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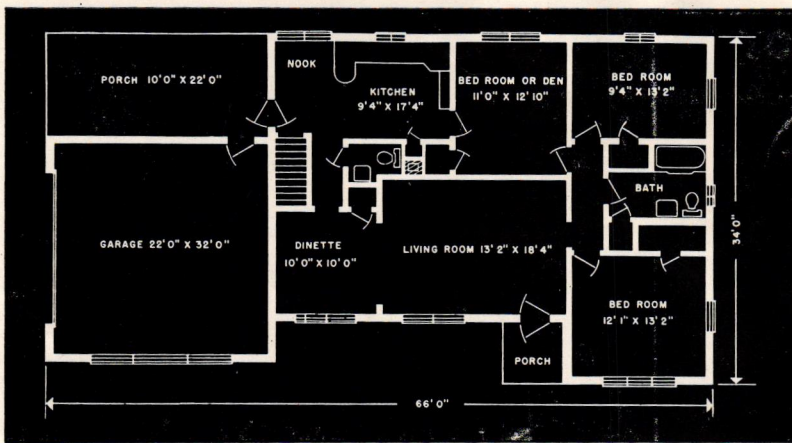
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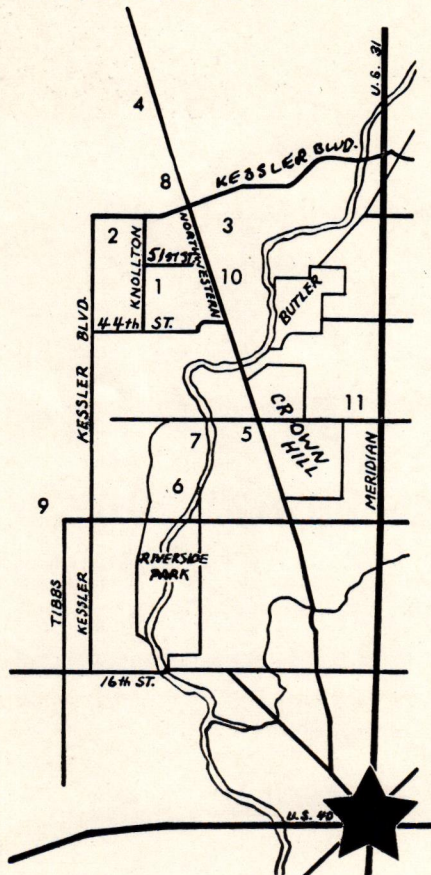
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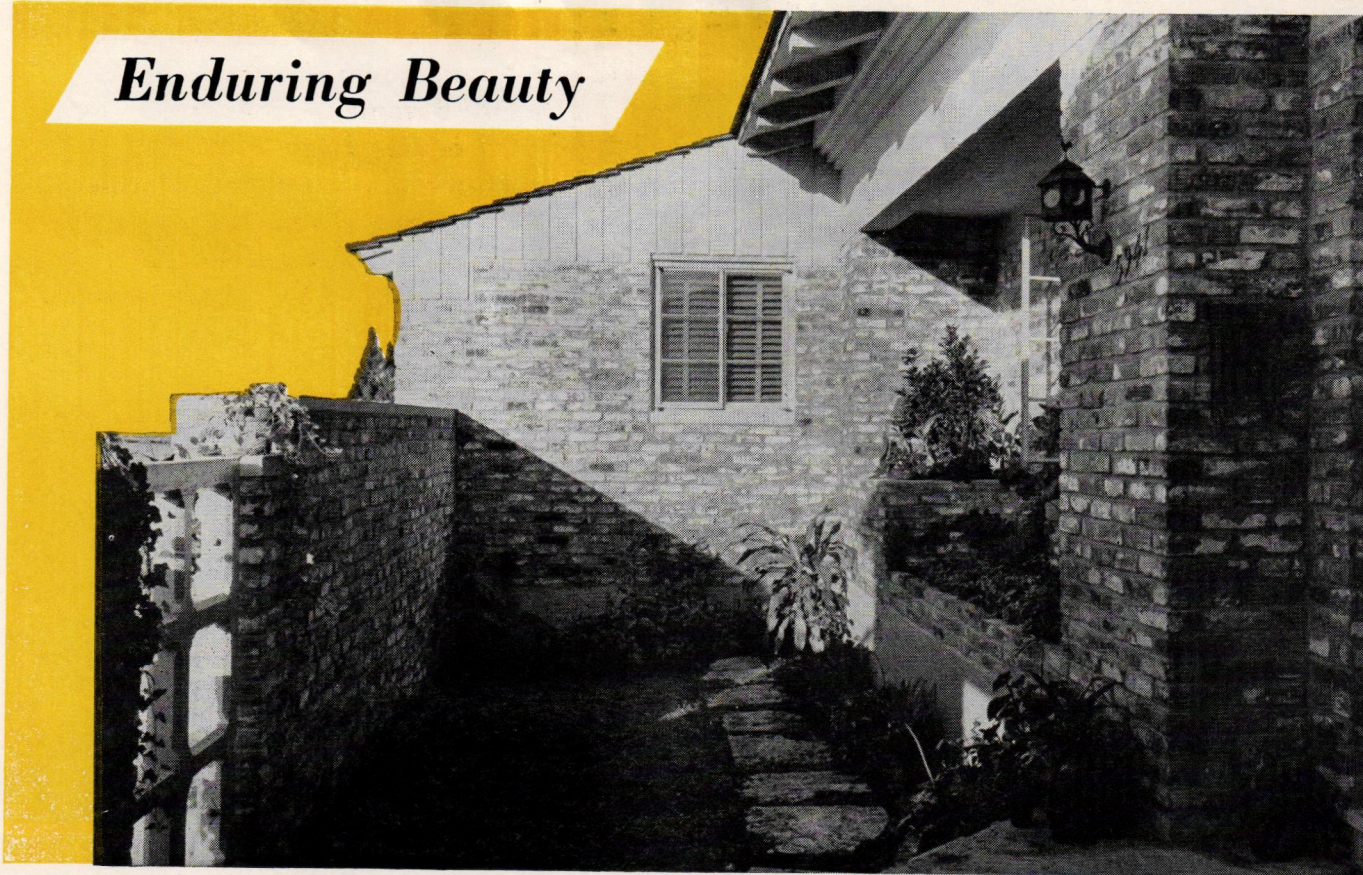
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## Enduring Beauty



