furnish an estimate of the cost, without charge or obligation. The cost of adequate wiring is low compared to the comfort and convenience it provides for the home.

If you get one of these sheets,

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Ask for Help
Your electrical contractor knows the most about your wiring and he is the person who, most economically, can make the necessary extensions to your wiring system. Don't try to determine yourself what is needed; your contractor is the specialist. He can handle, most economically and efficiently, any changes which need to be made in order to provide your home with full HOUSEPOWER.

The chances are that you do not have enough HOUSEPOWER to provide for all the electrical appliances and lights you have in your home. If you are in the same circumstances as eighty per cent of the families in America who have inadequate wiring, you have obtained your HOUSEPOWER rating for your present electrical wiring system. If you decide to install enough

Obtain New Rating
When your contractor has completed the wiring installation in your home, ask him for another rating which will show how your HOUSEPOWER has been stepped up.

After your wiring modernization has been effected, you will be able to tell, by referring to your HOUSEPOWER Rating Sheet, not only what electrical appliances you can use now but also you will have a listing of those appliances which you can have with minimum extensions to your electrical wiring system. If you are contemplating building a new house, ask your builder for a HOUSEPOWER rating. Every home should have three wire, 100-ampere wiring service, which not only provides for present-day electrical service, but makes provisions for future additions to your electrical appliances.



Can you do this—attach the toaster, broiler, percolator all at once in a corner of your kitchen without causing a blackout? You can if you have full HOUSEPOWER. Ask your utility representative or electrical contractor about getting a HOUSEPOWER Rating to find out what appliances you can use all at once.

Inspection To Begin With '48 Model Cars
According to Jerry Earl, proprietor of Jerry Earl's Garage at 1835 Mt. Hope Avenue, one of

the first to be appointed as an official inspection station under the recently enacted law that provides that all automobiles must be in good operating condition, the first cars to be required inspection stickers will be 1948 and earlier models. The program will begin in February, 1957. It is the understanding so far, that during the following months the yearly models will be advanced month by month until, by the time new license plates will be available, all operating automobiles in New York State will have been inspected. Cars with faulty brakes, lights or other factors that make driving hazardous will have to be immediately repaired. Earl said, or be subject to license revocation. Full particulars are being directed to official inspection stations and to the press for complete clarification in ample time for general knowledge, the garage owner concluded.

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Nothnagle's Seneca Gallery Directed To "Point Of Sale"

Newest Branch "Gallery Of Homes" Brings Realtor Into Heavy Traffic

By FRANK J. GIBLIN
John T. Nothnagle, Rochester's pioneer developer of (Kodak-influenced) photographic home merchandising, has announced the formal opening of his newest "Gallery" today with entrance from 24 Clinton Avenue as well as from within the busy lobby of the Seneca Hotel. It marks a new progressive approach to the sale of homes, similar in concept to Coca Cola's impressive use of "point of sale" psychology in soft drink merchandising.

The Seneca Hotel gallery operation is directed to the newly-arrived-in-Rochester homeseeker, combined with the value of a high pedestrian traffic count at the "Hub" location at street level. According to Bruce Wurtenberg, manager of the new office, Realtor Nothnagle's selection of the Seneca Hotel location is the result of sound reasoning. "The boss figures that with the heavy volume of sidewalk traffic, a good percentage of homeseekers or those with homes for sale have already parked their cars for their shopping excursions and have the time to drop in at this convenient gallery to discuss their real estate problems." Wurtenberg stated, and added, "they might have been thinking of doing so for some time but never got around to it... that's where the 'Point of Sale' value in such a location seems logical and we anticipate a considerable volume of inquiries." Bruce Wurtenberg is a member of St. Ann's parish, is married, and

BIG NUMBER MAN



John T. Nothnagle, above, father of eight children, left Kodak employ seven years ago to pioneer in the photographic merchandising of homes. The Rochester realtor now heads the city's largest real estate organization according to his claim, employing well over 100 salespeople of both sexes and reputedly grossed over 11 Million Dollars in sales in 1956 through his "Galleries of Homes". Rumors that he has leased the New York Central Depot for the annual Christmas Party for his employees and families have been denied.

lives with his wife and four children at 126 Elmerton Road. The sales staff at the Seneca Gallery under his direction, will include Thomas Gilmarin, Eugene Harding, Phyllis Macdonald, Robert Nothnagle and Roger Sullivan. New arrivals in Rochester seeking homes, following business transfers to the city's fast growing industries, account for an impressive percentage of Nothnagle's residential sales, it was learned.

ARTISTIC SHOWROOM
The wizardry of Gerrit Van Kleeck Lansing, local artist and designer, is apparent in the wealth of detail executed within the limited space of the Seneca "Gallery of Homes". Nothnagle's newest venture, photographic murals of the Rochester scene adorn the wall to give true impact to the progressiveness and importance of the metropolitan area. The original photos were taken by helicopter and especially processed for wall murals. The "use of indirect" lighting, frosted glass, embossed alumi-

COURIER-JOURNAL
Friday, December 14, 1956 9-A

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Porch Stretches Summer

More and more home-owners are discovering that they can "stretch" the outdoor living season by enclosing their porches with banks of windows.

This makes it possible for them to relax and dine in an outdoor atmosphere during many months of the year when cold or rainy weather ordinarily would keep them inside.

Stock windows of ponderosa pine are popular for porch enclosure because they come with frames and sash pre-assembled, making it possible to enclose a porch by simply fitting the units together in a floor-to-ceiling, wall-to-wall arrangement.

Wide walls of windows keep a porch "open" Sunlight and scenery come in. Bad weather, stays out. During warm weather, the windows open to make the porch airy and comfortable.

The ease of installing stock window units of ponderosa pine makes a porch enclosure a do-it-yourself project for skilled home handymen. A carpenter can make short work of the job because the compact, pre-assembled wood window units go into place with a minimum of framing.

Almost any home handyman can do the finishing work. The clear pine frames and sash can be stained or painted easily to harmonize with both the interior and exterior color schemes of the house.

CHALK LINE USEFUL
A chalk line is useful as a guide when laying tiles or hanging wallpaper. Make one by stretching string between two nails near the surface of the floor or wall and rubbing chalk over the string. Lifting the string lightly and allowing it to snap back leaves a straight chalk mark on the surface.

PINE FINE FOR STAIN
The uniform grain and smooth surface of ponderosa pine makes this wood popular for kitchen cabinets. The wood is especially attractive when stained. Pine doors and windows of ponderosa pine also are often stained to take advantage of the natural beauty of wood in room decoration.

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