REAL ESTATE

Home Building — Repair — Furnishings

Existing Home Sales Hitting Record High

The Real Estate Board of Rochester has announced that a new all-time high in sales has been reached for the first quarter of this year. Robert Ellwell, executive secretary of the Board believes that this may be a direct result of fewer new houses being built, coupled with a noticeable upsurge in interest for homes in established neighborhoods where church and school facilities are more established.

A total of $4,601,905 in house sales was recorded by the Board during April of this year.

The multiple-listing service enjoyed by all local realtors, wherein photographs of all of the area's existing homes may be viewed in offices for pre-selection before inspection, has contributed in large part to the current sales trend, the Board secretary said.

Caldwell-Cook Stresses "Lakeview's Livability"

By F. J. GIBLIN

In sharp contrast to some of today's mushrooming residential tracts, the builders and developers of "Lakeview" in Our Mother of Sorrows parish in Greece have accented the pride-of-ownership features to attract the permanent type of home buyer, according to Jerry Cook of Caldwell & Cook.

"We have been most fortunate in gaining high type of residents for Lakeview" he said, "and needless to say we are more than gratified at the comments made by visitors to the tract upon the neat appearance of the "lived-in" properties. Every home seems to have its own individual character, wouldn't you say?"

Dick Holden, sales director for the organization, is of the opinion that the "determination of permanancy" is the basic factor for the pride-of-ownership evident in the well cared for homes in Lakeview.

"These homes, from the very beginning, have represented more than temporary shelter to the families living here" he declared . . . they have in fact become "estates" to be beautified, added to, and handed down to future generations."

★ ★ ★

Holden emphasized that Caldwell & Cook's "Lakeview" is being rapidly assimilated into the general fine pattern of Greece's homiest residential area and has escaped the "faceless factory town" look so common to home developments in many other parts of the country. A large share of the credit for this goes to bolder uses of color by the builders, guided by skilled color stylists, he said.

"The first rule in our book says that a tract must look like a community and not like a development after the houses are occupied and the signs are taken down."

"Nothing succeeds like success", he concluded, "and the success of others in owning and properly maintaining a home in Lakeview encourages people of similar tastes and ambitions to join them here in neighborliness."

Love's Labor Often Lost By Gardening Enthusiast

"Picture wall" of ponderosa pine windows lets garden lover see fruits of his efforts from his easy chair.

This arrangement virtually brings the lawn and garden inside, permitting the family to enjoy them while dining or relaxing in the living room.

Windows of ponderosa pine come in many stock styles, shapes and sizes that are ideal for "picture walls" such as this one.

FOR SALE HOUSES

STRONG MEMORIAL—U of R section. St. Anne's Parish. Ideal home for a doctor or executive, located on Reservoir Avenue convenient to 2 bus lines. Beautiful large living room, open fireplace. Copper screened porch, large family room, full dining room, modern kitchen, dishwasher and disposal, powder room, 4 bedrooms, 1½ baths, 2 bedrooms, full bath 3rd floor. 2 car garage. Early occupancy. For appointment only call Ethel McFall BR. 1-8632 with MORGAN HOUSEL Realtor GR 3-1327.

BRIGHTON—FURLONG RD. Will Build 3 Bedroom Ranch on 78x600 ft. lot. Sanitary Sewers, City Water. EDWARD GARLAND Realtor. GR. 3-1563.

ANDY CHENELLY REALTOR

TRADING POST REAL ESTATE CO. INC
241 POWERS BLDG. BAKER 5-2230

HU 2-6408 GLAMACK REALTORS

NOTE: 4½% mortgages are now available in greater volume to qualified veterans. Conventional and FHA mortgage money more active than before. Consult us today!

• OPEN SUNDAY Otherwise by appointment

$15,900 (Irondequoit)
*294 ORLAND ROAD

Off 3260 Culver Rd. New listing. Truly suburban atmosphere offers peace and quiet. See this 5-1-built four room Cape Cod. Spacious front kitchen. 20 ft. living room. Two twin-sized bedrooms, grade entrance, 1½ car garage. Large lot.

St. Cecilia's Parish (school)

$13,900 (City)
40 PETROSSI DRIVE

Like English architecture? This is it! You will like the freedom of motion the floor plan offers. Traffic-free living room, oversized dining room. Can be easily converted to income. Garage. Beautiful lawn. Immediate possession.

St. Andrews (school)

Under $16,000 (City)
40 ROSEVIEW

6-room center entrance Colonial. Ideal for growing family. Beautiful modern kitchen. Large 22 ft. living room. Screened porch off the living room. 2-car garage. Clean gas heat. Lot 50 x 151.