**B**UILDING a home is every family's greatest adventure. And because it is an event of such far-reaching importance, you will want to plan every step of the way in order to make building the genuine pleasure it can be and should be . . . to make your home ownership profitable, a pleasure and a permanent satisfaction.

From the location of the lot to financing and furnishings, volumes have been written on the "do's and don'ts" of building. We will not take your time to repeat them here, except to remind you that your own specific housing needs—now and for the future—are what really matter.

Because living areas, work areas, storage areas and adequate arrangements for hobbies are in direct relation to the size of your family and the manner in which you live, each of them must be considered on an individual basis. You want your home to "fit your family" exactly as you want your clothes to "fit just right".

Either way you plan your new home, remember that construction materials themselves call for as complete and analytical study as the floor plans. Beauty, durability, color,

economy and ease of maintenance, weather and fireproof, versatility, pride of ownership are some of the major reasons which have made brick and tile a favorite among home builders. Already familiar with the many inherent advantages of clay products for home exteriors, you'll be literally amazed at the attractive home interior effects that are being created with brick and tile today.

Ease of cleaning, elimination of bothersome and costly redecorating, full range of colors and adaptability to all design trends make tile a natural for kitchen, bathroom, utility and laundry room. Add to the above exclusives its moth-proofing qualities, and its easy to see why tile is so rapidly gaining popularity for closet interiors. It also adds rich color and warmth to the recreation room and furthermore, will stand up under rough usage.

But wood, too, has fine, enduring qualities, and is widely used not only for exteriors, but also for interiors—as wall paneling, kitchen cabinets, cupboards, flooring. When used together, such as shown in the picture above, brick and wood make a delightful combination.

