

Typical attractive home in "Lakeview" tract, Caldwell Cook, builders, New parish, Greece.



"HOMAR" construction, Joseph Entress, builder, Our Mother of Sorrows Parish, Greece.



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Horse Show To Benefit Convent Fund

Riders on horseback will help raise funds for the new Sisters of Notre Dame convent at Holy Ghost parish, Coldwater. A Western Horse Show is scheduled for 1 p.m. Sunday at Bussey Stadium, Coldwater Rd., and will feature trophies, ribbons and cash prizes for participants. Tickets are \$1. Children under 12, admitted free. Getting ready for Sunday's event show are Robin Brinkman, left; Marceta Entress, Dorothy Entress and Laurie Russel, center; and Fritz Young, right.

dozens of 12 dealers each for in division in the list.

This Week

With Our Advertisers
By FRANK J. GIBLIN



Andy Chenelly, president of the members of his staff as well as himself. On his desk was a stack of neat looking volumes slightly larger than prayerbook size, plainly marked "Brighton," "Greece," "Irondequoit," "East Rochester" and so on. Within each book was contained an up-to-minute photographic listing of properties for sale in each section of the city.



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"We find that a great many people are unable to get down town to our office for one reason or another and so we do the next best thing... we bring our office right into their home," the realtor said.

Chenelly's "Trading Post" handles trades both in Rochester and the suburbs... the firm's next of state transactions have been one of the most interesting phases of their operation, it was stated.

Mr. Chenelly, it may be remembered, was formerly with the Alliance Real Estate of the city's top realty executives who graduated cum laude into the ranks of their own. He lives at 333 Fairport Road, East Rochester, in St. Jerome's parish.

The Trading Post full time staff includes Ronald Allison, 41 Monroe Street, Honeyville Falls, specializing in farm and suburban properties south and west of Rochester; James Elam, 88 Norton Village Lane, a lifelong resident of Rochester handling both residential and commercial properties in the city and suburbs.

Elam is a graduate of Aquinas Institute and holds a degree from Assumption University. He is active in the Catholic War Veterans of Monroe County. Robert Falls, 506 W. Hickory St., East Rochester, a broker since 1926 specializing in farm and suburban properties; Glen Heinrich, 55 W. Buffalo St., Churchville, selling general real estate full time for the past four years; Robert Lovell, 311 Cole Avenue, Rochester, is a young west side commercial properties, multiple dwellings and new construction in that area.

Any office boasting that secretarial broadcast couldn't help but succeed, in my opinion.

Readers of the magazine "Seventeen," and they are legion, were rewarded by reading an article captioned "Lead to Paint Yourself Out of a Corner" in their March 17 issue, still in service in many homes for reference. The magazine ran a list of paint dealers where help in painting problems was available. Four of the country's leading paint manufacturers were asked to submit

COPIER JOURNAL 3-A Friday, September 27, 1957

It was interesting to note that HERRICK PAINT STORE was the only Rochester dealer from Irondequoit was one of 12 selected by ADLPHI PAINT COMPANY from their dealers all over the country.

John T. Notting's Gallery of Homes enterprises are growing so fast that it is impossible to keep abreast of his newest ventures. Mr. Notting is always breathlessly happy to see me and as eager to say goodbye so that he can hurry to catch the five minutes lost. His energy is almost beyond belief and his accomplishments quite amazing. I had a wonderful opportunity to interview him recently at a rare session of leisure. But both of us were on retreat and couldn't speak a word. Nice for John T. but for an advertising salesman, very frustrating to say the least.

A drafty house and high heat bills often can be traced to windows and doors which do not breathe. It is property or to faulty weatherstripping. Old windows and doors can be replaced with units of ponderosa weatherstripping is precisely in-tight fit and easy operation and pine prefilled at the factory. These pass laboratory tests for stilled. The clear ponderosa pine also is chemically treated to resist moisture and keep shrinking or swelling from causing trouble.

Tight Windows Save Heat, Reduce Drafts

Early fall is the time to check windows and exterior doors throughout a house to make sure they are functioning efficiently for the winter ahead.

