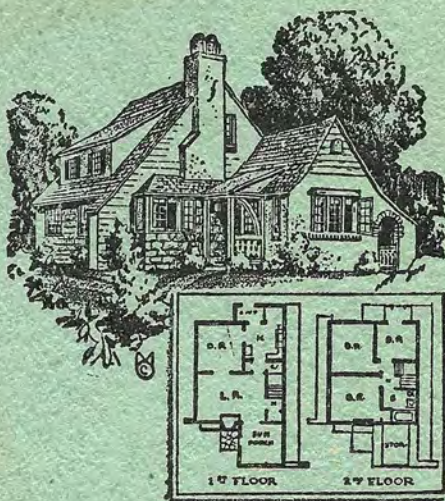


Rochester Model Homes



18 Small Homes with Floor Plans



The homes illustrated in this booklet were built by, and photographs and plans were used thru the courtesy of, the following Rochester builders:

J. ROY BAIRD
CONTINENTAL HOUSING CORP.
EARL H. GRAY
NORMAN J. HUYCK
WILLIAM KUEBLER
LA DUE AND MURR
ALVAH B. LAWSON
PALERMO AND SONS

These, and other builders cooperating with us, are thoroughly competent and qualified to turn out the best workmanship coupled with the finest material at lowest possible cost to you.

Our cooperating builders have levied on the best practice from many sources and can thus offer you the most convenient and modern interior arrangements combined with artistic beauty of exterior design.

The materials supply and service firms appearing on the following pages, who helped us plan and produce this booklet, are well-known to us and to hundreds of home-builders as suppliers of excellent materials, workmanship and service.

As long as you are going to build, it will cost you no more to make your home beautiful and architecturally correct.

Plans and specifications are furnished through the Home Building Department of the Alliance Realty without cost to you.

Your Home

More Than Lumber, Masonry and Decoration

When you acquire ownership of a house you gain more than the land and materials of which it is built.

It becomes really a home, a home where peace, happiness and contentment reign. No longer do you dread the probability of being asked to move because the owner has sold or has other uses for the property.

The home owner proves to himself that ownership costs less than renting.

Home-ownership adds to your estate, strengthens your credit, makes you a more important member of the community in which you live, furnishes a substantial environment for your children and gives you complete control of one of the best investments you can make. One of the three essentials of life.

New Low Cost Financing

Under the old methods, homes were financed by two mortgages. The first was a short term (2 to 5 year) mortgage. The second mortgage carried a higher rate of interest with all of the principal usually due in five years.

When they came due, within five years, either they had to be paid in full, or refinanced with the attendant costs and time consumed in making the arrangements.

Our Mortgage Department, in cooperation with the Federal Housing Administration, allows the buyer to finance the home with **one mortgage at 4½% interest** for terms up to **25 years**.

Payments are made monthly, like rent. Taxes and insurance on the home are also paid monthly.

Under this plan you know exactly the amount of your payments each month and you also know that upon the expiration of the mortgage it will be fully paid.

The Federal Housing Administration will insure up to 90% of the appraised valuation on mortgages secured by new construction, where the commitment is made before construction has started, and when the amount of the loan is not over \$5,400 and the property is to be occupied by the owner.

What A 25-Year F. H. A. Mortgage Will Cost Per Month Under the Above Plan

F. H. A. Appraised Value of Property . . .	\$3,500.	\$4,000.	\$5,000.	\$6,000.
Mortgage Loan (90% of appraised value) insurable by F. H. A.	3,100.	3,600.	4,500.	5,400.
Monthly payment to reduce PRINCIPAL and pay interest at 4½% on the monthly reduced balances over 25-year repayment period	17.24	20.02	25.02	30.02
*Monthly payment on mortgage insurance	1.26	1.46	1.82	2.18
TOTAL	\$18.50	\$21.48	\$26.84	\$32.20

*Monthly payment on mortgage insurance is figured on the basis of ½ of 1% on reducing balances. This payment reduces each year.

To the above monthly figures add 1/12 of the yearly taxes and insurances on a home and you will have a comparison with monthly rental.

Remember, however, that these figures include payments on the principal, completely paying the mortgage in 25 years.

For a direct comparison subtract 1/300 of the total amount of the mortgage, the average amount applied to the principal each month, from the monthly payment. That is savings, adding to the equity in your home.

A Practical Example

For a practical example, let us take a \$5,000 home under this plan:

F. H. A. Appraisal of property.....	\$5,000.00
Down Payment	500.00
	<hr/>
F. H. A. Insured 25 Year Mortgage.....	\$4,500.00
Yearly Taxes	\$120.00
Yearly Insurance	8.34
	<hr/>
	\$128.34
Taxes and Insurance per Month.....	\$10.70
Total F. H. A. Mortgage Payment.....	26.84
	<hr/>
Total Monthly Cost	\$37.54
Average Monthly Savings (applied on principal)	15.00
	<hr/>
Net Monthly Cost, comparable to rent.....	\$22.54

Planning A Home

One of the surest ways of getting just the home you want is to build it, or more properly, have it built to your specifications. Such a home built now while labor and materials can be bought at such low levels, can be yours at a considerable saving over past and future costs.

