



A TRIP THROUGH MEADOWBROOK

THE COMMUNITY OF BETTER HOMES

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THE COMMUNITY OF BETTER HOMES IS SITUATED ONE BLOCK SOUTHWEST OF MONROE AVENUE AT THE INTERSECTION OF ELMWOOD AVENUE AND WINTON ROAD. DRIVE OUT MONROE AVENUE TO WINTON ROAD...TURN RIGHT.



Meadowbrook

ITS IMPORTANCE TO YOU

BECAUSE the founding of a home is one of the most important acts of your life, you owe it to yourself to know every fact and figure available about homes, home values, and the growth of community life in Rochester.

To this end, this booklet has been designed to tell the story of Meadowbrook; to acquaint you with the importance of Meadowbrook to Rochester... its importance to you... its assured future.

We hope it will serve you only as an introductory acquaintance with Meadowbrook. For only by *seeing* Meadowbrook... comparing its location and many advantages... asking questions of its satisfied owners, can Meadowbrook values be genuinely appreciated.

We want you to know why many of the most forward-looking men and women in Rochester are investing in Meadowbrook. We want you to know why, in truth, it is known as "The Community of Better Homes." We want you to know, especially, *just what you pay for* in any home you buy in Meadowbrook.

ONLY TWELVE MINUTES FROM HOME TO OFFICE

To those planning to buy a home, "where to buy" is always to be considered as seriously as "what to buy." In Meadowbrook, strategic location is but one of the dozens of "added values" to be found. The accessibility of Meadowbrook to the city... its healthful location... its adaptability to the most approved concepts of cultured living... its better-home environment... each and all are considerations of first importance in the choice of a home.

HOMES OF INDIVIDUALITY FOR THOSE OF MODERATE INCOME

In Meadowbrook, the man of moderate income has an investment opportunity that is as safe and sound as the future of Rochester itself.

Here you will find beauty and dignity at no sacrifice of practicability or economy. Here you will find homes built for permanence; for those who see in their home the establishment of an estate. Here you will find new styles of dwellings, new lines, new color schemes, new effects in architecture. And every new feature is





Widely varying architectural types produce a harmonious effect due to skillful architectural planning.

Moderately priced houses as carefully planned and built as one hundred thousand dollar homes.



homelike and permanent because it is of good design; and good design, like good architecture, defies time. It is always in style.

Nationally known architects have designed highly individual six-, seven- and eight-room homes in a choice of English, Colonial or Modern architecture, ranging in price from \$10,000 to \$16,500 including paving costs. Larger houses are planned for the northern end of the tract in a price range of from \$18,000 to \$25,000.

There are no lots for sale in Meadowbrook, for it is in no way to be associated with the usual real estate tract. Meadowbrook is a community development on a scale hitherto unknown to Rochester... in accordance with the most modern and approved standards.

—AN ENVIRONMENT THAT ENHANCES VALUE

So many home builders make the tragic mistake of choosing a beautiful home in a poor location. Consider the advantages of Meadowbrook in this respect!

Here you are not pioneering in a development of doubtful future, but investing in a planned community, the residential character of which is permanent and fixed, and is reflected in the type of homes already built and the people who live in them. Your investment can never be impaired through the erection of inferior houses near

you. Every house on the tract is in keeping with the key-plan—a plan designed to continually enhance values.

Every detail, from the smart color combination of the roofs to the correct placing of the unique flagstone walks, adds value to an investment in Meadowbrook.



*Outstanding examples of the best
small house architecture of today.*





"... a charming corner cupboard is both a useful and decorative feature of the dining-room."

INTERIORS AS ATTRACTIVE AS THEY ARE PRACTICAL

If you are seeking real home atmosphere you will find it in the living-room of any home in Meadowbrook.

Windows that are as spacious as they are artistic insure a bright and sunny room. Supervised decoration and the careful blending of colors provide a distinguished background of quiet harmony. And

best of all, an open fireplace of excellent proportions, with perhaps a red brick hearth and an ivory Colonial mantel of unusual simplicity, promises the fulfillment of your dreams of a winter's night at home.



Typical open fireplace of excellent proportions, with ivory finished Colonial mantel.

In the dining-room a charming corner cupboard is both a useful and decorative feature, and the carefully chosen wall-paper increases the attractiveness of hall, living-room and dining-room.



EFFICIENT ARRANGEMENT SAVES TIME AND STEPS

As you cross the threshold of the kitchen, you enter the scientifically-planned domain of the household engineer, where wise use of space and time-saving arrangements cut the housewife's working hours to a minimum.

