

YOUR
HOME
OF
TOMORROW

OCTOBER, 1955



PLANNING
DECORATING

PRESENTED BY

MAINTENANCE
GOOD IDEAS
GARDENING

Hughey
CONSTRUCTION CO. Inc.

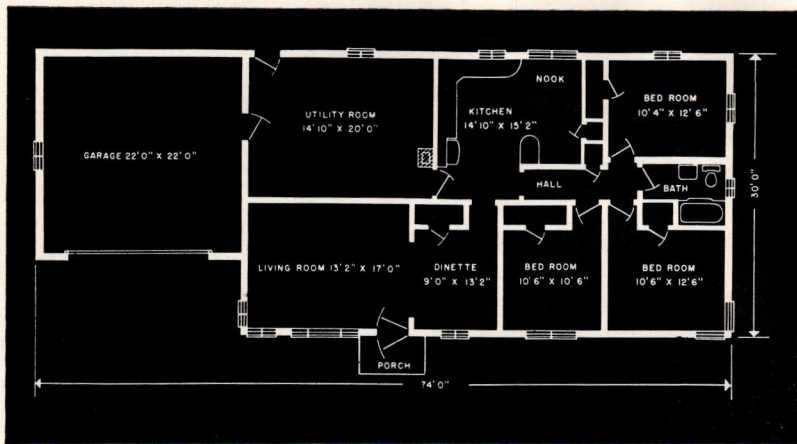
4305 MELBOURNE ROAD

INDIANAPOLIS 44, INDIANA

PHONE WA 3-5141

BUILDERS OF QUALITY HOMES

"Developers of Beautiful Knollton Heights"



- 3 Bedrooms
- All Brick and Stone Construction
- Youngstown Kitchen
- Extra Large Utility Room
- Oil or Gas Heat
- Aluminum Windows, Marble Sills
- Hardwood Floors
- Plastered Walls—Tile Bath
- Finest Conventional Construction Throughout

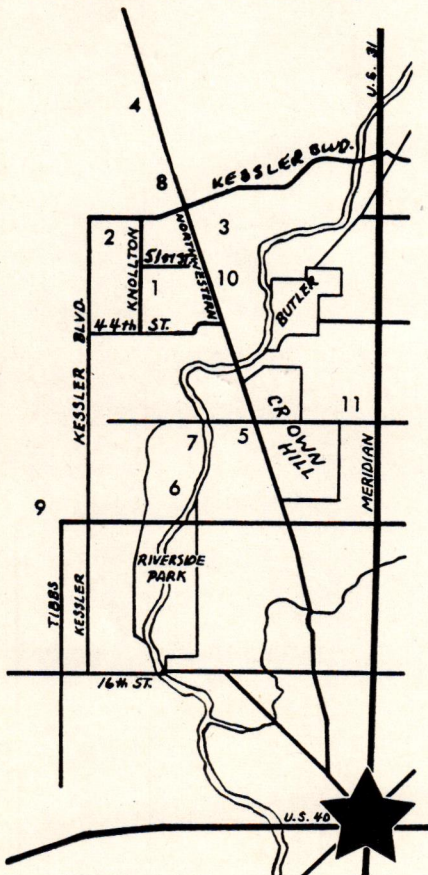
Why So Many New Homes Are Being Sold in Knollton Heights

- PROTECTIVE BUILDING CODE
- MINIMUM LOT SIZE OVER ½ ACRE
- ALL BRICK AND STONE CONSTRUCTION
- WIDE CIRCULAR STREET
- EXCELLENT DRAINAGE
- MANY 3 & 4 BEDROOM MODELS

SELECT YOUR OWN HOME NOW

Our Service Includes Everything From Lot to Financing – Ready to Move In

Directions to Knollton Heights



1. Knollton Heights
2. Broadmoor Country Club
3. Highland Country Club
4. Deluxe Shopping Center
5. Woodstock Golf Course
6. Riverside Park
7. Lake Sullivan
8. Crooked Creek School
9. St. Michaels Church and School
10. Excellent Bus Service Direct to Downtown
11. 38th and Illinois Shopping Center

HUGHEY CONSTRUCTION CO., INC.

4305 Melbourne Rd.

Phone WA 3-5141

Indianapolis, Indiana

"BUILDERS OF QUALITY HOMES"

IT PAYS TO BUY LOCALLY



AT PERIODIC INTERVALS the Better Business Bureau has issued warnings through the press and its bulletins against itinerant peddlers who sell peat moss, humus or muck and call it fertilizer. The practice is for the peddler to drive up in front of a house in a truck loaded with black substance and say to the occupant, "Your soil looks pretty thin. It needs a top dressing."

The peddlers then go on to explain that they have a special kind of humus on their truck which when applied to lawns has a substantial fertilizing effect, providing a better basis for the grass to grow. They often claim that the humus has the peculiar quality of preventing weeds from growing. All of this is very intriguing to the householder, who is then persuaded by the peddlers to allow them to apply the humus at the rate of about \$1.50 a bushel.

Unable to visualize how many bushels a lawn will take, he authorizes the peddlers to go ahead and apply the so-called humus.

One of the important phases of the scheme is the fact that one of the men on the truck persuades the owner to leave the front lawn on some pretext, so that he is in no position to count the actual number of bushel basketsful of fertilizer used on the lawn.