In all probability you have never built before, or at most have built but once. Your building experience is limited. Ours which has developed and grown through **more than a quarter-century** of helping people to plan and build their homes, is at your service.

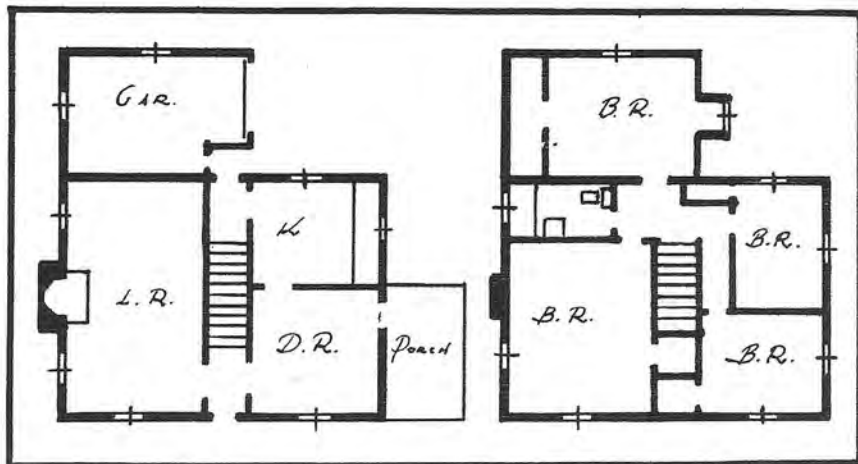
The eighteen homes presented here are but a few that have been built recently in Rochester. They may include one that exactly suits your needs. If it does not, we have hundreds of others from which to choose.

Select a plan from this book or ask to see others. Come in and tell us your problems. We'll gladly give you, without charge, the benefit of our wide experience.

Our Home Building Department, in cooperation with Rochester's leading*contractors and supply firms, can help you build your home in the proper manner, safeguarding your interests in every detail from the drawing of the plans and specifications, through the financing, selection of a site, actual construction, and the placing of insurance, to the actual occupancy of the home.

Our Mortgage Department inspectors, in conjunction with the F. H. A. building inspectors, closely check the material and workmanship during the construction of your home. This assures you complete satisfaction in your completed home.

Take advantage of our experience to save yourself time and money. A set of Alliance Realty minimum specifications for home-building can be yours for the asking. No obligation.



*The
Oakwood*

Foundation Size
31' x 32'
including garage

Exterior Features

- Medina stone front across living room and entrance adds charm
- Vertical siding above stone
- Balance of exterior shingle
- Front windows except living room shuttered
- Terrace porch off dining room

Interior Features

- Seven rooms and bath
- Large living room to left of entrance
- Dining room and kitchen on right
- Door from grade entrance to garage
- Four bedrooms, one over garage
- Bath at top of stairs

3

COMPLETE KITCHEN PLANNING

Without Obligation or Charge

KENNEDY-CLARK INC.

22 SOUTH AVENUE

TAPPAN RANGES

GENERAL ELECTRIC REFRIGERATORS



The Glenthorne

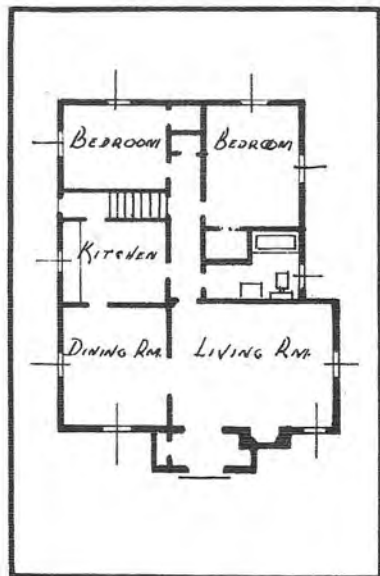
Foundation Size 28' x 38'

Exterior Features

- Attractively combined Medina stone fireplace and vestibule
- Dormer with leaded glass balances roof area
- Shingle walls
- Optional porch off rear bedroom
- Detached garage

Interior Features

- Five rooms and bath
- Roomy vestibule with clothes closet
- Large living room
- Central hall
- Attic large enough to build extra bedrooms
- Full size basement



4

MODERN VENETIAN BLINDS

Complete Control of Light and Ventilation in one Unit

More EFFICIENT . . . DURABLE . . . BEAUTIFUL

Easily . . . OPERATED . . . CLEANED

For utmost satisfaction, plan their installation when you plan your home. Come in or phone, we'll gladly help you arrange your plans to derive the greatest benefits from them.



