

15 Scottsville Builder Claims More House For Least Money

By Frank J. Giblin

FOR SALE HOUSES
BRIGHTON: New listing of colonial ranch on 1/2 of an acre of a well developed lot in an exclusive section. 2 bedrooms, all large, 2 1/2 baths, spacious dining room, breakfast room, 2 car attached garage. Immediate possession. MURRAY HOUSEL, Realtor, Greenfield 3-1227.

BRIGHTON—FIRESTONE RD. Well Built 3 Bedroom Ranch on 1/2 acre. Ed. Int. Sanitary Sewers, City Water. EDWARD GARLAND Realtor, Gl. 3-1563.

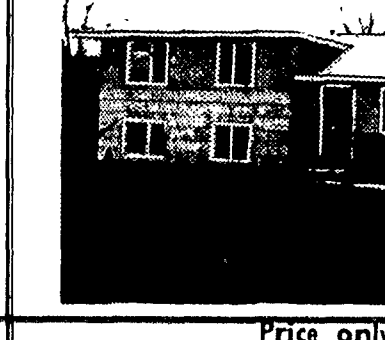
ST. ANDREW'S PARISH - Like English architecture? Here is a 6-room family home, garage. Only \$11,900.

ST. ANTHONY'S PARISH: Want immediate possession? Here is an excellent 6-room single. Full the bill! \$12,900.

CHRIST THE KING PARISH: New 5 1/2 room ranch—2 car garage. \$14,900. Trade.

GLAMACK REALTORS
HU 2-6408

PITTSFORD—"MARSH MANOR"
VINCENT DRIVE (Off Marsh Road just one block south of Route 31)



Price only \$18,500
Measure your housing dollar and let every cent count. Enjoy home ownership, yet increase your investment with the years in "dividend-paying" real estate. Inspect, investigate, you'll find good home environment in a quiet and peaceful suburban location, a nice place for the growing family, at minimum expense.

OPEN TODAY AND DAILY TILL DARK
Your inspection and consideration invited

Andy Cheneilly On Premises
TRADING POST
REAL ESTATE CO. INC.
241 BAKER ST.
POWERS BLDG. 5-2230

Joseph Entress, veteran builder in the Rochester area, has laid claim to the construction of the "most house for the least money" in the metropolitan trade area. He selected the picturesque village of Scottsville for the experimental appeal to budget-conscious homeseekers. According to reports his "Vilmar" tract is gaining momentum at a time when general home construction has slowed down.

The residential developer and builder contends that there is an active demand for the "full package" in home buying, that is, a home big enough to meet the future needs of a growing family without any "omissions" that would lower the total price with a sacrifice of home essentials. He cited factors such as full basements, attic storage space, expandable construction, sanitary sewers, paved streets and adequate water supply that enter into the full cost of a home. Many of which are often overlooked at the point of sale by

first-time buyers in the flush of prospective home-ownership.

Although the village of Scottsville does not at present enjoy the privilege of a parochial school, many Catholic families living there and attending St. Mary of the Assumption Church (established in 1840) feel confident that a parochial school will be built in the near future. Meanwhile, the public school opposite the Vilmar tract is accommodating the Catholic children of school age pro tem.

With the growth of "Suburbia, U.S.A." a topic of national interest today, it is reasonable to gain an opinion that Mr. Entress has selected an exceptional location for his experiment in low-cost home ownership. His claim of "the most for the least" encourages comparisons. Homes are priced at \$12,800 with sewers, paved streets, etc. paid by the builder.

According to the announcement, the new realtor corporation will offer complete services in the building of new homes, rentals, and sales of residential properties, and will maintain a commercial, industrial and business brokerage department. It will also serve in the fields of mortgages, appraisals, management, insurance and trades and exchanges.

Charles J. Normand, owner and operator of the Veteran Realty Company, is a veteran of World War II with 41 months



NATIONAL OFFICERS of the Knights of Equity are congratulated by John P. Boylan, (right, seated) Christopher A. Delanty, supreme knight is at left. Other leaders are: John F. Hagerty, left and Donald J. Benson, both standing. (D. and C. Photo)

Realtor Merger Expands Service Rochesterians Heading National K. of E. Feted

In the wake of the recent trend toward industrial mergers, on the local horizon comes a merger of two realty organizations.

ALVIN E. PFAHL, Realtors, who have maintained downtown offices in the financial center at the Four Corners, have announced plans for a merger of that institution with the Veteran Realty Company who have maintained ground floor offices at 918 Monroe Avenue.

The new corporation is known as the Normand-Pfahl Associates, Inc., and maintains offices at the

location. According to the announcement, the new realtor corporation will offer complete services in the building of new homes, rentals, and sales of residential properties, and will maintain a commercial, industrial and business brokerage department. It will also serve in the fields of mortgages, appraisals, management, insurance and trades and exchanges.

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Church Construction Sets April Record

Washington, D. C. — (RNS)—Church construction set an April record of \$84,000,000 the Departments of Commerce and Labor reported here. This was an increase of \$11,000,000 over the record for the same month last year.

In the first four months of 1957 church construction ran 18 per cent ahead of the same period last year when an all-time

high was established. The four-month total was \$289,000,000, 000 compared with \$180,000,000 in the same period of 1956.