After the job is done the owner is asked \$20, \$35, \$45, or whatever the fertilizer salesman thinks the traffic will bear. Obviously, he is astounded at the high price, but usually either pays the amount after an argument or accepts a compromise offer which still nets the racketeer a handsome profit. In either event the owner is swindled.

Investigators for the Better Business Bureau picked up samples of the so-called fertilizer and sent them to the University of Missouri for analysis. Another sample was submitted to a local laboratory in St. Louis. Both authorities agreed that the product had a negligible value as a fertilizer. One of the authorities stated that "this analysis at best showed .78 per cent nitrogen. This means that in 100 pounds of this material there would be less than 1 pound of nitrogen. Nitrogen can be purchased at retail in the form of ammonium nitrate in small lots for 12 cents a pound. Therefore, in a sample from the truck the value of the nitrogen would have been about 9 cents in a hundred pounds. With respect to the phosphorous and the potash one could say that the value is so low that it would be worth practically nothing to the individual who purchased the material."

Judging by the remarks of the gullible, who have paid

BEWARE THE UNKNOWN

- FERTILIZER PEDDLER ● FLOATING REPAIRMAN
- QUACK TREE SURGEON ● ITINERANT ROOFER
- SIDING AND PAINT SALESMEN WHO WANT TO USE YOUR HOME FOR DEMONSTRATION PURPOSES

through the nose, so to speak, their lawns and shrubs are no greener than they were before the "quickies" treated them. The humus boys move fast, and if you have any notion that you can stop payment on their check, forget it. The Better Business Bureau has cancelled checks that were given in payment of the stuff that were cashed minutes after being written and almost before the ink was dry.

Not all of them, however, get away with it. Recently, the Better Business Bureau advised the St. Louis Police Department that a truck loaded with what appeared to be some of this alleged fertilizer was parked on a lot in the downtown section and bearing Ohio license 7-K-41. In a few minutes the Bureau was advised that the truck had driven away, but that it would be located.

By a strange coincidence, a few days later, Detective Sergeant John J. Enright of the Secret Service Division was sitting on his front porch when—but let Sergeant Enright tell it himself, and we quote:

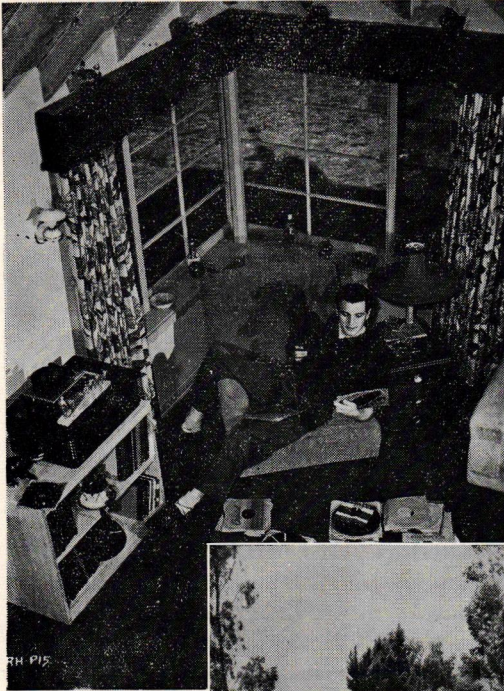
"We were alerted to watch for a truck loaded with what is supposed to be fertilizer. Last evening I was surprised while sitting on my porch by being approached by a man who told me that my lawn was pretty poor—that the soil is thin—and that he had a peat moss and humus on his truck that will richen the soil and kill weeds. I told him that I wasn't interested, but I watched his helpers working the homes across the street. After dismissing the man, I called headquarters, and while waiting for reinforcements I engaged all three men in conversation. One of the men said, 'We're all right on weight now since we sold some to these people. The load is lighter. If the police stop us—tell 'em nothing.' Just then the police car came around the corner and I said, 'Boys, I am a police officer and you're under arrest.'"

Taken to police headquarters, the men admitted having been arrested before for the same thing. They were again fined and ordered out of town.

In the meantime, of course, the homeowners were out some money, which they would never recover.

It all adds up to one thing—buy locally. When you want to buy humus or any other gardening product, go to your local hardware store or landscaping man. Don't trust the itinerant peddler. It just doesn't pay.

STARS at HOME



PICTURED at the left is a corner of the living room in the home of Rock Hudson, famous Universal-International star. Comfort is the keynote of Hudson's furnishings, as you can see from this photo. One of his favorite hobbies is the collection of both classical and jazz records, and the star is shown here trying out a few recent acquisitions. Shown at the right is Claude Rains, busy in the basement workshop in his home. Claude is an excellent home craftsman.