St. Ambrose Parish (school)

$12,900 (City)
45 AGNES ST.

Newly redecorated 6 room single. Want immediate possession? New 2-car garage, double lot neatly landscaped.

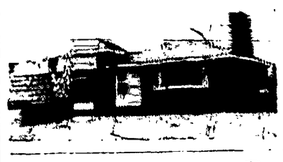
St. Stanislaus Parish (school)

$14,900 (Greece)
617 STONE RD.

Owner moving to California. Immediate possession of this spacious 5½ room family bungalow. Built 1940. Offers 29 ft. living room with open fireplace. New gas unit and new roof (1956). Finished recreation room with shower and powder room. Two-car garage IDEAL FOR A COMBINATION HOME AND BUSINESS

St. Charles Borromeo Parish (school)

$23,500 (Brighton)
75 LANDING PARK*



Off 531 Landing Road N. Two-year old split level. 1368 sq. ft. of beauty featuring 1½ baths, den or fourth bedroom, fireplace. Many extras. Large lot with brick patio and fenced play yard. Couldn't be duplicated for asking price yet open to reasonable offers. Owner transferred from city.

Mercy High School section

$15,900 (Brighton)
110 KIMBARK

Post-war four bedroom bungalow. Friendly neighborhood, owner transferred must sell! See it today and submit your offer. Immediate possession. SAVE by assuming large G.I. mortgage.

Mercy High School section

GLAMACK REALTORS • OPEN SUNDAY Otherwise by appointment HU 2-6408

NOTE: 4½% mortgages are now available in greater volume to qualified veterans. Conventional and FHA mortgage money more active than before. Consult us today!

HU 2-6408 GLAMACK REALTORS

NOTE: 4½% mortgages are now available in greater volume to qualified veterans. Conventional and FHA mortgage money more active than before.

• OPEN SUNDAY Otherwise by appointment

$15,900 (Irondequoit)
39 WINCHESTER

Excellent 6 room family house includes wall-to-wall rugs, awnings, cornices, 2 built-in cabinets etc. Ultra modern kitchen. Enclosed front porch has picture window. Aluminum storms and screens. Choice neighborhood. 1-car garage.

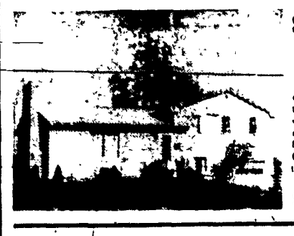
St. Margaret Mary Parish (school)

$18,995 (Gates)
13 WEST CREST DR.

Suburban, carefree living for growing family with finer, exerting demands. See this new listing!! Exciting and 1½ year new 5½ room Ranch designed for your comfort. Kitchen-dinette spell beauty and convenience parallel to your fondest dreams! Colorful tile bath, knotty-pine Breezeway. 1½ car garage. Trade. Immediate possession!

St. Theodore Parish (school)

$20,800 (Penfield)
31 HOTCHKISS CIR.*



off Penfield Rd., first left beyond traffic light in village. Spot our signs: Split level sacrifice! Owners hate to leave this 6-room home, beautiful lawn, friendly neighbors. California's the reason. See this today!

St. Joseph's Parish (school)

GLAMACK REALTORS • OPEN SUNDAY Otherwise by appointment HU 2-6408

NOTE: 4½% mortgages are now available in greater volume to qualified veterans. Conventional and FHA mortgage money more active than before.

FLOOR and WALL COVERINGS
Underlayments
FREE ESTIMATES
Easy Terms—3 years to pay
RENTALS
SANDERS—EDGERS
POLISHERS
Nailing Machines - Staple Guns
Warner & Ehmann Flooring Co., Inc.
2323 RIDGE ROAD W.
GL. 3-3140
Mon-Tues-Wed 12-6 Thur-Fri 12-9 Sat 9-6

Sherwood COMMUNITY

Model Home

SHERWOOD COMMUNITY is proud to feature the Parkwood as the first of our 1957 model homes. The Parkwood is an outstanding split level home with 7 spacious rooms (1690 sq. ft.) and features 3 bedrooms with 1½ tile baths, spacious living and dining room with fireplace and planter, ultra modern functional kitchen and dinette with Hotpoint range and oven, beautiful huge driftwood family room, ideal for children or entertaining; pleasant laundry room; oversize 2-car garage; 100 ft. lot; improvements paid, low taxes. Parkwood, complete, $25,900; Parkwood basic house and single garage, $22,900. Other homes from $21,500.