Built-in features cover every conceivable contingency, and modern convenience has been combined with cheery color. The range, sink, refrigerator, and the unusually spacious cupboards... each has come in for its share of attention in planning a kitchen that adapts itself to the natural progression of culinary events. No wonder any housewife gives a little gasp of delight at the prospect of such an efficient workshop, for working hours are far shorter in a Meadowbrook Kitchen!



"...built-in features cover every conceivable contingency."



LARGE, AIRY, WELL LAID-OUT ROOMS

Because each home is designed by an architect of outstanding ability, the graceful roof lines which add so much to the exterior appearance of the house have in no way spoiled the large, well planned interior and clever room arrangement.

The second floor of your home in Meadowbrook is a revelation in comfort and color, beauty and quiet repose. Here you will find at least three bedrooms, usually two of generous size and one somewhat smaller. Many Meadowbrook homes have four bedrooms.

Each room is tastefully decorated; each has been carefully planned to provide cross ventilation and a spacious clothes closet. And each room offers a challenge to the modern housewife to arrange a bedroom interior far beyond her fairest dreams.



This Colonial entrance is typical of the best in Early American architecture.

BEAUTIFUL, CHEERFUL, MODERN

If you have longed for a modern "magazine" bathroom without owning one, you will rejoice over these bathrooms with their gleaming tiles in colorful tones. For here bathrooms are beautifully appointed, with utility always considered a most important factor.

The position of the built-in tub, shower, and lavatory has been carefully worked out, and you will discover that fixtures and equipment are chosen to require a minimum of cleaning effort.

The bathtub is built flush with the attractively tiled floor. The walls, too, are tiled shoulder-high around the tub. All metal parts are chromium-plated and rustless. The built-in medicine cabinet and a beautiful Venetian mirror complete a bathroom that is a delight to the fastidious feminine soul.



"...bathrooms are beautifully appointed with utility always considered a most important factor."



*Overhead garage doors
... one of many added
values.*



Special quality steel lath is used as a base for all stucco work.



Steel girders at important points give rigidity and a firm structure.



Copper flashings which cannot rust are used generously on the roof.

BUYING A HOME WITH AN X-RAY POINT OF VIEW

Too many men and women attracted by superficial points have learned, by mistakes that are almost tragic, that a home must be bought with an X-ray point of view. When it comes to your home, it is intelligent economy to buy the best. You have a right to know these all-important structural details under the roof.

Meadowbrook owners will have frequent cause during the coming years to thank the sound planning of its builders. Two-by-tens are used in framing where ordinary two-by-eights might suffice. Steel girders at important points give rigidity and, together with adequate footings and foundation walls, eliminate the whole train of troubles that follow a weak structure. Heavy insulation, double the usual thickness on the four outer walls and second-story ceiling, reduces coal bills by one-third and more! Meadowbrook houses are always warm and snug in coldest winter—cool and pleasant in warmest summer. Copper sheet-metal work, copper water-pipes that cannot rust, and metal weather-strips are standard specifications, as are copper window screens. These quality details usually

are found only in homes that cost from \$25,000 to \$30,000 or more.

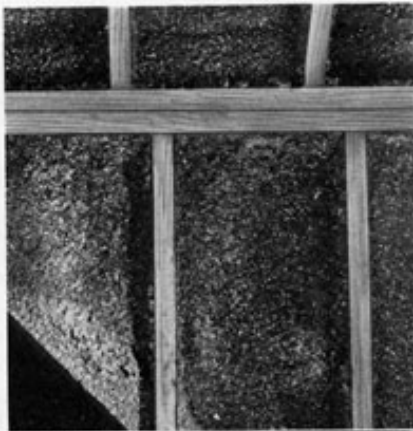
Roofs are of first quality Creodipt, or Weatherbest shingles, with copper flashings throughout. All metal work is of sixteen-ounce copper, including leaders and gutters! These typical construction details make for permanence and very slow depreciation.

Cellars are airy and dry, with laundry tubs, a fruit cellar, a large coal-bin and a place for fire-wood. The finest of modern hot air and hot water heating systems are employed.

Attic staircases and floors are finished complete at the purchase price, and the attic is usually large enough to suggest interesting possibilities of an extra room for future needs.

While the lots vary in size, the average is about 60 by 160 feet.

Grading and filling are done, and seeding and shrubbing are included in the purchase price. Each driveway is substantially built of crushed stone. You have no assessments for asphalt pavement, curbing, or sidewalk, for these, too, are included in the first cost of your house.