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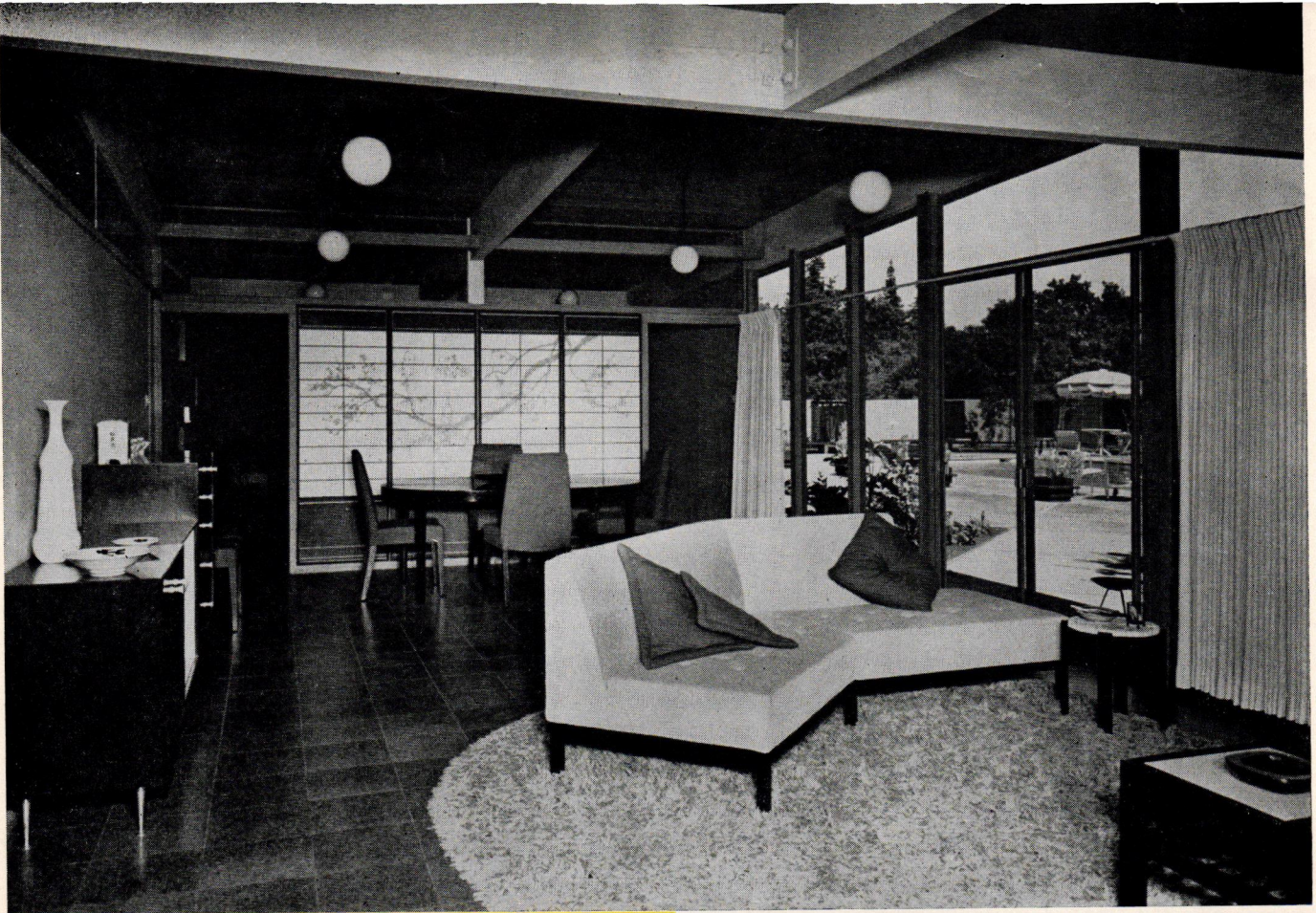
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Harry Bernstein, *Editor* • Frank Angelini, *Art Director* • Dave Fleming, *Production Mgr.* • Marie George, *Plans Editor*

