

9-A UNDERGROUND LIVING FEATURED IN NEW CALDWELL-COOK 'BABY'

Realtor Counsels Master Plan Tells Of "No Mess In Myssina"

By FRANK J. GIBLIN

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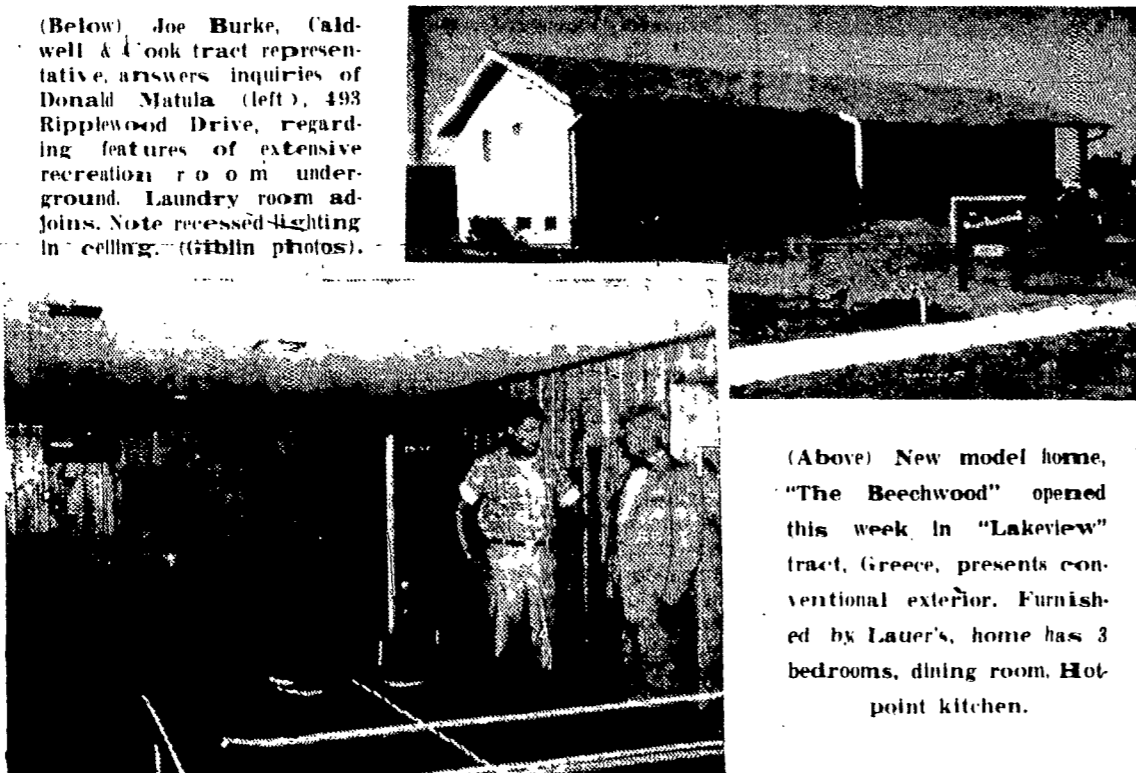
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(Above) New model home, "The Beechwood" opened this week in "Lakeview" tract, Greece, presents conventional exterior. Furnished by Lauer's, home has 3 bedrooms, dining room, Hot-point kitchen.

New "Beachwood" Model Home Brings Back Front Porch - Gives Garage Double Identity

By FRANK J. GIBLIN

Jack Caldwell and Lenox Cook, developers of "Lakeview," included in the new Our Lady of Mercy parish planned for Greece (see story page 9) have run the gamut of "conversation pieces" in their new model home introduced this week on Rumson Road off Dewey Avenue.

The exterior of the "Beachwood" model, in my humble opinion, would not cause a prospective home buyer to turn hand-springs in the enthusiasm of finding "what he always wanted," except possibly for the well-planned home colorfully enhanced by Lauer's furnishings and smart decorative whimsies.

However, once inside, the surprises begin by way of an orderly well-planned home colorfully enhanced by Lauer's furnishings and smart decorative whimsies.

The "Piece de Resistance" is contained beneath the ground in what the old folks used to call the cellar. Perish the thought that anyone could ever refer to the Beachwood's basement area as such... It is a recreational bathroom, game room, card room, tap room, hibernating den room, but most of all, it is a let's-get-

away from it all room where complete relaxation can prevail.

Let the youngsters play upstairs. I'd say, let them fool around with the HiFi and go lelekey split through the all-glass "Hotpoint" kitchen. The meticulous bedrooms, orderly dining room and spacious living room.

If it were me... I'd go underground.

Who's dealing?



Site of new Our Lady of Mercy Church, 600 Denise Road, Greece. (Story on page 1). Caldwell & Cook's Lakewood tract is included in new parish boundaries.



Richard N. Groves, president of the N.Y. State Association of Real Estate Boards addresses luncheon meeting at Sheraton Hotel ballroom, William Marx, State Association Director, William C. Kane, Advertising Committee Chairman who presided, and Harold Grunert, president, N. Y. State Society of Real Estate Appraisers. (Giblin photo)

In an address before a capacity gathering of Rochester realtors Wednesday noon at the Sheraton Hotel ballroom, Richard N. Groves of Syracuse, president of the New York State Association of Real Estate Boards, stressed the need of following a Master Plan in the coordination of arterial and urban redevelopment programs in the state. He praised the City of Rochester for its inner and outer circle planning and, by way of contrast, mentioned the "dead-ending" of some of his home city's arterial projects due to selfish interests.

He stated that Syracuse hit a jackpot of four Thruway exchanges costing 100 millions of dollars rather than three for 50 million. Dead-ending is a result of the lack of master planning.

The realtor or chief executive for the Empire State appeared as the guest of the Real Estate Board of Rochester and was introduced to the predominantly feminine gathering by William Kane, chairman of the Board's advertising committee. The address followed a luncheon given in the Syracuse realtor's honor.

Groves urged his audience, as realtors, to become personally identified with urban development committees in neighboring towns and villages... to get into it, believe in it and fight for a Master Plan that would include all urban areas to prevent "helter-skelter" growth.

"If you have not visited the Messana, N.Y. area," he said, "do so at the earliest opportunity. It is fabulous!" He intimated that a current realty "boom" had resulted in \$500 per front foot sales for back street lots in that city and over \$500 per acre sales for undeveloped pasture land.

In a summary of state-wide programs, Mr. Groves declared that the New York metropolitan area was far ahead of upstate New York in arterial redevelopment but behind in urban im-

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provement. He described specific instances in Westchester, Albany, Schenectady, and Syracuse. He praised the city of Corning as having "proper planning."

The Realtor President concluded with the declaration that, as realtors, "Urban redevelopment is OUR business."

Seated with him at the speaker's table were, Palmer Teller, Amelia Nugent, William Marx, William Kane, Thomas S. Willis Jr. and Harold Grunert.

The nation's oldest active realtor, Rochester's Dan Donahue, 92 years young, was given an ovation.

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Mrs. George D. Nichols, all of tentative plans for a card party Elimira Body was at Barrett Fun- for the Marie G. Curry Seminary teral Home and was removed to Fund were made.

Diocesan National Director Rev. Geo. S. Wood, 50 Chestnut Street, Rochester 4, New York.

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