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REAL ESTATE

Home Building — Repair — Furnishings

South Ridge Estates Speeds Development

By FRANK GIBLIN

One of the more progressive residential developers in the Greater Rochester area is generally conceded to be the corporation known as "Pepperidge Homes" comprised of Phillip Ferraro, president, Jacob Ferraro, vice president and John Borelle, secretary and treasurer. The construction firm is most active in St. John's parish, Greece.

Hundreds of homes block after block of them, acre upon acre of developed land, bear eloquent testimony to the amazing strides this firm has made in providing homes for families in volume during the past ten years.

John Borelle is the dynamo that directs most of the energies of this effective threesome in construction. His "Expansion Rancho" of the original Pepperidge Homes tract was given enthusiastic approval and began a trend that is in general use throughout the city today.

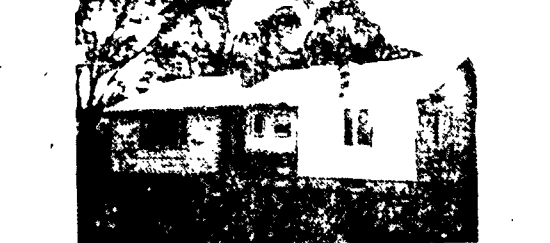
The new scenic rendezvous for homes that are even more pretentious has already been officially opened with the advent of National Homes Week. The land that comprises these estates is almost "the forest primeval" in many sections and, according to Borelle, the charm of the wooded areas will be retained as much as possible. "We wish to keep the air of privacy that appears to be indicated in the South Ridge Estates area," the developer stated. "These will be homes that people will be happy to spend most of their spare time in. The kind of house where every member of the family, once inside, can well breathe a sigh and say, 'Gosh, Long Pond Road near Dewey... am I glad to be HOME!'"



TRADING POST SPECIALS

Offered By
ANDY CHENELLY
REALTOR

PITTSFORD—462 REEVES RD.



Price 24,650
Custom quality ranch by Otto Schade, paneled walls, L-shape living and dining rooms, oak parquet floors, 1 1/2 baths, 140 foot front lot screened by trees. Large mortgage available.

PITTSFORD—3632 EAST AVE.



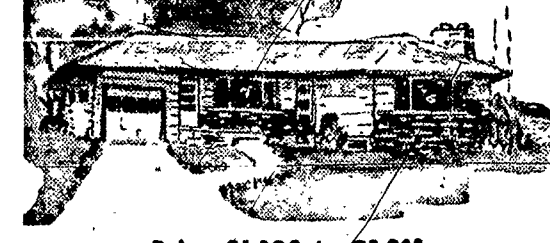
Price 38,500
Western style ranch pitched ceiling and exposed beamed ceiling, window wall living room overlooking glen type setting, den, screened porch. Really luxurious interior.

ROCHESTER—22 NUNDA BLVD.



Price 21,500
Ideal for city employee wanting suburban living right in town. Authentic Colonial features, 3 large bedrooms, 2 car garage. A real opportunity.

BRIGHTON—BURKEDALE CRES.

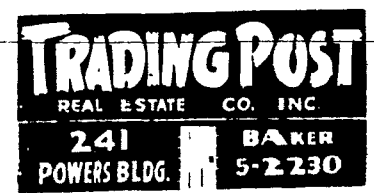


Price 21,000 to 23,000
Your choice of 5 lovely new ranch homes. Price includes Thermador range and oven, Andersen screens and storm, 1 1/2 tile baths, Blacktop, both sewers. Dream homes.

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Our sales people specialize in and maintain an up to the minute knowledge of real estate values in a given area. We have available at your call and convenience property for sale, in picture form, of all multiple listings in Monroe County. This indispensable service is valuable to you, either buyer or seller. We know that the requirements of sound business policy demands fair treatment of customers, absolute honesty, everlasting courtesy and friendly service. Call or see us, we can assure you of prompt action, and satisfaction.