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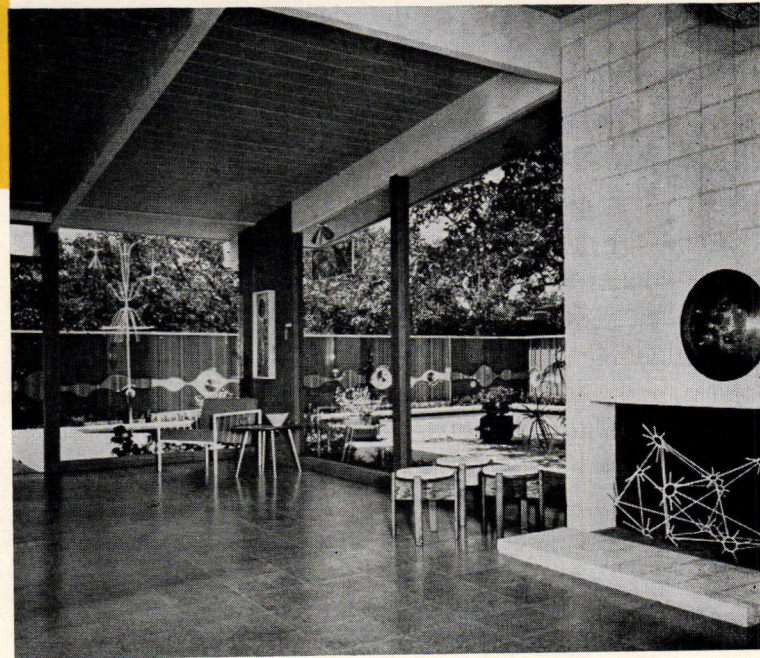
## OPEN YOUR WALLS WITH GLASS

**C**HEERFULNESS goes hand in hand with daylight and outdoor beauty. And so, why not plan to bring in more daylight and make the most of your outdoor views? Open your rooms to both—with glass.

Perhaps you've noticed the trend to larger windows in recent years. Why? Not just to be different—but because builders and owners have found through experience that homes with greater window areas are more cheerful, more pleasant places in which to live. They have a more spacious feel . . . they permit enjoyment of the beauties of the ever-changing landscape. Such homes capitalize on the often taken-for-granted ability of glass to let your eyes roam to the outdoors while you sit cozily inside.

You might wonder about privacy. Your builder can take care of that by careful landscaping . . . by facing larger windows away from passing traffic . . . or by using translucent architectural glass that brings in the light but guards your privacy.

No longer need you worry about excessive heat losses where large windows are used . . . even in cold climates. The problem has been answered with insulating glass. This type of glass enables you to enjoy the charm of bigger windows with comfort and heat savings you'd never



imagine possible in cold weather. Insulating glass consists of two or more panes of glass, with a hermetically-sealed dead air space between.

The two photos on this page give you an idea of the attractive uses of large glass areas. They give clear and undistorted views through their large windows, and reflect the greatest enjoyment of outdoors from indoors.



# *A beautiful garden makes a beautiful home*

**B**EAUTIFUL surroundings transform a house and lot into an attractive home. An appropriate foundation planting, cooling shade trees, outdoor living room and cooking area, service yard, play and recreation centers, and garden for food and flowering beauty, combine to give us real satisfaction and happiness.

Attractive landscaping increases the resale value of our property and affords more comfortable living for the whole family. It makes us proud of our homes and our neighbors more proud of us.

Lovely indeed is the garden shown in the picture below, and your garden too can be just as lovely if you plant with thought and care.

