

"Market Good" says Real Estate Board President

"Activity in the real estate market has been strong during the first half of 1974," states Raymond A. Nothnagle, president of the Real Estate Board of Rochester. "I think this demonstrates a basic and justified confidence by real estate buyers and the lending institutions who made loans to those buyers."

"Home ownership," he declares, "is one of the few sure ways to make inflation work for you. Home buying is an investment in both the present and the future; an excellent way to build equity and provide your family with financial security."

"Property values have climbed steadily throughout the past decade," comments the Real Estate Board's chief officer, "and it appears that there will not be any turn down in market prices for either new or previously owned homes."

What about financing, Nothnagle was asked. According to many news reports mortgage loans are not available.

"That is absolutely not true," Nothnagle exclaims. "Mortgage money is available. It is important to stress that while much has been made of tight money and high interest rates, there is mortgage money available for home loans through the popular FHA and VA programs as well as some conventional bank mortgages with reasonable terms."

Down payments on these available programs begin with as little as 5% down and increase to 10% or more on homes valued at \$30,000 or higher.

"Because of the successful operation of the Multiple Listing Service, Realtors in the Rochester area are well equipped to handle the requirements of both buyers and sellers of real estate," states Nothnagle.

The Multiple Listing Service, coordinated by the Rochester Real Estate Board, is a central information source. It is a benefit to both buyers and sellers

Good Water Turns Everyone On

Many people blame pollution for the fact that "water doesn't taste as good as it used to." Others think we've become more critical of the water we drink, and expect more.

Whatever the reason, all of them share the same deep longing for the unmatched refreshment of a drink of cool, clear, good-tasting water.

This secret yearning for water that's better than what flows from the tap was revealed in recent test-marketing of an unusual home water conditioner.

Better water

It's unusual because in addition to producing water that's better for laundering, dishwashing, and personal grooming, it also produces water that's markedly superior for drinking.

The test was in the taste. Wherever the new unit, called Filter-Soft, was introduced, sales jumped. Designed by Culligan engineers, it incorporates an unique carbon filtration system which eliminates sediment, bad tastes and odors. It makes people happy to drink water again.

CORRECT HAMMER

Most people will use a hammer for home improvement projects. Since there are different hammers for different jobs, make sure the proper hammer is used.

because it furnishes full details on properties available and disseminates them to the largest number of potential buyers.

Rochester area home buyers usually seek three types of en-

vironments for family living. "Many people enjoy the conveniences of city dwelling," says Nothnagle, "and Rochester is fortunate to have many attractive residential areas. Some customers prefer the suburban towns,

usually so they can have a larger lot. Still others prefer a rural setting with enough land for elbow room, pets, and even some minor farming."

"The members of the Rochester

Real Estate Board have many listings in these and other environments," declares Nothnagle, "and they'll be happy to serve potential buyers or sellers. The market is good, and so are the prices."



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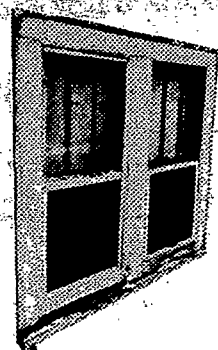
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Every fall Barlex has many customers who want their windows installed before the cold winter starts. This summer, to try to eliminate the flood of orders in October and November, Barlex is offering a pre-season special. If you order now for early fall installation, we'll be able to give you better service and you'll be doing us a favor by allow-

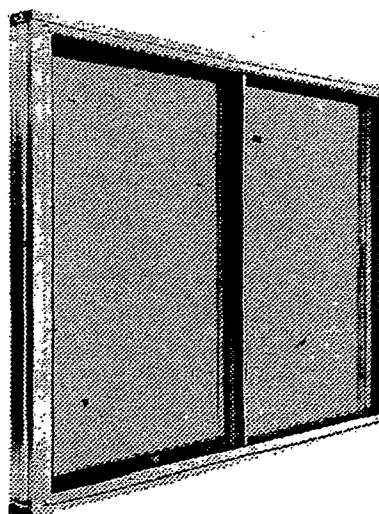
ing us to install your windows at a time that's more convenient for this. Barlex is offering you a special pre-season special. If you will order now - between July 25 and August 25. Remember this offer is good for a limited time only and will end August 25, 1974.

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