Builder: Theodore Francis Spall

THEODORE FRANCIS Spall REAL ESTATE

Open Daily 'Til Dark

23 CHARMWOOD RD., PITTSFORD, N. Y., Hillside 5-4644-R

LOOK to Homar

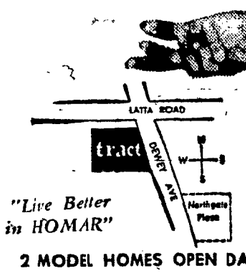
for Home Ownership at its very Best!

SPLIT LEVELS—RANCHES and EXPANSION HOMES

with fans, built-in vanities, overhead garage doors, storm dash and screens, disposals, large closets, automatic gas heat, Fiberglass insulation, graded seeded lots, gutter and sidewalk PAID, water mains PAID, pavements and sewers PAID.

ALL THIS FOR $16,600 and up

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



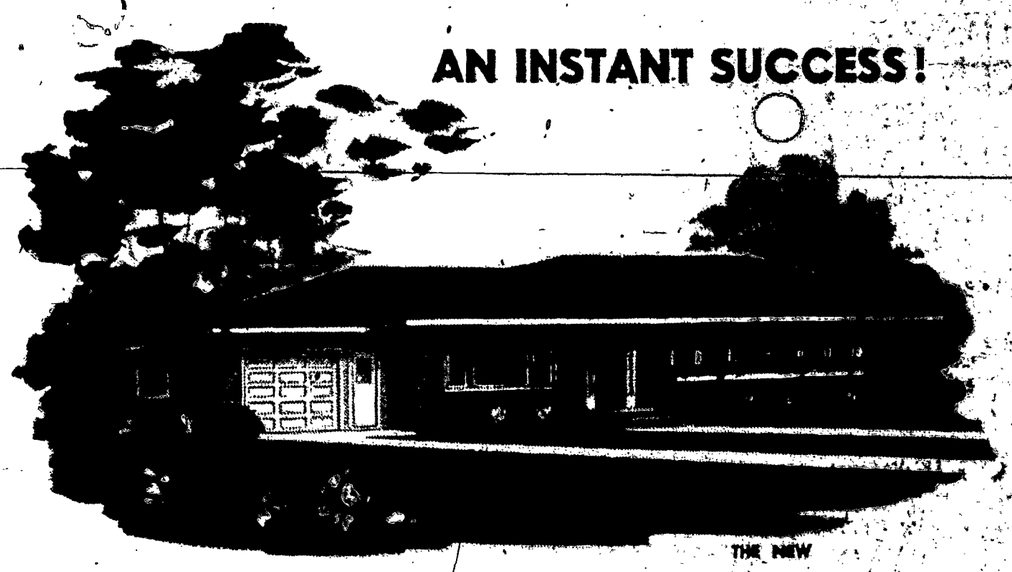
"Live Better in HOMAR"

OFFICE GE 8-8490
Residence GE 8-6084-R

2 MODEL HOMES OPEN DAILY FOR INSPECTION

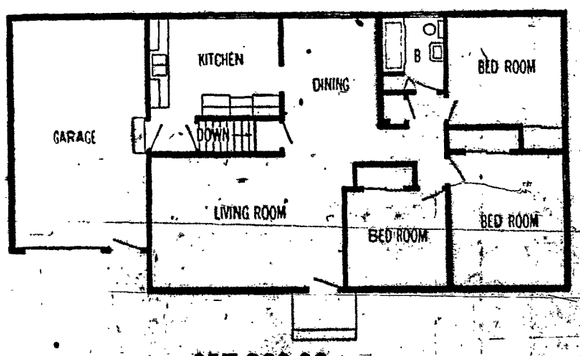
"HOMAR" BUILDER

AN INSTANT SUCCESS!



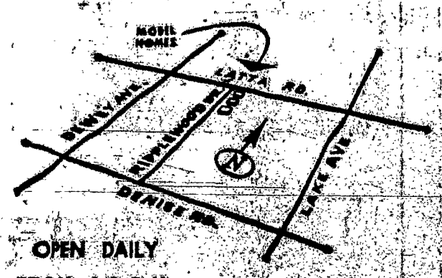
THE NEW ENGELWOOD

Since its initial opening, last Sunday, literally hundreds have inspected this big, new 1,120 square foot ranch home. Their enthusiasm for its well-planned floor space and charming traditional exterior was unanimous. Some of the best liked features are: big kitchen with convenient dining area, 3 big bedrooms away from living area, exclusive dining room, big living room, oversize garage . . . and a basement in which a family room, powder room, laundry room and storage space can be readily and quickly added. Why not come and see for yourself?



$17,290.00 WITH GARAGE

ALL IMPROVEMENTS IN AND PAID FOR



OPEN DAILY FROM 1-9 P.M.

CALDWELL