ANDY CHENELLY REALTOR



"HOUSE OF HOMES" COMPLETE REALTY EXCHANGE

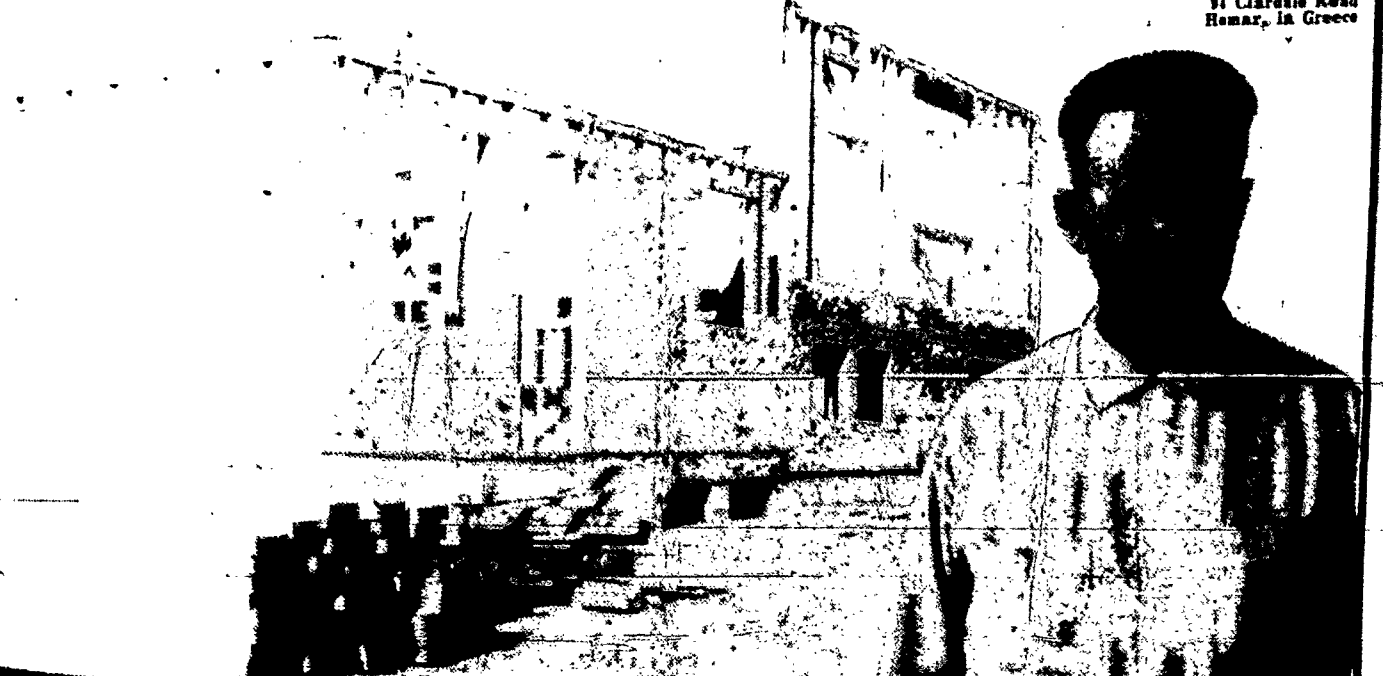
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"I've watched Homar Homes grow from cellar to roof" says Tom Mahaney Jr.

N. Y. State Construction Engineer.
31 Cardale Road
Homer, Ia Greece



Thomas J. Mahaney, Jr., above, with typical 'Homar Home' under construction in background, is a graduate engineer (Indiana Tech), accustomed to the many details that make one house better than another in the basic elements of good construction.



PHONES CH 2-0253 GE 8-8490 GE 8-6084-R

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

ALL THIS FOR \$16,900 and up



FHA FINANCING up to 30 YEARS
2 MODEL HOMES OPEN DAILY FOR INSPECTION, ONE COMPLETELY FURNISHED

LOCATION Conveniently located near major shopping plazas, schools, churches and Eastman Kodak with adequate bus service to please everyone.



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

Mrs. George D. Nichols, all of tentative plans for a card party for the Marie C. Curry Seminary Fund were made.

Her only survivor is her husband.

ONE OF AMERICA'S TWO LARGEST SELLERS OF HOMES