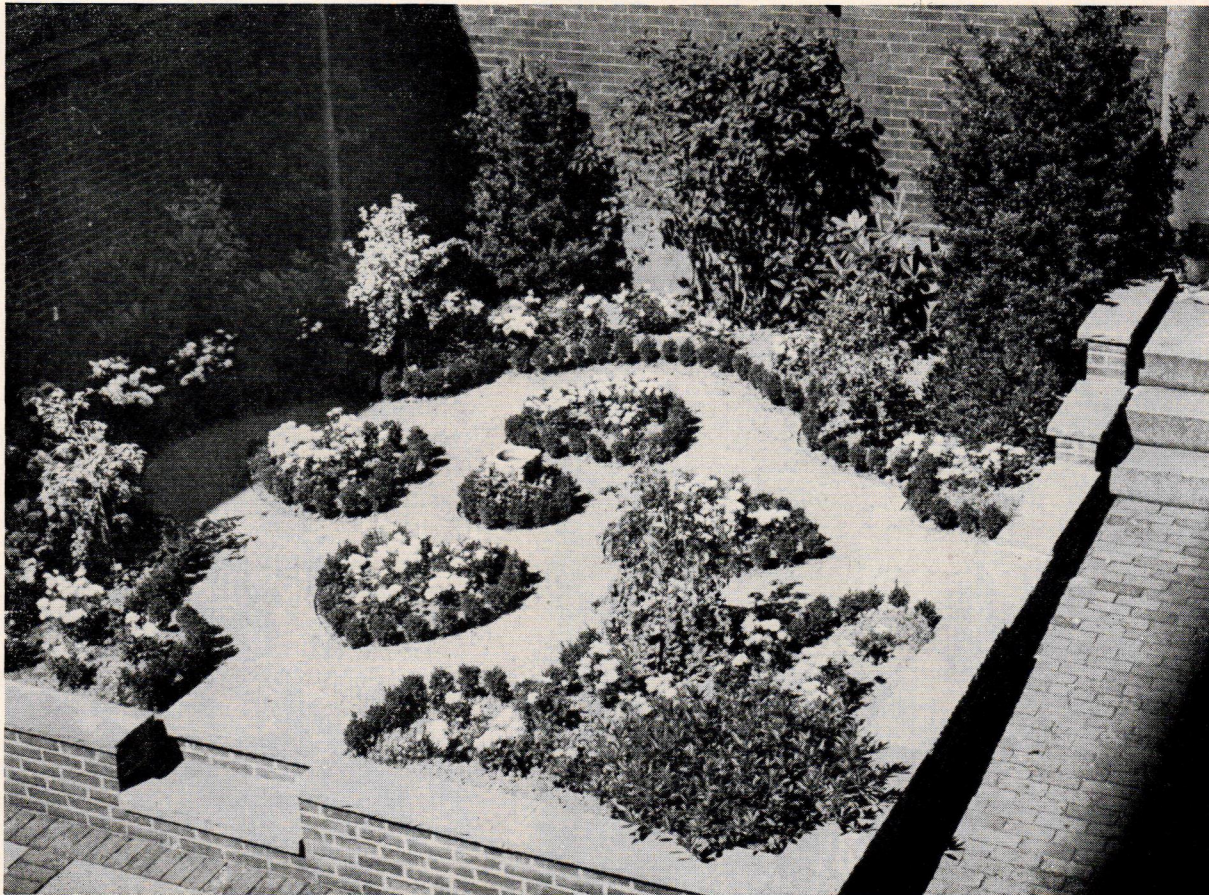
The colored pictures and descriptions of plants in seed catalogs will help you choose the kind you want for your garden. Study these carefully, and then make a plan on paper to show where you will place them. Put the tallest plants at the back, the next tallest in front of these, and so on, with the lowest at the edge, or border.

Study the color of each kind of flower you select, and place the plants so the colors look well together. If you have more than one garden, try different combinations of plants for height and color; but do not raise too many flowers the first year.

You may wonder where to cut your garden. Choose a spot on the south side of the house or in an unshaded corner of the lawn if you are planting annuals, because most annuals like sun. You can also put them in a border along a driveway or fence or plant them in front of a border of shrubs.

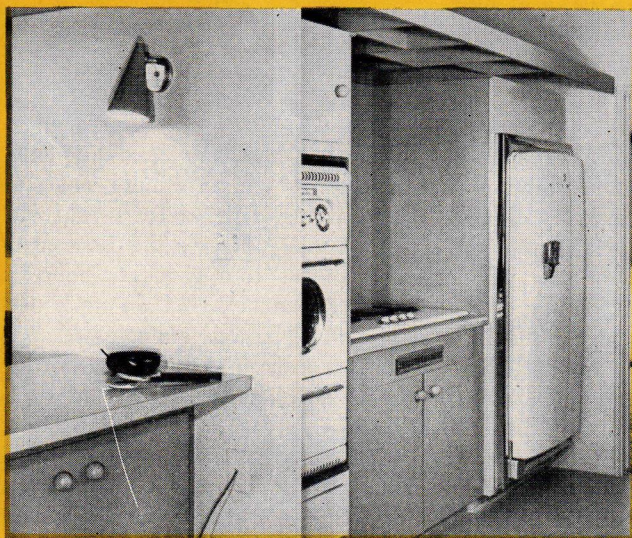
The best time to spade your garden is in fall or very early spring. Spread manure, peat, or compost to a depth of one inch on the area and spade it into the soil. It is better to work manure well into the soil in fall than in spring.