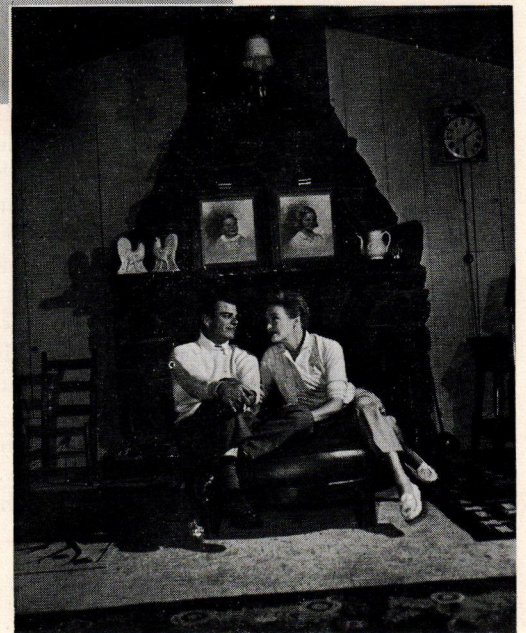


Below we see Gene Nelson whose favorite hobby at home is cooking!

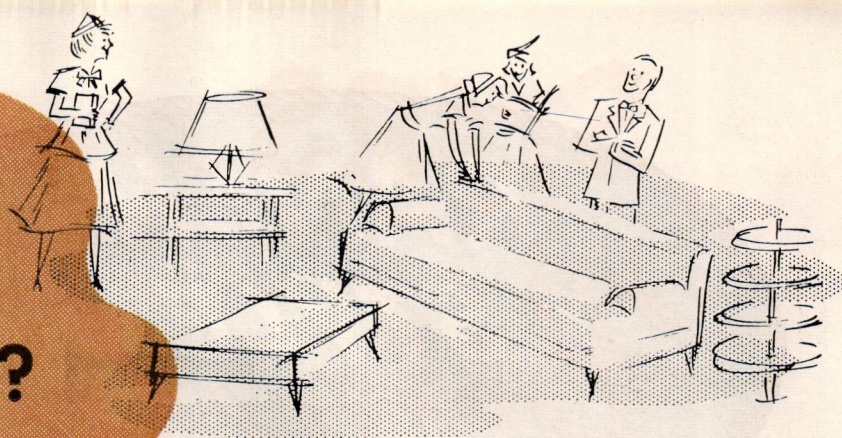
Realizing a lifelong dream to have a home on the desert, Sue and Alan Ladd purchased the modern desert home in Palm Springs shown at the left, and are devoting all their spare time to decorating and landscaping it. The house is a pale pink stucco with long, low lines.



"OUR MISS BROOKS" puts away her school books now and then to wield rake and hoe on the 38-acre farm she shares with her husband, Brooks West. Eve Arden makes her permanent home "Westhaven" some thirty-five miles from the hustle and bustle of Hollywood. The ranch was originally bought as a week-end retreat, but Eve and Brooks found it so restful that they decided to stay on full time. Here they are relaxing before their massive fireplace.



WHAT IS Modern FURNITURE?



FIFTY YEARS AGO America gave impetus to a new freedom from copyist design in architecture. The names of Richardson, Sullivan and Frank Lloyd Wright are familiar to everyone. It was these architects who developed a "new" architecture, and who, in the main, carried forward contemporary thinking about furniture design.

In a brief survey of the growth of modern design as we know it today, chairs tell the story. Chairs have been the greatest challenge to designers always. A study of famous examples of technical advance in chair construction almost constitutes a capsule history of modern furniture design.

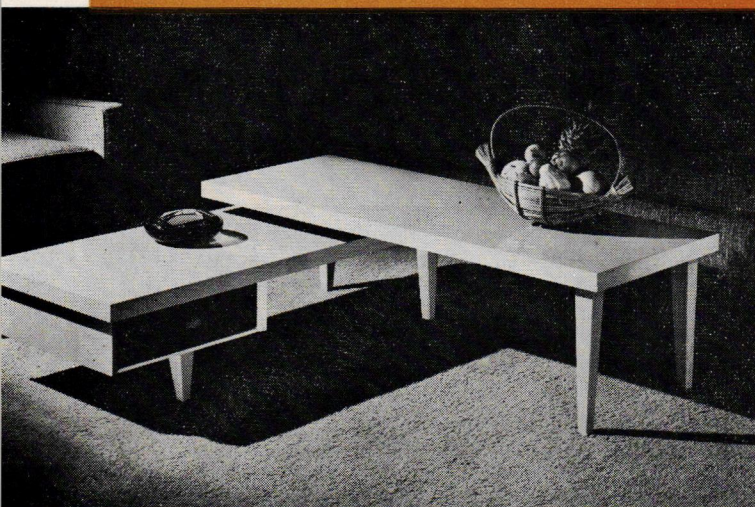
In 1830 an Austrian named Thoney perfected a process of steam-bending certain woods to mass-produce a great variety of chairs and other pieces of furniture at low cost. This "ice-cream parlor" chair, with its familiar circular seat and back consisting of one smaller loop of bent wood inside a second, larger one, has sold to the tune of fifty-three million!

Experiments at the famous Bauhaus School of Design in Germany after World War I by Marcel Breuer, an architect, using tube metal for chair frames combined with elastic fabric, yielded a novel chair. At the Bauhaus, Breuer and Mies van der Rohe evolved some simpler tube chairs



This extremely modern high utility cabinet is of ash blond Korina greyish limed oak or dark mahogany and features four one-piece drawers molded of Bakelite black phenolic plastic. It has an area that can be used for radio or TV cabinet.