The Langford

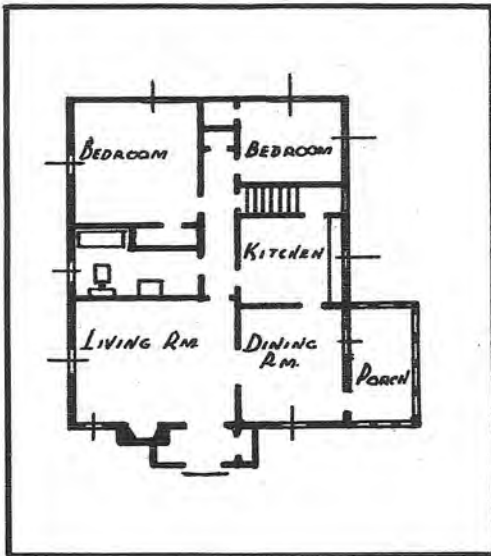
Foundation Size 30' x 36'

Exterior Features

- Pleasingly coupled brick chimney and vestibule
- Dormer with leaded glass window balances chimney
- Shutters on front only
- Built close to ground
- Detached garage

Interior Features

- Five rooms, porch and bath
- Vestibule enters living room
- Main hall connects all rooms
- Porch off dining room
- Large kitchen
- Abundance of clothes closet space



5

Knolltop

LOTS

as low as \$650

HOMES

\$5,200 to \$8,500

Drive out East Avenue to Penfield Road, left to Landing Road, then left ¼ mile to Knolltop.

Phone
Stone
633



183
Main Street
East

All improvements including Macadam pavement.

Low Assessments

City Bus Fare



The Jackson

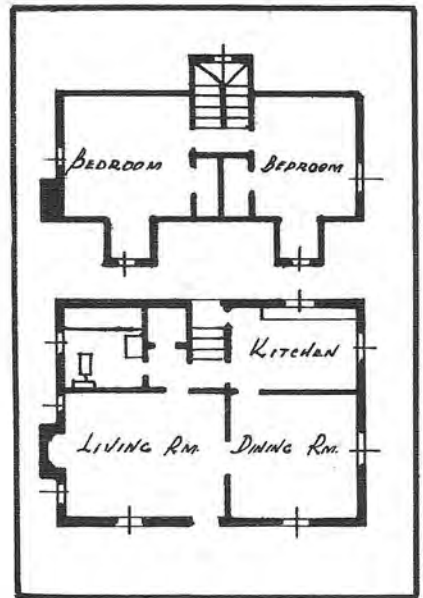
Foundation Size 28' x 24'

Exterior Features

- Brick to top of first floor windows
- Nine foot studding
- Staggered shingle siding
- Front windows shuttered
- Concrete entrance plaza
- Brick chimney on exterior

Interior Features

- Five rooms and bath
- Absence of first floor hall increases usable room sizes
- Bath on first floor
- Large storage space on first floor
- Large bedrooms and clothes closets



6

Complete Home Furnishing Service

To transform the interior of your new house into a beautiful, livable HOME, furnish at H. B. Graves Co., Rochester's oldest home furnishing establishment.

Free Interior Decorating Service. Shades . . . Venetian Blinds . . . Linoleum . . . Carpeting . . . Draperies . . . Furniture . . . Stoves . . . Appliances and Accessories.

Phone Main 3342

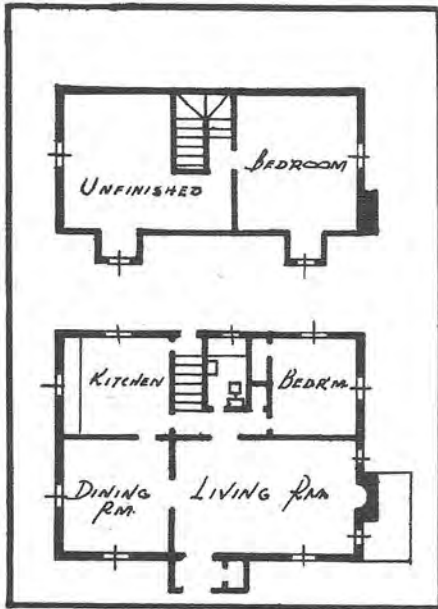
H. B. GRAVES CO.

State and Market Sts.



The Taft

Foundation Size 30' x 22'



Exterior Features

- Dutch Colonial design
- Eight foot studs
- Brick front wall vestibule and chimney
- Shuttered front windows
- One block above grade
- Detached garage

Interior Features

- Five rooms and bath
- Generous sized vestibule with clothes closet
- Extra bedroom on first floor
- Bath on first floor
- Unfinished portion of second floor can be finished into a large bedroom

7

Stonecroft

LOTS

as low as \$350

HOMES

\$3,900 to \$4,950

Drive down Dewey Avenue to Stone Road, turn right, the streets on the right are in Stonecroft.