Insulation is double the usual thickness on the four outer walls and second-story ceiling.



Two-by-tens, closely spaced, used for framing where ordinary two-by-eights might suffice, are indications of the high type of construction.



Sixteen-ounce copper gutters and gutter pipe are a feature of every home.



LITTLE DETAILS THAT MAKE THE HOME ATTRACTIVE

Homes are built in Meadowbrook with a careful regard to provide those necessary little details that often make owners exclaim, "My new home cost so much more than I thought it would!"

Metal-lined window boxes permit plantings that give just the right note of cheerful color.

Wrought ironwork on the entrances is supremely useful, yet charming. Brick and tile entries defy wear and climate. Smartly individual electrical fixtures add distinction to the entrance and give a cheery welcome to your guests—features which make your home in Meadowbrook complete and livable from the start.

Take, for instance, the two-car attached garage with overhead doors; the stone driveway and finished grading and landscaping of the lot; the underground garbage receiver; the metal weatherstrips and copper screens for windows and doors, or the more obviously decorative features like quaintly designed walls and picket fences. These are the details that might easily amount to a thousand dollars if they had to be added after the house were purchased.



AN IDEAL PLACE FOR CHILDREN

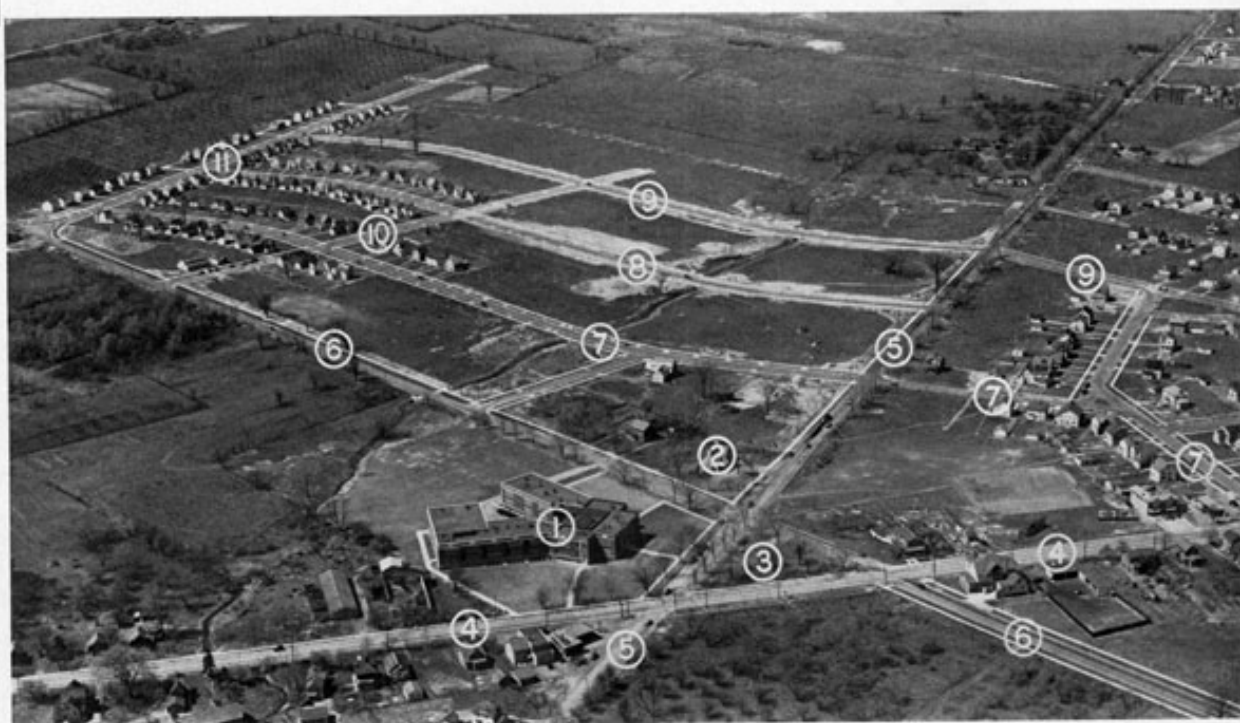
There's no cloud of city dust and smoke hovering over children at play in Meadowbrook. Just fresh, clear air that makes their cheeks ruddy and their eyes bright.

Children must have plenty of room to play, and here your children have a spacious yard of their own and plenty of nice companions to play with, for careful restriction in Meadowbrook provides very desirable neighbors.