The modern cocktail table is a unique design in that it is composed of two separate units which swivel easily on a ball bearing mechanism so that it may be used at right angles or at other degrees until fully extended.



which are now commonplace in kitchens, soda fountains and restaurants all over the world.

Since then the most important development in chair construction was evolved by Charles Eames of California. He has created almost unbreakable pieces by joining molded plywood seats and backs to wood or metal supports by hard rubber "knuckles."

The few pieces discussed here cannot fully answer the question, "What is Modern?" They suggest only a part of the answer. Modern design strives to use old or new materials and ever-improving technical means to create better objects for more and more people to enjoy. The objects may be better functionally, more attractive or just more plentiful. Modern design also describes objects which are necessarily produced in small numbers, because they involve a great deal of handwork.

RANCH STYLE *Beauty*

DESIGNED by Architect Angus McSweeney, this home is an outstanding example of ranch beauty. It was built in a lovely wooded area for the Mattock family, and is described by the architect as "My favorite of all the houses I've designed in recent years."

One of the many unique features of the Mattock home is a social room on the garden terrace level. This social room can be opened onto the patio with a large sliding glass door, thus extending the living and social activities out into the attractively landscaped garden.

The kitchen, done in birch finish, features deck type built-in range and twin ovens, with a sink area of stainless steel for ease of cleaning.

One of McSweeney's major design problems involved the planning of a special bedroom for the three daughters in the Mattock family. At one end of this bedroom is a specially designed bath arrangement, with individual dressing tables and wardrobes. At the opposite end of the bedroom is a large study for the girls.

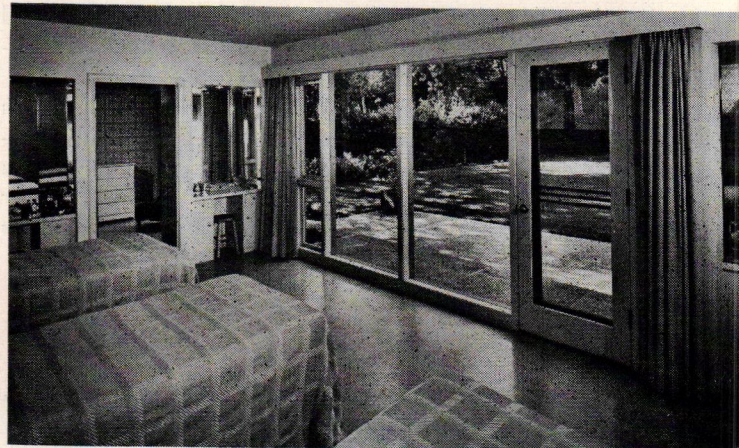
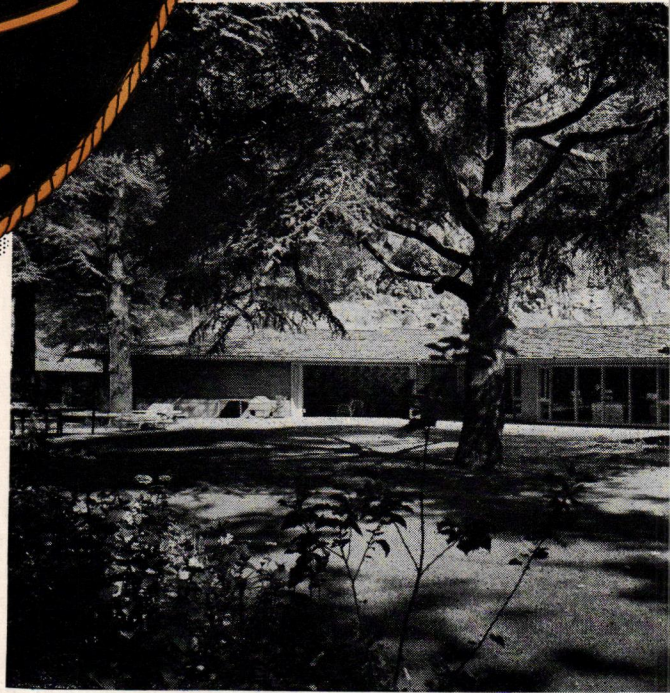
A double purpose den and guest room solved the problem of obtaining space for guests without building on an extra room.

The master bedroom suite provides a hall dressing room and a full dressing room for Mrs. Mattock, as well as a luxurious bath that functions also as a guest powder room. The living room and dining room are done in flush oak paneling with light finish. The drapery valance toward the garden was arranged with indirect lighting, reflecting off the slightly vaulted ceiling which is a foot higher than the other rooms in the house.

The living room is distinguished by a marble faced fireplace. One side of the flush paneling is arranged to provide a wood box with a secret door in the lower part so that the wood can be brought in from the hall side, without entering the living room itself.

The other side of the fireplace also has a secret door, behind which is a bar equipped with hot and cold water, sink, refrigerator and storage.