All improvements including Macadam pavement.

Phone
Stone
633



183
Main Street
East

No school tax to pay.



The Brighton

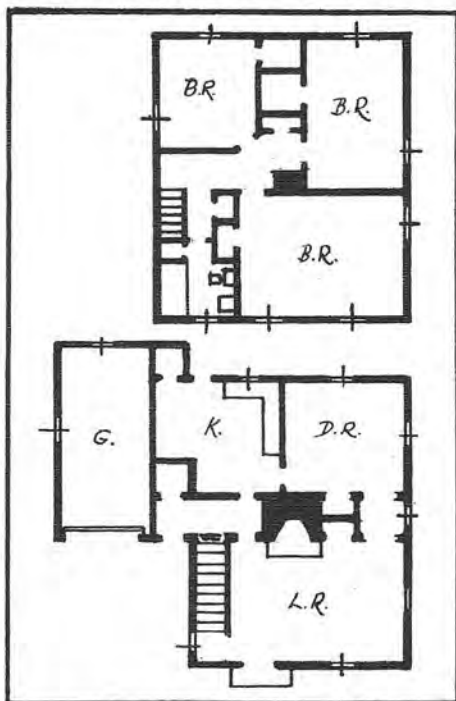
Foundation Size 28' x 26'

Exterior Features

Early Colonial architecture
 Attractive simplicity of design
 All windows shuttered
 One block above grade
 Attached garage

Interior Features

Six rooms and bath
 Fireplace on inside wall
 Colonial staircase from living room to second floor
 Unusually large kitchen
 Many clothes closets on both floors
 Additional bedroom can be built over garage



8

MORTGAGE SERVICE

Alliance Realty Mortgage Service means more than the mere placing of a loan. From the very beginning it relieves you of many details in the 'preparation of your loan application.

Helpful assistance is also yours without charge, including periodic inspection of your new home during construction by our graduate engineer. Assure yourself of complete mortgage service by using Alliance Realty Service.

183 Main St., E.

MORTGAGE DEPARTMENT

ALLIANCE REALTY

Donald H. McNab, Manager



The Brooklea

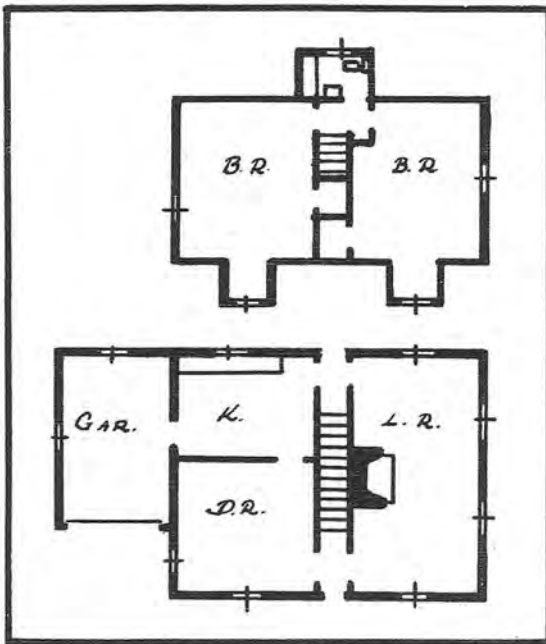
Foundation Size 28' x 24'

Exterior Features

- Large central chimney
- Clapboard siding
- Attached garage
- Two dormers in front, one in rear
- Front windows shuttered
- Front entrance canopy
- Built close to ground

Interior Features

- Five rooms and bath
- Entrance leads to hall and central staircase
- Arched entrance to living room and dining room
- Door from rear of living room to grade entrance
- Door connecting kitchen and garage
- Exceptionally large bedrooms



9

AUTOMATIC AIR CONDITIONING

Of course, you want air-conditioning. Be sure you get all the advantages

AUTOMATIC TEMPERATURE CONTROL . . . CONSTANT HUMIDIFICATION . . .
 FORCED AIR CIRCULATION . . . EFFICIENT AIR FILTRATION . . . AUTOMATIC
 FUELING . . . SUMMER AIR CONDITIONING . . . ATTRACTIVE COMPACT UNITS
 DOWAGIAC • SUPERFEX • CENTURY

There is a difference. Come in, we'll gladly explain how to get what you want.

