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Eye-catching frame & stone home on corner lot. 2 BR, lg. dining rm. Beautiful lower fabrics. Many extras. OPEN SUNDAY 2-6.  
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709 Madison Ave. E. Roch.  
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## PITTSFORD GROWING UP TO 615 FT. ABOVE SEA

### St. Louis Parish Subdivision Being Developed By Ben Levin

By FRANK J. GIBLIN

Hailed as the largest residential subdivision with sanitary sewers, as well as having the highest elevation of any tract in Pittsford, Ben Levin's "Pittsford Heights" was officially opened for development last week.

The 75 acre parcel running from South Main Street (Pittsford) beyond Jefferson Road, over the village "water tower hill", and down the eastern slope to the Jefferson Avenue curve, comprises 150 large lots.

Considerable interest has been evidenced from Catholic families seeking homes conveniently located near the new St. Louis Church and Parochial School, according to Mr. Levin who is about to build on 40 lots at the South Main Street entrance at Hilltop Drive. Storm sewers have been installed sufficiently deep to eliminate the need for sump pumps in basements, he pointed out.

The introduction of "Pittsford Heights" to homeseekers ends three years of planning by Ben Levin who visioned a restricted tract in Pittsford complete with sanitary sewers.

The completion last week of final arrangements for the Pittsford sewer system and the operation of a town-owned disposal plant may mark a most decisive step forward in the development of Pittsford in keeping with the high calibre of its present residents, according to Edward D. Seward, town supervisor.

To maintain the present high standards, rigid building restrictions will be enforced, Seward stated, and added that, coupled with the new sewer system, the fact that the town offers the lowest tax rate in the county accounts for the prevailing surge in home building plans in Pittsford. There are presently only 1.08 residents per acre on the town's total of 14,720 acres.

Ben Levin, owner, developer and builder of Pittsford Heights is best known in the city of

Rochester through his purchase of many of the fine old homes along East Avenue thoroughfare since the end of World War 2. Without sacrificing their appeal of grandeur and seclusion, Mr. Levin converted them into apartments for the semi-retired and for business and professional couples. The grounds are carefully maintained.

Among the best known of his holdings, in proximity to the Diocesan House, residence of His Excellency, Bishop Kearney, and the famous Eastman House, are: the former Bonbright mansion, 950 East Avenue (8 apts), the former Hollister homestead, former Alling home, 901 East 857 East Avenue (45 apts.) the Avenue (3 apts.), the Dirlinger home, 963 East Avenue (3 apts.), and the old Antistone home, just off East Avenue on Culver Road.

### Diocese Beneficiary Of Hickey Estate

A sum of \$10,286 was bequeathed to the Diocese of Rochester in the will of Constance J. Hickey of 2109 St. Paul St., made known last week. Another \$10,286 was left to the Rochester Community Chest the estate amounted to \$417,500.

The bequest to the diocese requested that it be used by "Bishop James E. Kearney, or his successor, in confidence that he or his successor will keep in mind educational institutions in the Diocese in which my husband and I have been interested."

The late Mrs. Hickey was the wife of Jeremiah G. Hickey, president of Hickey-Freeman Clothing manufacturers. Bequests included Mr. Hickey and the four sons and two daughters.



### St. Josaphat's New Iconostasis

New hand carved \$15,000 icon screen at St. Josaphat's Eastern Rite Church, Hudson Ave., Rochester, displays pictures of the Blessed Virgin Mary and other saints. "Royal Doors" in center lead to main altar. Rev. Alexander Lonkewycz, assistant pastor, conducts devotions honoring our Lady.

### No Recession With The Man Upstairs Says Jim Malley

By FRANK J. GIBLIN

Thousands of Rochesterians have noted the triangular lot facing kitty-corner from St. Ambrose church property at the intersection of Culver Road, Empire Boulevard, and Clifford Avenue.

Many observant people have noted how different businesses have started there, struggled for awhile, and finally gave up.

To those living in the immediate area, the lot was considered a "Jonah," and a veritable "white elephant" to the realty trade.

No one reckoned on Jim Malley, his partner J. Murray Simpson . . . and most important of all, according to Malley's telling, "the Man upstairs."

It seems that Jim had been unemployed for some time and, being 52, it had become a problem of grave concern. Always a go-getter, he had been the superintendent of the old Hathaway Baking Company for 32 years. Malley was almost stumped by the problem of where to go-and-get.

He got in touch with his old side-kick, J. Murray Simpson, who had given 22 years of his life to the Hathaway, and the two friends put their heads together and

W. Murray Simpson by chance their combined eyes focused on the triangular lot mentioned in the first paragraph.

"Against all advice to the contrary, even from my pastor," says Malley, we both decided to

we knew about baking doughnuts and pleasing the public, everything is controlled by "the Man upstairs". If he decided that some success for Jim Malley and his friend would not be advisable, brother, there'd be another "gone" business at the corner of Culver and Empire, that's for sure.

"Two weeks after we had opened we were employing TWENTY SIX full-time people working two shifts with twelve expert bakers and ourselves to provide our products to thousands of doughnut-hungry people. We are hard put to supply the increasing demand."

"Thanks to 'the Man upstairs'," says Jim Malley, Master Baker, Master Salesman, ex-sheriff of Monroe County (1937), and a good man to have on the Lord's side . . . don't you agree?"

"DO NUTS DELITE Everybody" on the unlucky corner right smack in the face of the so-called Recession."

"We mortgaged our homes and our cars and sunk everything into the venture," continued Malley, "believing that we knew the doughnut business so well that we could overcome all obstacles."

"THEN I BEGAN TO PRAY," confided big Jim Malley, because I knew that no matter how much

### Couple Feted On Anniversary

Mr. and Mrs. Leon F. Holland of 178 Sunset St. celebrated their 40th wedding anniversary on July 12 with anniversary high Mass followed by a reception at their home.

Attending the Mass were the Hollands' daughters, sons-in-law and their grandchildren as well as other relations and friends.

The couple were married in St. Rocco's Church in Hulberton, Mrs. Holland's home town. Her

husband is a native of Fitchburg, Mass.

Attending the reception were their daughters, Mrs. James Bowen and Mrs. John Stepanucci; the daughters' husbands and her sisters, Mrs. Royal Conheady and Mrs. William Herold and relatives and friends.

Holland is an employee of the Eastman Kodak Co. and Mrs. Holland is a retired school teacher.

### Teresa Kalmbacher Funeral Conducted

Funeral Mass for Teresa Kalmbacher who was a sister of the late Sister M. Conrad was offered in Holy Redeemer Church, July 14. Mrs. Kalmbacher who had resided at 24 Alphonse St., died July 11, 1958 in St. Mary's Hospital.

She is survived by one nephew, Paul Kalmbacher of Texas and cousins in Rochester. Miss Kalmbacher was a member of the Sacred Heart and Rosary Society of Holy Redeemer and of the Order of Martha Mission Society.

COURIER-JOURNAL Friday, July 25, 1958 13

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