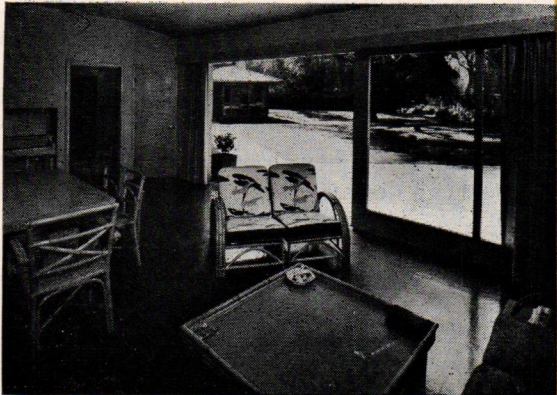
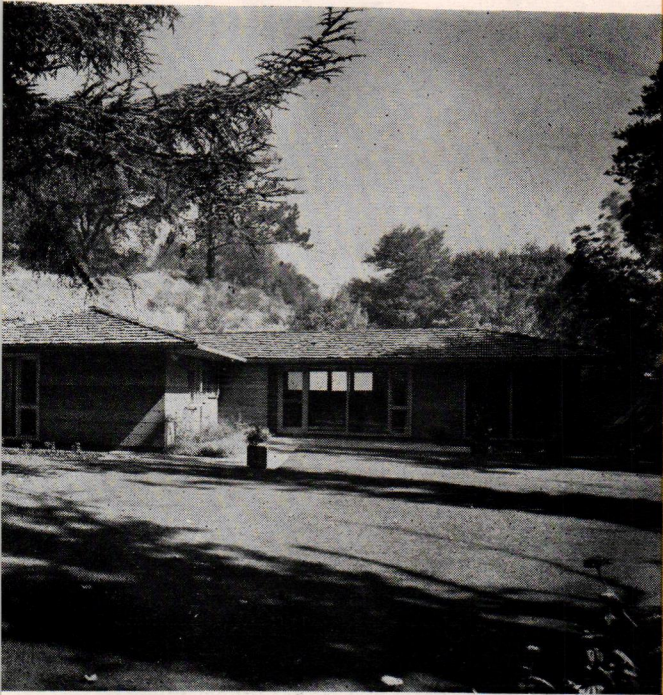
The entrance hall has indirect cove lighting that shows planting which is carried through the glass walls from the exterior alongside the entrance doors.



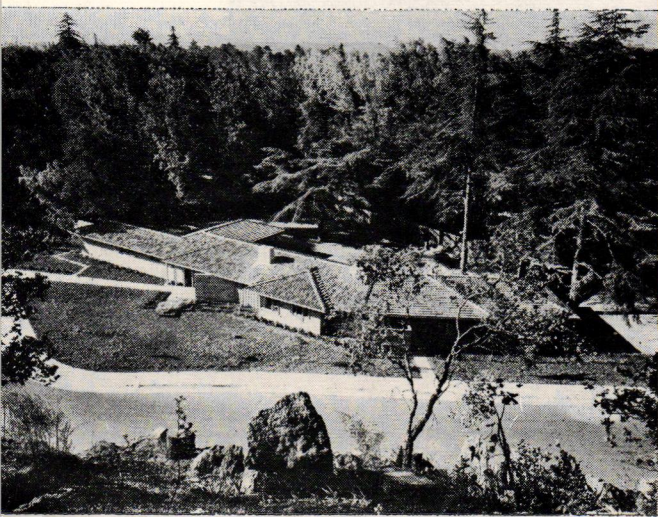
Above, specially designed bedroom for the three Mattock girls has large study at one end, and specially designed bath arrangement at the other with individual dressing tables and wardrobes. Below, kitchen features include built in range and oven and birch cabinets.



View of the ranch house built for the Matlocks. Although filled with modern features, the "ranch house" feeling is strengthened by the use of shake roof, redwood and stone.

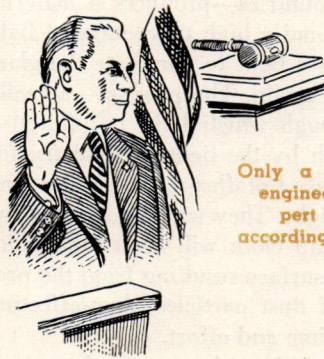
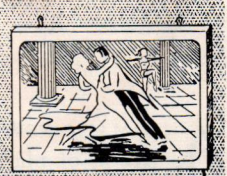


Above, dining-living area becomes part of the outdoor garden by simply sliding back the full length glass doors. Below, view from the street side of the front entrance. Roof overhang keeps out sun glare and window arrangement gives ample ventilation.



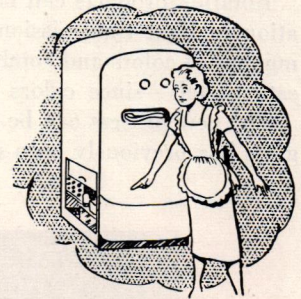
Electrically SPEAKING

Electrical engineers are now developing "Mural TV" which can be hung on the wall like a picture.



Only a registered professional electrical engineer can testify in court as an expert witness in engineering matters, according to the American Institute of Electrical Engineers.

An electronic refrigerator without any moving parts is being developed in RCA laboratories.



First big power plant (1882) produced enough electricity to light 5000 lamps—only three years after Edison's invention of the incandescent bulb!

Flameless home heating from electric baseboard units fitted snugly and unobtrusively to interior walls is a new development of Westinghouse. The 2-foot long heater sections shown occupy only as much baseboard area as needed.