The soil must be fine and loose before you plant the seed. Therefore, rake the area level and take out any large stones and clods. Never try to work the soil when it is so wet that it sticks to the spade.





# kitchen built - ins



**A** MAJOR trend in contemporary homes is the use of built-in conveniences. Several factors are responsible. One is the popular demand for organized, uncluttered living. Another is the need for "equivalent space." This is just as true in the kitchen as in other parts of the house, where space is at an absolute premium. Shown in this column are two examples of kitchens featuring built-ins. In the one above you have built-in stove and refrigerator. Pink formica top is used around this pink range and refrigerator, and kitchen is divided from dining area by a formica-topped bar and cupboard. Below, a built-in counter-range and oven are featured in the natural wood and used-brick kitchen. Flecked tile contrasts nicely with natural wood hood over stove.



## *Insulating means year-round comfort*

**A**N interesting question for any quiz program would be: "Name a modern improvement that provides extra home comfort every season of the year and pays for itself."

The answer, of course, would be insulation, because that's exactly what it does. It keeps a house cooler in the summer, warmer in the winter, and cuts heating costs as much as 40%. Also it cuts down on the operating costs of your air conditioning equipment.

Once classed as a luxury, home insulation is now considered an economic requirement. A tremendous fuel and power saver, it's the kind of investment that begins to pay off immediately, and saves money year after year.

There are four main types of insulating materials: (1) boards, (2) house or fill, (3) blanket, batt or quilt, and (4) reflective. Naturally, that insulation is preferable which is resistant to fire, electrical short circuits, moisture and decay, and the kind that isn't attractive to termites and vermin.

Home insulating materials come in a variety of forms, such as mineral wool, wood fiber, cotton and other vegetable fiber, paper or cellulose fiber, vermiculite, cork; also, metal, aluminum foil or other reflective sheets, and insulation boards of many insulating materials sold under special brand names. Insulating board is advantageous because its form and strength permit it to be used as structural elements such as lath, sheathing, and interior wall finish. Thus it serves a double purpose, both for its insulating value and for structural parts, at the original construction cost.

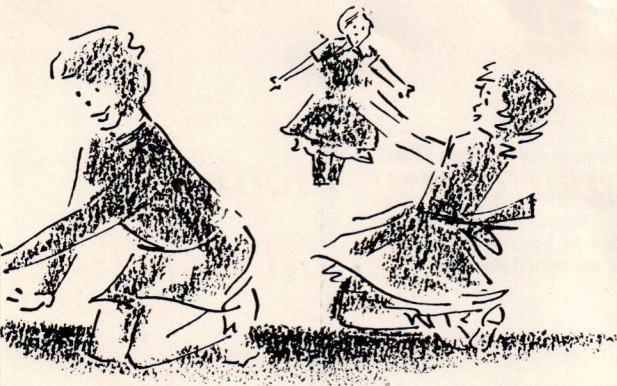
Although any of the types of insulation can be installed most economically when the house is being built, effective results can be produced by installation in an existing dwelling.

An important thing to remember is that insulation is just as effective in keeping your house cool in the summer as it is in keeping your house warm during the winter months.

By evening of a summer day, the heat in sun-baked walls and attics of uninsulated houses has made huge, heat-holding "fireless cookers" of them and they continue to discharge heat into the house far into the night.

By blowing insulation into side walls and ceilings you keep out much of this unwanted summer heat. The principle is the same one used in keeping heat out of your refrigerator.