DIEHL HEATING CORPORATION

Air-Conditioning and Sheet Metal Work

Genesee 3706

757 Main St., West



The Wilson

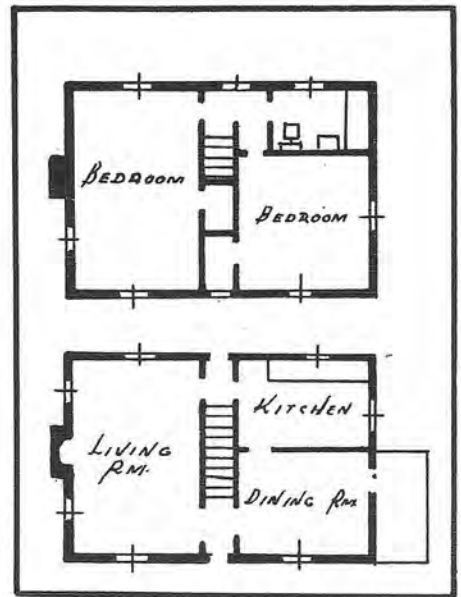
Foundation Size 30' x 21'

Exterior Features

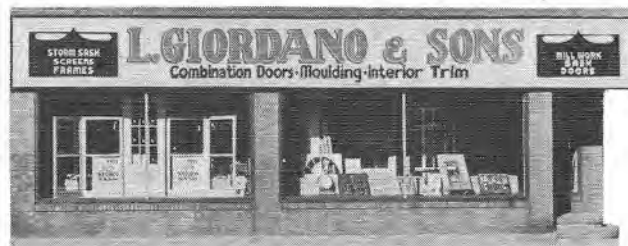
- Terrace porch off dining room
- Flower boxes under front first floor windows
- Second floor has nine inch overhang in front
- Brick terrace entrance with link chain guards 4' high
- Two blocks above grade
- 16" trellis for garden and shrub protection

Interior Features

- Five rooms and bath
- Central hall and staircase
- Door at back of living room to grade entrance and kitchen
- Master bedroom 20' 9" long
- Large clothes closets



10



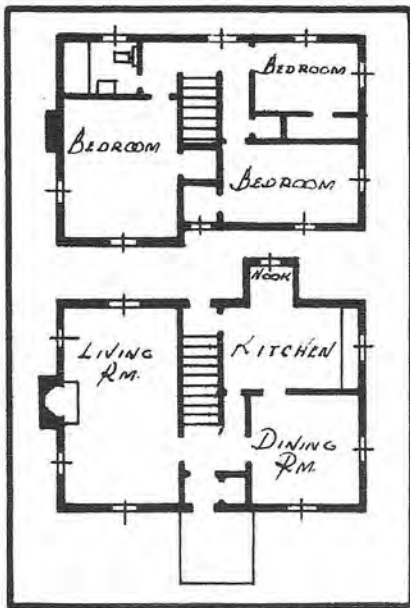
Frames • Interior Trim • Millwork
 Doors • Window Blinds • Screens
 Storm Sash • Combination Doors
 Regular Screen Doors • Overhead
 Garage Doors and Hardware • Stair
 Materials • Insulation • Tileboard
 Chrome and Wood Mouldings

1021 Hudson Ave. Stone 4949



The Roosevelt

Foundation Size 30' to 21'



Exterior Features

- Front entrance terrace porch with canopy
- Brick first floor front
- Vertical cedar planking adjoining front door
- 18" overhang over living room
- Overhang gable finished in stucco and 2" wood trim
- Brick chimney on exterior

Interior Features

- Six rooms and bath
- Central hall through to kitchen
- Central staircase
- Clothes closet off vestibule
- Breakfast nook at rear of kitchen
- Bath at head of stairs
- Abundant clothes closet space

11

Insurance Planning Is an Important Part of Home Planning

FREE CONSULTATION SERVICE

GOODELL INSURANCE AGENCY

183 MAIN STREET EAST

Next Door to Alliance Realty

Stone 5360



The Bennington

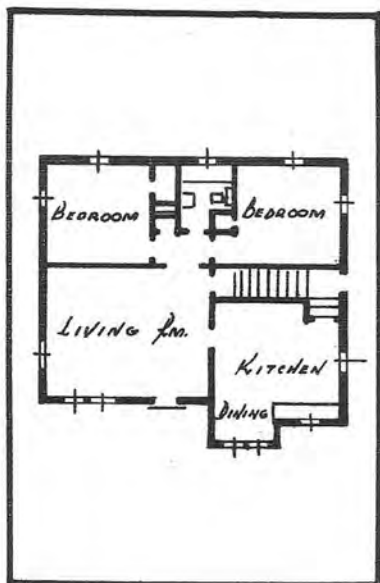
Foundation Size 30' by 26'

Exterior Features

- Clapboard or shingle
- Brick steps with a canopy over front door

Interior Features

- Four rooms and small dining alcove
- Kitchen placed at the front of the house
- Full 10 block cellar
- Ideal arrangement for small family



12

KERMIS & CO.