Construction by non-public schools and colleges declined slightly during April. The total was \$39,000,000 as against \$40,000,000 in March. In the first four months of the year, this type of construction total \$163,000,000 compared with \$135,000,000 in April 1956.

REAL ESTATE Home Building — Repair — Furnishing

we've got a new name . . .

Announcing the merger of VETERANS' REALTY CO. and ALVIN E. PFAHL REALTOR under the corporate name of NORMAND-PFAHL ASSOC. INC. 918 Monroe Ave., Rochester, N. Y.

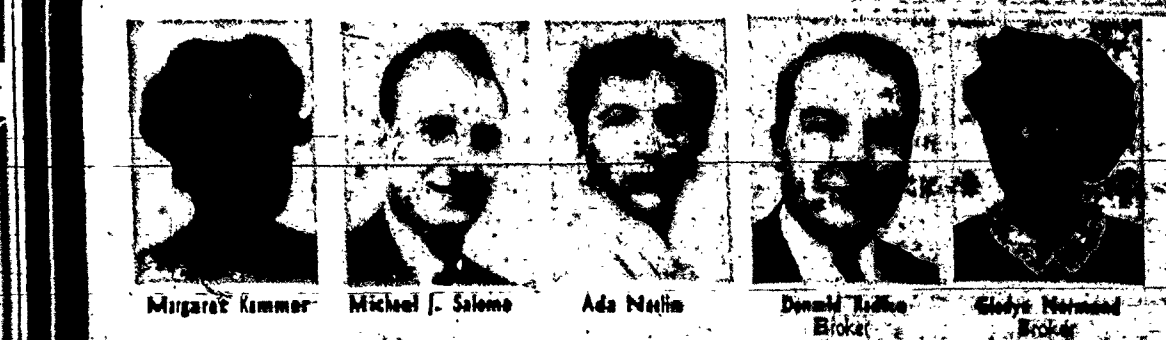
Complete Real Estate Service

Services
RESIDENTIAL SALES—BUILDING—RENTALS
MANAGEMENT—APPRAISALS—COMMERCIAL
BUSINESS OPPORTUNITIES—INDUSTRIAL



CHARLES J. NORMAND Vice President-Treasurer REALTOR
HERMAN J. WOOD Sales Manager REALTOR
ALVIN E. PFAHL President-Secretary REALTOR

We extend to all our friends and clients a cordial invitation to meet our brokers and salespeople and to inspect our newly remodeled offices.



Margaret Kummer
Michael J. Stone
Ada Nafin
Donald T. Blot
Gladys Normand

NORMAND-PFAHL Associates
918 Monroe Ave. HU 5-4886 HU 5-4487

Rumrill Agency Moves, Takes New Name

When the 24-year-old Charles L. Rumrill Company moves to its new building in the outskirts of Rochester this weekend, it will carry with it a new company name.

After Friday, May 17, the advertising, public relations and marketing agency will be known as The Rumrill Company, Incorporated and its address will be 1885 Mt. Hope Avenue.

The new building, which will be officially opened late in June, is a modern, split-level building containing 17,500 square feet of space, especially designed for the agency's operations.

Both men are directors of the Real Estate Board of Rochester and are active on many of its committees.

John F. Hagerty of Buffalo, past supreme sir knight and present supreme director of degrees, addressed the group.

The local men were elected to their posts in New York City last October. They are:

Michael T. Ryan, past supreme sir knight and the present deputy; Thomas H. Davis, supreme treasurer, and Donald J. Benson, a county probation officer and supreme secretary.

John P. Boylan, chairman of the board of directors of the Rochester Telephone Corp., the only living charter member of the 32 original Knights of Equity, formed in Cleveland in 1895.

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NEW STOCK AT OLDE FASHIONED PRICES YOUR CHANCE TO SAVE!

PAINTS FOR EVERY PURPOSE - AT REAL SAVINGS

PAINT Sale

HIGH-GLOSS 4.25 gal.
SEMI-GLOSS 4.25 gal.
FLAT FINISH 3.00 gal.
FLOOR ENAMEL 4.50 gal.
FLOOR VANRISH 4.50 gal.
SHELLAC -- 4 lb. 4.50 gal.
PAINT REMOVER 1.95 gal.
4 HOUR ENAMEL 4.50 gal.
TINNER'S RED 3.50 gal.

Redi-Blend
Flat 4.25 gal.
Primer and Sealer 3.50 gal.
Enamel
Undercoat 3.85 gal.
Aluminum Paint 4.50 gal.
House Paint 3.39 gal.
Cement Paint 3.30 gal.

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Joseph Entress Show a Home 1957

Model Homes OPEN For Your Inspection

MINIMUM LOT, 90 FT. WIDE • G.E. AUTOMATIC GAS HEAT • BLANKET INSULATION • LARGE CLOSETS
TILE SHOWER WALLS • BEAUTIFUL "VANITY WALL" IN BATH • COMBINATION CASE SCREEN & STORM
BIRCHWOOD OR YOUNGSTOWN CABINETS • OVERHEAD GARAGE DOORS • STONE DRIVEWAYS
FULL BASEMENTS TOPSOIL GRADED ATTIC STORAGE

VILMAR

LOOK to 'Vilmar' IN SCOTTSVILLE for Low Cost Living....at its very Best!

Complete from \$12,800

Drive Via Scottsville Rd. to North Road at edge of village. Turn right, follow arrows, look for "Vilmar" road signs.

VILMAR