

The National Association of Real Estate Boards reports that for every new house put on the market in the U.S., two existing homes are sold.

**CELLAR WALLS WATERPROOFED**  
We GUARANTEE a dry cellar  
Free Estimates  
General Mason Work and Repairs  
DRAIN TILE INSTALLED

**A. J. ARIENO** Gen. 8-1588

**FLOOR and WALL COVERINGS**  
Underlayments  
FREE ESTIMATES  
Easy Terms—3 years to pay

**RENTALS**  
SANDERS—EDGERS  
POLISHERS  
Nailing Machines—Staple Guns

**Warner & Ehmman**  
Flooring Co., Inc.  
2323 RIDGE ROAD W.  
GL 3-3140  
Mon.-Tues.-Wed. Thur.-Fri. Sat.  
12-6 12-9 9-6

**ARNOLD'S**  
**PERH PAINTS**  
• EXTERIOR  
• INTERIOR  
• ENAMELS • FLATS

**ARNOLD'S**  
PAINT & WALLPAPER  
279 Hudson Ave. BA 5-9124

**BLOCK CEILINGS**  
Recovered without removing old plaster. Installation in less than one day.

**\$39.95**  
Includes Labor and Material for Room Size 10x12.  
FREE ESTIMATE  
FHA Terms

**Rochester Ceiling Co.**  
PHONE GE. 8-1707

• REMODELING  
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• GOMB. DOORS  
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Come in and visit our Home Planners Library.

**WHEN IT COMES TO LUMBER CALL OUR NUMBER**  
GLEN. 3-0668 1503 LYLE AVE.

**VAN DE VISSÉ & KILDEA**  
LUMBER CO.

**DON'T MAKE A MOVE**  
Until You Read What Our Customers Say ...

"Your men took excellent care of our moving and were very cooperative."

Then, To Be Sure ... Call GR. 3-3120  
For Local or Long Distance Moving

George M. Clancy  
**GEORGE M. GLANCY**  
CARTING CO.  
8 Circle St., Authorized Agents for  
Established 1920

**North American VAN LINES Inc.**

**YOU RAISE THE FAMILY**  
**We'll Raise The ROOF!**  
HOUSE TOO SMALL?  
No need to Move ...

We'll install a large dome (EVEN ON YOUR RANCH HOME!), making room for several bedrooms and bath on top floor! Our quick, efficient method of raising the roof is approved by engineers and loaning institutions. Brings the price within your means!

OUT-OF-TOWN HOME OWNERS  
WE COVER WESTERN NEW YORK

Free Estimates  
PHOTOS AND PLANS AT YOUR DISPOSAL  
Complete Jobs or you can do part  
TERMS AVAILABLE TO 25 YEARS

**R. J. FINNEGAN Const. Co.**  
"We Raise The Roof!"  
2335 RIDGE RD. W. GL. 3-7398 - 3-7042  
YEAR AROUND SERVICE

**"Seein's Believ'n"**  
DOWN REAL ESTATE ROW  
With Frank J. Giblin

The more observant among the readers of real estate advertisements during the past year are becoming more aware of the REPUTATION OF THE BUILDER than they have been for a long, long time. They appear to attach considerable more importance to the character of the man (or organization) who proposes to sell them what may well be the greatest investment they will make in a lifetime. In view of recent developments in the building trade that have affected more gullible home buyers than those of today, they realize that the best builder from whom to buy a home is one who is actually dedicated to the industry of building homes ... one who has devoted his life to an extremely important branch of our national economy.

Such builders are readily distinguished by many home building mechanics who during the gray years were interested only in making the fast buck. After the sale was made, their interest in the new home owner ended as abruptly as a stop light halts traffic on a busy street. Now that mortgage financing, according to general reports, is more readily attainable and the activity increases in home sales, the serious-minded builders ... those who look beyond the sale and take special pride in "servicing" their clients for long after the deal was made, are coming into their own.

Those who have been fortunate enough to purchase their home from a builder who has had years of executive building experience behind him ... or from a residential development organization that attaches special importance to SERVICE after the sale has been concluded, are indeed happy people today. Built-in features, they say, are most important in today's new homes. Give me first the built-in integrity of the builder ... that would be my first consideration in the choice of a new home.

**FOR SALE**

**THE CATHOLIC FAMILY CHOOSES A HOME**

87 PAROCHIAL SCHOOLS  
Near Church and School  
142 CATHOLIC PARISHES

**CATHOLIC HOME BUYING STARTS HERE**

A GUIDE TO CATHOLIC HOME BUYERS

**2-Family Home in Disguise**

Modern architecture at last has turned its talents and skills to the two-family house. The result is a home that looks like a home, and not like a small apartment building.

An example is this compact, nine-room house designed for two-family living by architect Rudolph A. Matern, of Jamaica, N. Y. It is plan No. SR 9638.

From the viewpoint of a passerby the house could be a modern, one-family Cape Cod, with its steeply sloping asphalt shingle roof and its inviting panel entrance door of ponderosa pine, painted to harmonize with the roof color.

This particular style of house lends itself to colorful exterior treatment, since the wide expanse of roof is readily visible from the ground. The home-owner can take advantage of this opportunity in his selection of asphalt shingles in one of the many deep color tones and light pastels available.

The middle door in the drawing leads to the first floor apartment, which has three bedrooms, a 10-foot living room with fireplace, a dining room, kitchen with breakfast nook, and two baths.

The second floor quarters are reached through the door at the right. The apartment has one bedroom, a 20-foot living room, dining room with provision for a folding bed, and a kitchen with breakfast bar.

One of the most important features of the house, which utilizes the "attic" area for living space, is complete insulation. Architect Matern specifies the use of thick batts or blankets of mineral wool in all exterior walls and in the ceiling of the second floor.