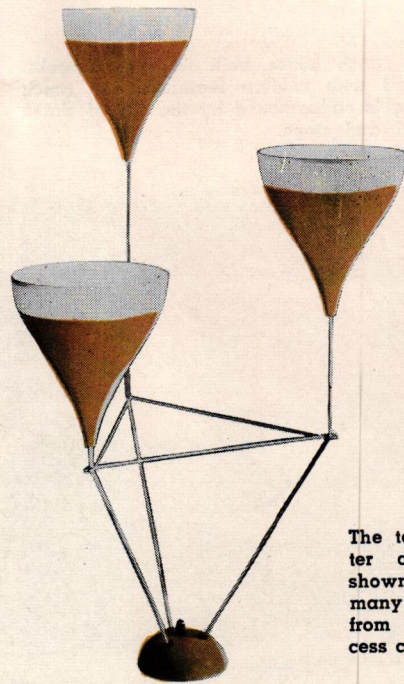
LIGHTING WITH PLASTICS

A DRAMATIC NEW PROCESS called Rotaflex, for the fabrication of plastic material into lighting fixtures, portends radical changes in the lighting field, both design and performance-wise.

The process—developed in Europe in the past year and already a sensation in 18 countries—produces a material that can transmit an exceptionally high percentage of light and, at the same time, diffuses light to eliminate the glare and hot-spots that cause eye strain. The product—actually minute tubes of plastic through which light is diffused—is the result of a long search by the lighting industry for the perfect lighting material. Rotaflex-made shades and diffusers produce a “cool” light. They will not dent easily, chip, scratch or mar. A damp cloth will keep the shades clean and crisp. The smooth surface resulting from the process, prevents the settling of dust particles, thus effecting economies in housekeeping time and effort.

Rotaflex products can be made with a tremendous variation in light transmission and diffusion in an unlimited number of colors and combinations—from brilliant to delicate pastels—since colors are molded into the plastic.

The new process can be used for any purpose for which glass has previously been used in lighting. Moreover, sup-



The tear drop cluster ceiling fixture shown is one of the many styles made from the new process called Rotaflex.

porting structures for Rotaflex light fixtures can be more graceful and delicate since there is no necessity for the strength and bulk that a glass or metal fixture requires, thus affording economies in construction. Other plastics previously used for lamps were less stable dimensionally, and permitted limited light transmission and diffusion. All these factors have been carefully overcome in the Rotaflex process.

A total of twelve styles, including a coolie-shaped wall lamp, a globe-shaped ceiling and wall light, and a tear drop cluster ceiling fixture have been designed by Yascha Heifetz, famous lamp designer.

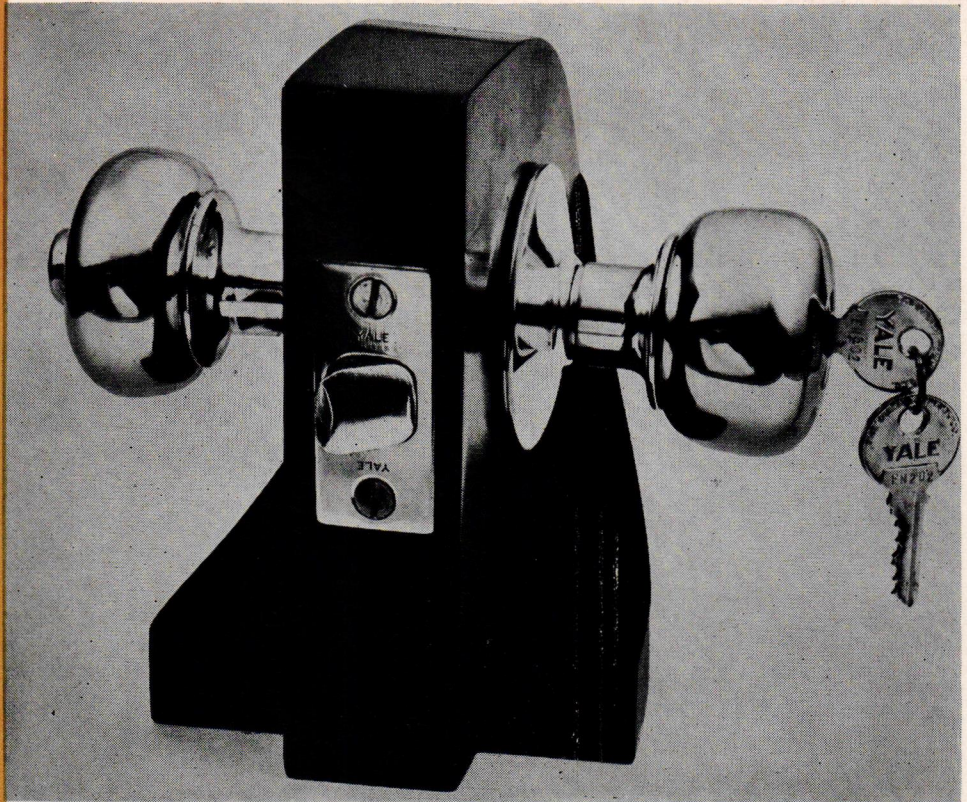


Above, white steel frame desk lamp, with coolie-shaped shade available in a range of soft and brilliant tones. Left, globe-shaped diffuser has been designed in opaque white and turquoise to provide proper reading light.

