

AD #1 (From the Rochester Democrat and Chronicle Ad, Sunday, **May 6, 1923**)

“---- And Now We Announce ELMCROFT At Winton Road North and Atlantic Avenue

Opening Sale one week from today. **Elmcroft**, a beautiful tract of highly restricted home sites, was formerly the Sheil Fruit Farm. It is wholly within the city limits in the 21st Ward. There are 200 lots in the tract, facing Winton Road, Atlantic Avenue and Merchants Road, with four streets through the subdivision, Sheil Street, Berwick Drive, Elm Drive and Lanark Crescent. Water, gas, sewers and electricity can be assured for all.

Elmcroft is located in one of the most rapidly growing sections of Rochester. Home sites in **Elmcroft** have an appeal to all. The tract is high, well drained and well away from the noise and dirt of the city, yet entirely within and entitled to all city conveniences.

Look over **Elmcroft** and next Sunday come out and pick out your lot.”

AD #2 (From the Rochester Democrat and Chronicle Ad, Sunday, **May 13, 1923**)

“----Opening Sale of Lots in Beautiful ELMCROFT ---- STARTS TODAY

Another fine farm has given way to the march of the city's progress. **Elmcroft**, in the 21st Ward - that section so popular with Rochester homesite purchases, was formerly the Sheil fruit farm. Its convenient location with its surroundings of beautiful parks, and the rolling country have an appeal that assures the rapid sale of these desirable homesites. Act today if you want a lot in this much sought section.

In **Elmcroft** there are 200 building lots offered for sale for the first time today. Development work is in progress and sewers, walks, electricity, water and gas will soon be available to those who purchase homesites here.

Scan the map below, pick out the lot you desire, and then hop into the machine and drive out to Elmcroft and interview the salesman who will attend you.”

AD #3 (From the Rochester Democrat and Chronicle Ad, Sunday, **May 20, 1923**)

“---- Come Out Today and See ELMCROFT Winton Road North at Atlantic Avenue

The lure of the city and the desire for the freedom of the country life can both be satisfied when you purchase your homesite in **Elmcroft**.

This beautiful subdivision, in the 21st Ward, has 200 lots that are rapidly finding owners who soon will have their homes under way.

Elmcroft is a highly restricted subdivision --- convenient to reach, charmingly located, near city parks and with stores, schools and churches at hand.

The 21st Ward is Rochester's most highly desired residential section. Land values here will increase rapidly as the city grows.

Act now and get your lot.

Gas, water and electricity can be assured those who desire to build at once. Development work is under way.”