Manufacturers of

High Grade

Awnings

532 REMINGTON ST.

STONE 7055



The Colebrook

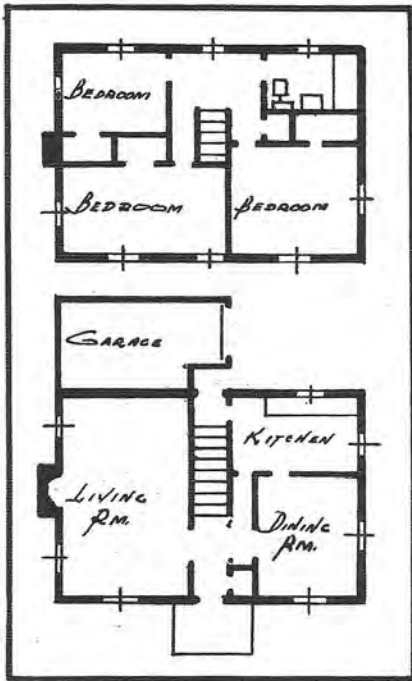
Foundation Size 31' x 22'

Exterior Features

- English adaption of Colonial design
- Medina stone front to top of first floor windows
- Fourteen foot studding
- 18" overhang over living room
- Overhang gable, finished in stucco with wood trim
- Large entrance porch
- Medina stone spotted through chimney
- Attached garage

Interior Features

- Six rooms and bath
- Central hall through to kitchen
- Large kitchen cupboards along countershelf
- Large dining and living rooms
- Central staircase
- Bath at head of stairs
- Large bedrooms



13

Your Last Move....

When you move into your new home you expect it will be your last moving job.

But it's not our last move, nor our first, for we've been moving families into their new homes for over 60 years and plan to move many more in the future.

We'll move you as you would like to be moved, with minimum confusion and cost,

and maximum safety and regard for your furniture and your beautiful new home.

That is why hundreds of families can tell you of their complete satisfaction with our service.

ROCHESTER STORAGE WAREHOUSES
25-27 No. Washington St. Main 205



The Charm House

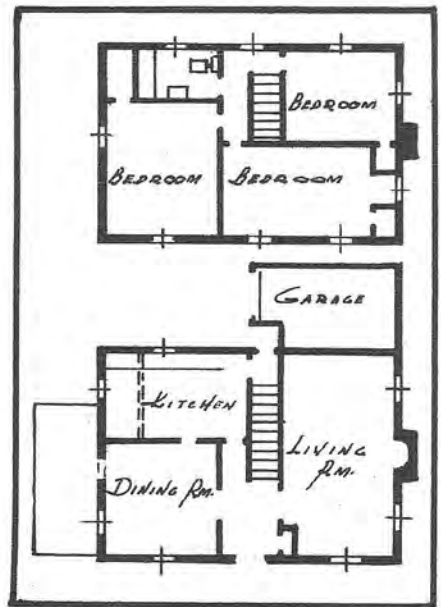
Foundation Size 30' x 21'

Exterior Features

- First floor front stucco on metal lath
- Nine inch overhang of second floor in front, finished in vertical siding
- Balance of exterior walls shingled
- Fourteen foot studding
- Terrace porch off dining room
- Brick exterior chimney
- Brick entrance plaza with wrought iron hand rails
- Attached garage

Interior Features

- Six rooms and bath
- Central hall through to kitchen
- Small breakfast nook at end of kitchen
- Bath at head of stairs
- Abundance of closet space



14

The Charm House above was landscaped by this company. Note how the planting sets off the house and makes it even more attractive. Let our experienced men help you with your landscape problems.

CHASE BROTHERS COMPANY

2045 East Avenue

Rochester, N. Y.



The Maywood

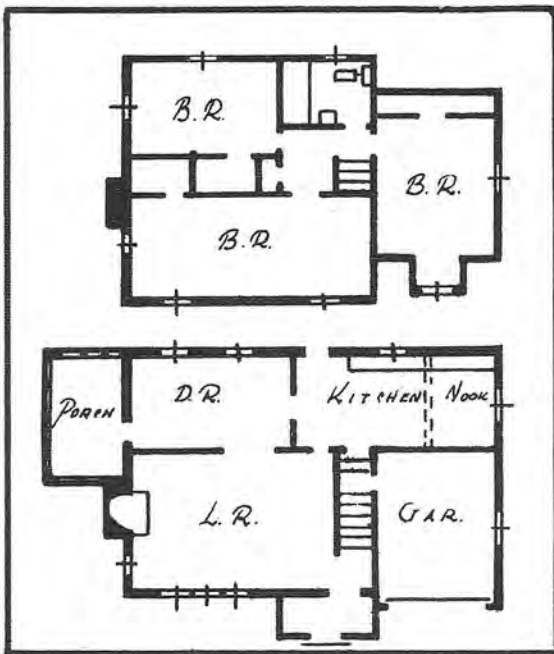
Foundation Size 32' x 26'

Exterior Features

- Brick first floor front and chimney
- Large brick vestibule with concrete entrance plaza
- Glassed-in porch off dining room
- Shingle siding above first floor
- Attached garage

Interior Features

- Six rooms and bath
- Large living room
- Large breakfast nook
- Convenient door from cellar stairway to garage
- Very large bedrooms
- Large clothes closets



15

**TITLE
INSURANCE**



The Ultimate Protection!