Streets, too, are safer in Meadowbrook. No need for Mother to worry when tiny tots scamper off to the kindergarten at the near-by modern schoolhouse, for there are no important highways to cross.

After all, you owe it to your children to provide a safe place to play, in a protected environment.

MEADOWBROOK AND SURROUNDINGS FROM THE AIR



1-Brighton School No. 1. 2-Brighton Fire Department No. 2. 3-Twelve Corners. 4-Monroe Avenue. 5-Elmwood Avenue. 6-Winton Road South. 7-Hollywood Avenue. 8-Buckland Avenue. 9-Antlers Drive. 10-Newton Drive. 11-Avalon Drive.

AVOIDING FUTURE EXPENSE

As important as the added in-built value you actually *see* in any home you buy in Meadowbrook is the question of future expense. Your savings in this respect are noteworthy. First, there is the extremely slow rate of depreciation and freedom from repairs that come from using only the finest of materials and the best of workmanship. Here, too, tax rates are lower, and asphalt pavements and sidewalks are fully paid. Consequently, you avoid heavy assessments for the payment of bonds covering complete street improvements. This point is of vital importance when buying outside of the city limits and should be thoroughly investigated. In many real-estate developments in or near Rochester, bonds are issued against the property for every improvement within the tract, making a heavy burden in years to come.

FINANCIAL RESPONSIBILITY CUTS BUILDING COSTS

Economy in price in Meadowbrook has been achieved by economy in buying rather than by skimping on materials. Building as many as twenty homes at a time has meant carloads of materials at advantageous prices. Financial responsibility has meant the savings of liberal cash discounts. Rotation of working groups in crews, from house to house, has meant great saving in time and therefore money. From ground masonry to roofing, overlapping of effort has been avoided in building homes that have *low cost* and *long life* as their most important qualities.

BUILT TO A STANDARD NOT TO A PRICE

It is important to you that no house in Meadowbrook was built to sell at a price. First we build a HOME! And then price is computed on the basis of cost plus the small profit necessary to satisfy the modest requirements of the organization back of Meadowbrook.

PROTECTED ENVIRONMENT MAKES A PROFITABLE INVESTMENT

Your investment is protected in Meadowbrook not alone because extreme care has been taken with quality materials and construction to give it definite and permanent market value.

It is more definitely protected because the history of the organization back of Meadowbrook is the history of Rochester itself. Meadowbrook has an assured future which you will want to share.

Let the soundest accepted standards of property evaluation guide you to a choice of a home in this Community of Better Homes. You will find it a safe, sound investment as well as a most desirable place in which to live!

You will find, too, that a very convenient and economical purchase plan is available for responsible parties; a plan that makes it surprisingly easy to own a home of your own in Meadowbrook.

KODAK EMPLOYEES REALTY CORPORATION

343 STATE STREET, ROCHESTER, N. Y.

Meadowbrook is situated one block southwest of Monroe Avenue, at the intersection of Elmwood Avenue and Winton Road. Drive out Monroe Avenue to Winton Road—turn right.

CONSIDER THESE ESSENTIAL QUALITIES OF AN IDEAL HOME

1. Nearness to fine grade and high school. No arterial highways for children to cross.
2. Adequate fire protection with fire-house in immediate neighborhood.
3. Restricted owner list, desirable neighbors.
4. Homes restricted as to type and design.
5. Planned development gives greatest beauty and increasing values.
6. Continuing responsibility of company backing project, assures permanence.
7. Lots of sufficient size to insure privacy and ample room for growing things.
8. All lots graded, seeded, and shrubbed.
9. No paving assessments. Cost of asphalt pavement, curb, and sidewalk included in the purchase price.
10. Choice of English, Colonial or Modern architectural types designed by architects of national reputation.
11. Attached garages insuring convenience, warmth and unobstructed landscape in the rear.
12. Lower taxes comparable to those of a suburban town, and within twelve minutes' ride of Main Street.
13. Construction details that bear the closest inspection.
14. Quality production and group construction affording large savings in building costs.
15. Copper metal work throughout; all flashings, leaders and gutters of 16-ounce copper.
16. Heavy insulated houses; cool and airy in summer—warm and snug in winter.
17. Bathrooms with built-in tubs, showers, tiled floors and shoulder-high tiling on side walls.
18. Hot air and hot water heating systems.
19. Automatic hot water heaters, window-shades, metal weather-strips, and copper window screens.
20. Modern, artistic and harmonious lighting fixtures.
21. Convenient and easy purchase plan.