HARDWARE



This new, front door, "key-in-the knob" type of Yale tubular lock is one of four models of newly designed home locks now being produced. It embodies many original features, including an exclusive patented locking principle which gives the lock greater picking resistance.



FOR THE HOME

GOOD HARDWARE is a combination of good material, good mechanical design, and good workmanship. Unless you are an expert, your best insurance is to buy quality brands from a reputable dealer.

Still, there are certain things about hardware that you can decide in your own mind. If you know the answers to these questions, you will have a good start toward a wise investment, and you will be protecting yourself against the disappointments which too often are the fate of home builders, who pay little attention to this most important ingredient in a comfortable, efficient house.

In planning a home, it is common practice to set aside a certain allowance for hardware. Unfortunately, this allowance is usually just a guess. Then the homeowner buys as much hardware as he can for that amount, without particular regard to its quality.

But hardware is too important a building item for last-minute, haphazard, penny-pinching selections. So, to help you make reasonably accurate estimate for quality hardware, a checklist such as any hardware dealer can provide should be studied first. Illustrations of the various types of hardware are shown on the checklist. Simply check each type of hardware you need, then go to your dealer and

select the pattern and finish you prefer.

You'll find it fun to browse around your dealer's store examining the various designs, both traditional and modern, which have been found to offer the most interest to today's new home builder.

Locks may be classified by method of installation, as (1) conventional mortise locks, (2) bore-in locks and (3) rim locks. Generally, the first should be chosen for security, the second for ease of installation. Copies of colonial box locks sometimes used for appearance, but night latches are the only rim locks widely used.

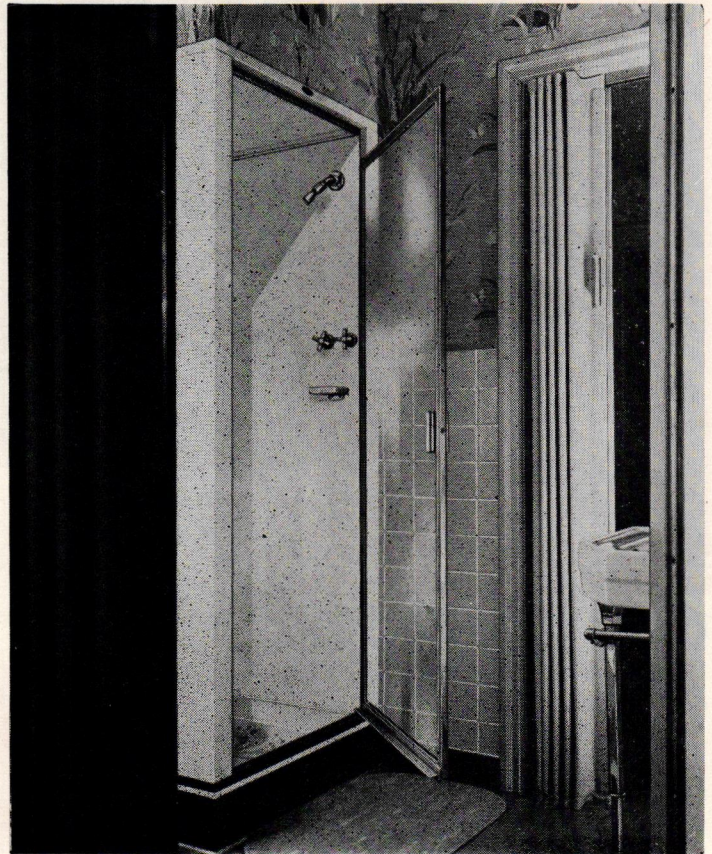
Thieves or vandals may attempt to open a lock with a skeleton key, with a duplicate key, by picking, or by prying back the latch bolt with a thin piece of celluloid or metal. The best security against prying is to use a lock that has a deadbolt; unlike a spring latch lock, this type cannot be pried back.

The best security against picking and skeleton keys is the use of pin-tumbler cylinder locks. With a practically unlimited number of different keys, they are the most secure of all locks operated by keys. A more recent type of lock is the tubular or "Key-in-the-knob lock, which is illustrated on this page.

Emphasis on the Shower



Above, sliding glass door and waterproof clay tile wall covering make this bathtub a roomy and attractive shower compartment. Right, portable shower installed in a bathroom with non-slip floor.



NO STATISTICS have ever been taken on the subject of bath versus shower, but we'll wager that if they were we'd find more people using showers than bathtubs. Emphasis today is definitely on the shower. This is particularly true in hot weather, when the quick relief a shower affords is greatly in demand. But there are also many people who prefer it as a form of bathing to the sit-down bath.