Above all, Title Insurance is the one safeguard a home owner never should neglect to provide. Unforeseen Title challenges, hazards, may arise tomorrow—or years from now. Once Title Insurance is issued, the home owner, or investor, has complete protection against every possible flaw.

Monroe Abstract & Title Corporation



The Hoover

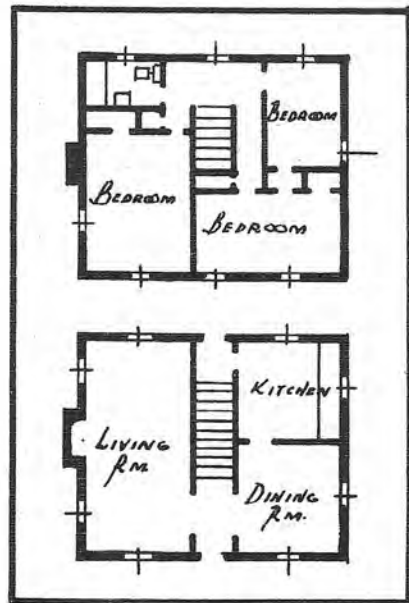
Foundation Size 30' x 21'

Exterior Features

- Dignified colonial design
- Shingled exterior
- Brick chimney on outside wall
- Fourteen foot studding
- Built close to ground
- Brick entrance terrace
- Optional porch off living room

Interior Features

- Six rooms and bath
- Twenty foot living room
- Center hall and staircase
- Bath at head of stairs
- No attic
- Full basement



16

Brooklea Heights

LOTS

as low as \$500

HOMES

\$4,400 to \$6,000

Drive out Chili Avenue to Hinchey Road, turn right, then about 1/2 mile to Brooklea Heights.

Phone
Stone
633



183
Main Street
East

All improvements in and fully paid including Macadam pavement.



The Cloverdale

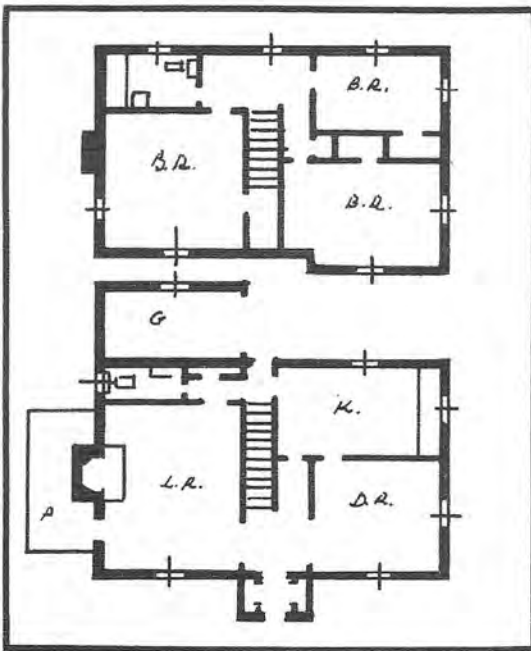
Foundation Size 32' x 23'

Exterior Features

- Terrace porch off living room
- Medina stone front with extensions on each side
- Medina stone vestibule
- Semi-circular brick entrance plaza
- Shuttered front bedroom windows
- Bedroom extends 12" over dining room
- Chimney spotted with Medina stone

Interior Features

- Six rooms and bath
- Central hall through to kitchen
- Living room 22' long
- French doors to terrace porch
- Bath at head of stairs
- Large kitchen and dining room
- Generous clothes closet space



17

Howard A. Greene

Stone 2711

Eugene Luvisi

Let Your Windows Bespeak Fashion and Good Taste

The same high order of expert counsel that for years served Rochester's finest homes at the HOWE & ROGERS CO. Prices that preclude the necessity of accepting anything less than WINDOW FASHION service.

CURTAINS • DRAPERIES • UPHOLSTERING • SLIP COVERS
INTERIOR DECORATING SERVICE

WINDOW FASHIONS INC.