"Insulation," says the Bureau of Mines of the U.S. Department of the Interior, "is no better than the man who installs it." Good insulation is made of exacting standards to insure uniformity of performance, and must be applied strictly in accordance with the manufacturer's specifications. The areas which require insulation include ceilings or roofs, exterior walls and some floors.

Attic insulation is essential to a thorough job. The ceiling should be insulated if the attic is unoccupied. When the attic is occupied, the insulation should be installed between the roof rafters, collar beams and knee-wall studs, also the horizontal area behind the knee-walls.

Walls and ceilings of virtually every existing house can be insulated by the use of a machine which blows a fluffy, light-weight mineral wool insulation into the hollow spaces. Skilled workmen can insulate the structure in a short time and leave it with practically no visible sign that the clapboards, or other surface materials have been disturbed. It is also possible to use batt or blanket type mineral wool in accessible ceiling and floor areas of existing houses.

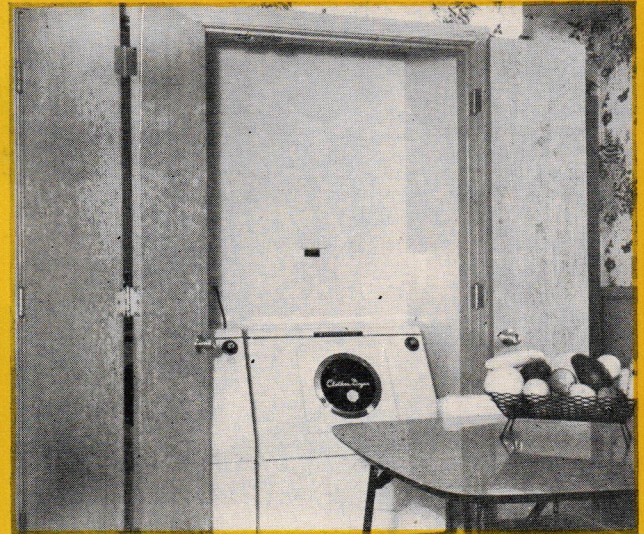
If the attic is finished as living quarters, the insulation may be blown between the ceiling and roof boards; if ventilation is desired, collar beams may be installed to provide suitable space above the insulation. If the attic is not to be used, the insulation may be installed over the top-story ceiling.

Provision for some permanent kind of ventilation above the insulation may be helpful in several ways. This may be accomplished by windows, louvers or other devices. Such openings permit the escape of heat that would otherwise be trapped in that area. In the daytime such openings help to keep the attic temperature from climbing excessively above the outside temperature. At night the cool air can flow in, thus lowering the attic temperature.

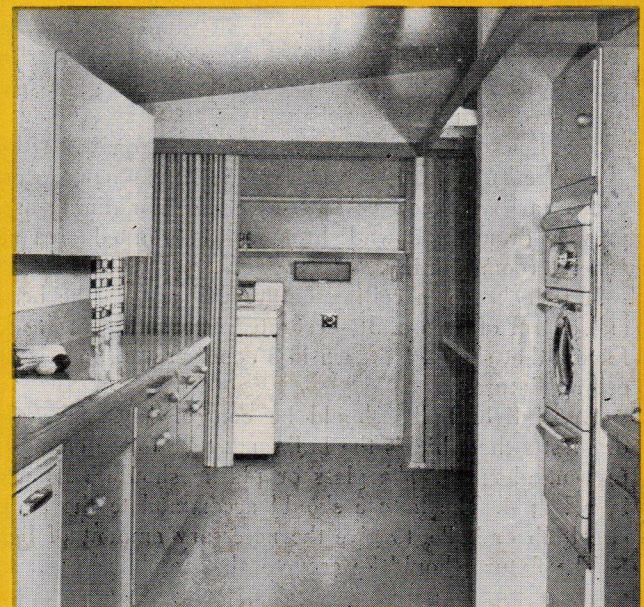
In some houses, ventilation is needed in winter. A competent insulation man can determine whether ventilation is required and make his recommendations accordingly.

Insulation materials may be purchased from local dealers or applicators. And it should be installed by those who are qualified and who understand any special problems that might arise.