Two unusual features of the design are outdoor patios for the both families and an entrance to the basement from both.

**Roof Is Color Key**

A house is built from the foundation up but it should get its exterior scheme color from the roof down, color stylists say. Asphalt shingles, which come in many colors, including solids, blends, deep tones and pastels, give many color consultants a "key" from which to plan harmonizing colors on the rest of the house.

**Don't Take Chances With FIRE!**

Have Your Chimney Inspected Now While It is Working

We'll inspect your chimney FREE of Charge From Roof To Base. Be sure your chimney is not defective in any way.

If your fuel cuts are too high it could be a defective chimney. Call Now

**National Hot-Rite Co. Inc.**  
O.E. 8-4452 or DR. 3-4169  
764 W. Main St.  
One of Rochester's Largest And Oldest Chimney Contrs.

TITLE I AVERAGE \$464

The average Title I home improvement loan made by FHA during 1955 was \$464, according to a report released by the agency. Average monthly payments were \$14.83 for a three-year term.

**QUALITY-SERVICE GIORDANO**  
200 CLIFFORD AVE.  
BA 5-0840

**Protect your home with ALTEX aluminum double insulated CLAPBOARD**

only ALTEX gives you all 4 features

- No other siding material offers all the big advantages that are ALTEX. It is the only solid, permanent type - combining aluminum, high quality double insulation board and a lasting baked enamel. Each panel is smartly styled to form a clapboard design.
- Gives life time wear, saves on paint and fuel bills. Available in 5 beautiful colors. Select ALTEX for complete satisfaction. Call your dealer today!

**WM. C. McCOMBS CO.**  
Select Sidelwalls and Roofs  
579 Brooks Ave. GE. 8-1554

**GREEN LIGHT**  
for Home Buyers Home Financing

Coming! MARCH 29th

The Courier Journal "GREEN LIGHT" EDITION

BUILDERS—REALTORS  
Make Space Reservations Early!  
BAker 5-6210  
REAL ESTATE ADVERTISING DEPT.

**TV Adds Spice to Cooking**

Television in the kitchen? Many housewives (and their husbands) would object strenuously because of the distracting influence TV could have in this "work room."

Other wives, however, would be sure to hail kitchen television as a morale booster, and point out how ideal it would be for cooking programs and shows on the subject of the home.

But other features of the efficiently designed kitchen pictured above would find most women in delighted agreement. The handy telephone save countless steps and the sliding windows of ponderosa pine look out on a relaxing view and let in plenty of light and air.

The spotlights over the counter area are vision savers at night and the double sink of stainless steel is efficient.

**C HARM OMFORT ONVENIENCE**

You'll live better in ...

**HOMAR**

Mr. and Mrs. Edward J. Pawlik, 4291 Daway Ave., "Homar," says:

**"More house than we expected for the money"**

Edward and Dorothy Pawlik, young property owners in "Homar" are first-time home buyers. "Ed" manages the Western Auto company store in the Culver-Ridge Shopping Plaza and prior to settling in Rochester had been subject to transfer from city to city. Mr. and Mrs. Pawlik had gained a good knowledge of home values in "shopping" for houses in other sections of the country looking forward to the day when they could finally settle down. They are very proud of their new "Homar" home and particularly proud of their selection budget-wise. They showed careful judgment in concluding that "here we found more house than we expected for the money." July 15, and Linda G. attend the convenient-parochial school at Our Mother of Sorrows parish.

**SPLIT LEVEL • RANCH • EXPANSION**

FEATURES: Ventilating Fans • Built-In Vanities • Overhead Garage Doors • Storm Glass and Screens • Garbage Disposers • Silent Switches • Adequate Wiring • Large Closets • Built-In Ovens • Auto. Gas Heat • Andersen Windows • Youngstown Cabinets • Fiberglas Insulation • Graded, Sealed Lots • Hall Nite Lites • Gutter and Sidewalks—(PAID) • Water Main, Hydrants—(PAID) • Pavements and Sewers—(PAID).

**LOCATION** Conveniently located near major shopping plaza, schools, churches and Eastman Kodak with adequate bus service, please everyone. "Homar" by car, is only a few minutes from the city and just a short hop to the lake for summertime enjoyment. Something to look forward to.

**ALL THIS FOR \$16,300**

2 Model Homes OPEN For Your Inspection

**HOMAR**  
JOSEPH ENTRESS, builder  
Office GE 8-8490 • Residence GE 4-0084

COURIER-JOURNAL  
Friday, February 15, 1957

**FOR SALE HOUSES**

**WEST HENRIETTA** Good developed Parson's New 1/2 acre 2 1/2 story brick home. Fully finished basement. Full bath. Hardwood floors. Full basement. Large lot. Call for details. Inspected. \$14,900. Call Schuchman.

**GARLAND** Bldg. CR 2-1111

Brighton & Our Lady of Lourdes School 16 Shadybrook. Nice room Southern Cal. brick with swimming pool. 2 1/2 story. Full dining room. Rich finished Den. Powder room with play area. Full kitchen with dishwasher. 2 1/2 bath. Full size stairway. Gas heat. Storage and screen. (Household) Call for details. Beautifully landscaped. Immediate possession. Asking \$13,500. For appointment call Helen Gentry. BR 5-2111 with MORGAN ROYER, Realtor. GE 5-1527.

**BUY OF THE WEEK**

PERINTON, Forest Hills, 3 1/2 Bath, Hardwood, Ranch, vacant, 2 bed rooms, fireplace, 1 1/2 car garage, storm. Only for you! \$12,500.

**ANDY CHENEY, REALTOR**

**TRADING POST**  
REAL ESTATE CO. INC.  
241 POWERS BLDG. BA 2-230

**U**

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