97 Clinton Avenue South

One Door South of Old Howe & Rogers Store



The Seneca

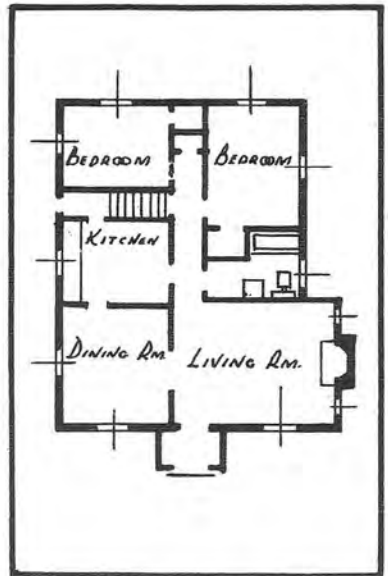
Foundation Size 30' x 36'

Exterior Features

- Vestibule opening into living room
- Wide clapboards or shingles with partial stucco front
- Exterior chimney
- Brick entrance porch
- Garage detached

Interior Features

- Five rooms and bath
- Living room well lighted
- Open fireplace
- Kitchen, dining and living room attached with hall running from living room to lavatory and bed rooms. This arrangement affords plenty of space for clothes closets.
- Attic is large and affords ample space for more bed rooms.



18

Your Own Home – Built to Your Plan
Ready for Occupancy in 30 Days

by the

PRECISION BUILT METHOD

(FINER CONSTRUCTION)

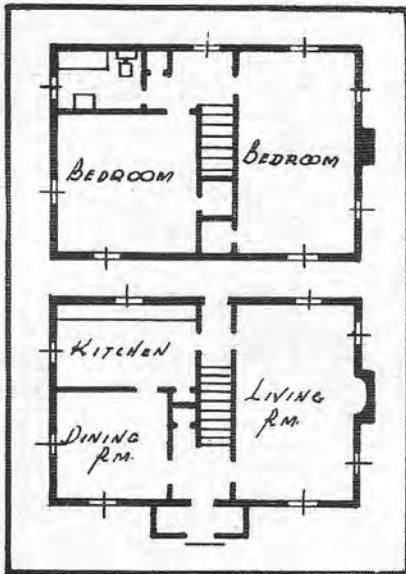
CROUCH & BEAHAN CO.

99 DEWEY AVE.



The Coolidge

Foundation Size 30' by 21'



Exterior Features

- Center entrance French Colonial architecture
- Terrace porch on side
- Canopy with trellis over front door
- Clapboard or shingle siding
- Tapestry exterior chimney

Interior Features

- Large 20' living room
- Clothes closet in entrance hall
- Kitchen and dining room attached
- Kitchen affords plenty of space for counter-shelf and cupboards
- 2 bed rooms, both large
- Bath room at head of stairs with linen closet attached to bath room

19

Buy

Your **PLUMBING** and **HEATING MATERIALS**

For That New Home From

BARR and CREELMAN

See the latest in Plumbing and Heating Fixtures on display in our

Showroom at 224 Main Street, West

60 Years of Experience

Installation If Desired



The Eglantine

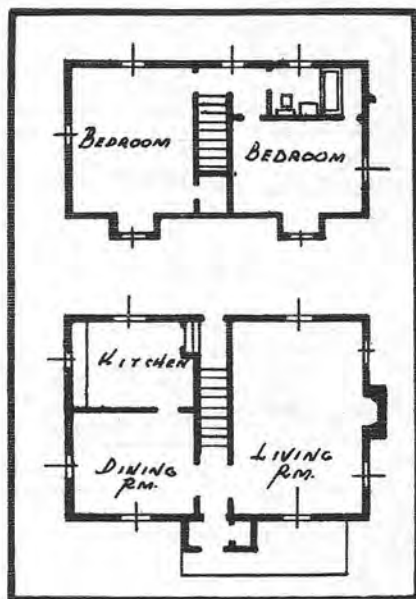
Foundation Size 28' by 24'

Exterior Features

- Terrace porch
- Vestibule incorporated in porch
- Two dormers
- Eight foot stud front and 12 foot stud in the rear
- Chimney on gable end

Interior Features

- Stairway and hall in center of home opposite front entrance
- Exceptionally large living room with four windows
- Open fireplace
- Large kitchen and dining room
- Kitchen affords plenty of space for counter-shelf and cupboards
- Clothes closet built into vestibule
- Two bed rooms
- 1 master bed room
- Abundant clothes closet space
- Bath room at head of stairs



20

For Expert Advice On Interior and Exterior Decorating
CONSULT

VAN HOESEN'S

Distributors of
MARTIN-SENOUR'S 100% PURE PAINTS AND VARNISHES
BIRGE, STRAHAN AND UNITIZED WALL PAPERS
VENETIAN BLINDS

41-45 ST. PAUL ST.

STONE 473

Thornton-Wyndale Development

LOTS

as low as \$485

HOMES

\$5,500 to \$7,000

Drive down St. Paul Boulevard to Titus Avenue, turn right to Cooper Road, turn left, 1/4 mile to Thornton and Wyndale Roads.

Phone
Stone
633



183
Main Street
East

All Improvements

City Bus Fare

Low Assessment

Between 2 Schools