Few homes, of course, are ever built without showers. If it is not a separate stall shower, then it is a shower over the bathtub. But there may be situations in which more than one shower is desirable. If there is sufficient room, you can build an additional stall shower. Or you can install a cabinet shower. The advantages of cabinet showers well merit your attention, if you are not familiar with them already. They are made as complete, self-contained, leakproof units and are installed wherever desired without special treatment of the building's walls or floors. Some of the latest models feature non-slip floors made of vitreous porcelain and walls which are designed for instal-

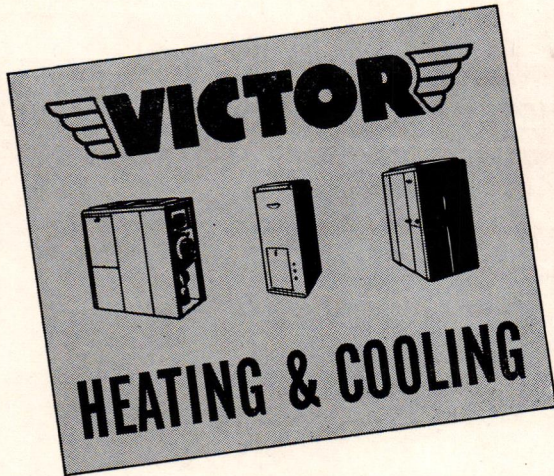
lation against all types of building walls, including tile, linoleum and glass. An example of this particular type of shower is shown at the right of this page. Note how little space it occupies in the bathroom, and how it adds to the appearance of the room.

The other picture at the left shows how a sliding glass door makes the bathtub a roomy shower compartment. Initials on the door add personal touch. Sliding doors of this type are becoming increasingly popular in the home, and are also made of an unbreakable plexiglass material.

If there is a traffic jam in your bathroom, if there are slowpokes in the family, remember that a shower is the quickest means of bathing.

A GREAT NAME...

In Home Comfort



RELY on our 65 year record of
CUSTOMER SATISFACTION

HALL-NEAL FURNACE
COMPANY

Your Heating and Cooling Headquarters

1324 N. Capitol Ave. — MEIrose 5-7441

INDIANAPOLIS INDIANA

UNITED MORTGAGE CO., INC.

515 Lemcke Building Indianapolis, Indiana

RESIDENTIAL AND COMMERCIAL LOANS

Conventional — V.A. — F.H.A.

EARL LAYNE, *President*

MA 9396

Your only real security is a home of your own. That is the American dream and ideal. The friendly firms on these covers are here to help you fulfill that dream. Bring your problems to them. They are anxious to serve you

YOUR HOME OF TOMORROW

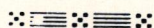
is sent to you each month
through the courtesy of
the friendly firms listed
on these back covers.

Hughey Construction Co., Inc.

4305 MELBOURNE ROAD

INDIANAPOLIS 44, INDIANA

Phone WA 3-5141



BUILDERS OF QUALITY HOMES

"Developers of Beautiful Knollton Heights"

Return Postage Guaranteed
BUILDERS PUBLISHING COMPANY
100 STEVENS AVENUE
MT. VERNON, N. Y.

1905 Orland
Lloyd E McCann
3924 La Salle St
Indianapolis Ind

BULK RATE
U. S. POSTAGE
PAID
Permit No. 8
Mt. Vernon, N. Y.

A COMPLETE DEPENDABLE BUSINESS GROUP TO SERVE YOU

HOOSIER COAL & OIL CO.



1300 E. 30th St. WALnut 3-3343

BEA AND BEA

GENERAL REPAIRING

GUTTERING — ROOFING — HEATING

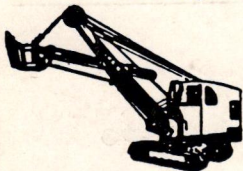
"We Carry Compensation Insurance on Our Men"

1606 N. RURAL ST. — PHONE ME 8-0071

RUSSELL & TUNGATE

EXCAVATING OF ALL KINDS

Grading - Excavating - Bulldozing



PHONES

E. Russell
ID 2128

K. Tungate
Franklin, Ind. 1198-W



3468 CONGRESS INDIANAPOLIS 22, INDIANA WA 4-0566

ELECTRICAL CONTRACTING & ENGINEERING
GENERAL ELECTRIC WIRE HEAT
SALES AND SERVICE

BROAD RIPPLE LUMBER & SUPPLY CORPORATION

"Your home deserves the best"

1001 BROAD RIPPLE AVE. PHONE BRoadway 5456

HILL BROTHERS

"Painting At Its Best"

8517 Westfield Blvd. Indianapolis, Indiana

Phone GL. 1231

ALBERT GRIFFITH

Hardwood Floor Refinisher

Floors Laid - Quality Work

5115 Rosslyn Avenue Indianapolis, Indiana

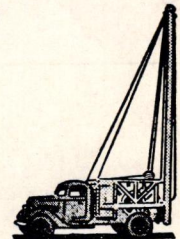
Phone BR. 9665



WE DRILL WELLS!
LET US WORRY FOR YOU
NO DOWN PAYMENT
36 MONTHS TO PAY
WELLS AND PUMPS

HAMILTON BROS. WELL DRILLING CO.

4025 ROCKVILLE RD. CALL CY. 2571



FACE BRICK AND PLASTERING MATERIALS

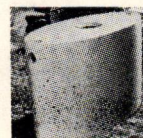
Furnished by

HARRY C. ENT MATERIALS, INC.

1415 Commerce Avenue Phone MELrose 8-6543

Indianapolis, Indiana

CARMEL CONCRETE PRODUCTS ALL-NEW SEPTIC TANKS



Featured in All

HUGHEY CONSTRUCTION CO.
HOMES

Meets All F.H.A. State and County
Health Code Requirements

FOR ADDITIONAL INFORMATION—CALL CARMEL—40