# laundry hide-aways

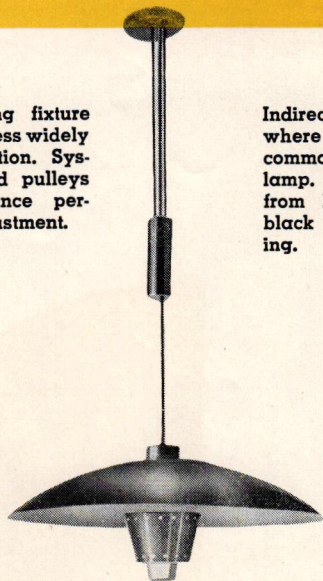


ONE of the greatest aids to women in the home is the laundry equipment of today. An added blessing, however, is the ingenious manner in which laundries are kept well hidden when not in use. Here are two laundry hide-aways which are placed in strategic location, but whose identity would never be suspected when swinging doors and match stick curtains screen them from sight. Above, the laundry is hidden behind doors of natural finish wood. The double doors fold back to disclose laundry facilities. Below, in a newly designed home, the laundry area is screened out when not in use—this time with a sliding match stick screen, which, when closed, adds a decorative note to the area. Laundry is placed at the end of a Pullman kitchen.

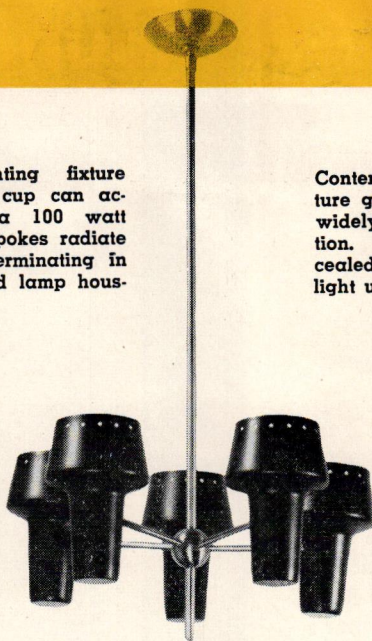




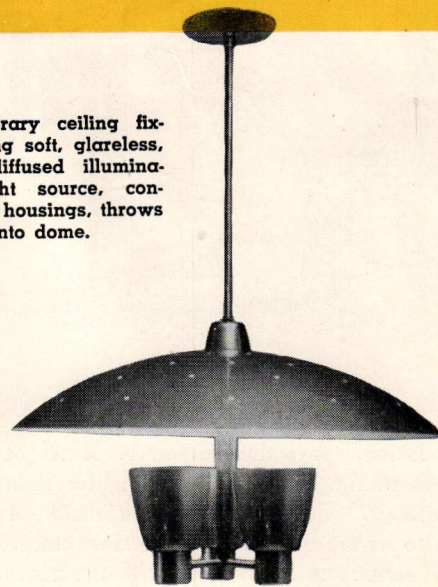
Adjustable ceiling fixture giving soft, glareless widely diffused illumination. System of concealed pulleys and counterbalance permits simple adjustment.



Indirect lighting fixture where each cup can accommodate a 100 watt lamp. Five spokes radiate from ball, terminating in black finished lamp housing.



Contemporary ceiling fixture giving soft, glareless, widely diffused illumination. Light source, concealed in housings, throws light up into dome.



## Ceiling lights are back in style

**T**HE TREND toward omitting ceiling fixtures in new homes and ripping them out of existing houses is reversing itself so noticeably that one lighting expert interprets the about-face as an indication that "ceiling fixtures are actually in style again."

The comeback of the ceiling fixture in living areas of the home is attributed to important improvements in present-day fixture design, and to a growing desire on the part of the homeowners for more and better lighting.

New fixtures that use large area (16 to 24 inches) shallow glass have the following characteristics to recommend them: In more appropriate scale to the surrounding ceiling area, they become less conspicuous; the increased area allows a desirable increase in number of sockets, resulting in more light but less brightness; they contribute more flattering and useful illumination than their small-scale predecessors.

Simplicity of design detail and luminous quality of both glassware and plastic are also exhibited in new fixtures, and a variety of new designs, especially for dining areas, provide dramatic down-lighting over a limited area plus general room lighting.

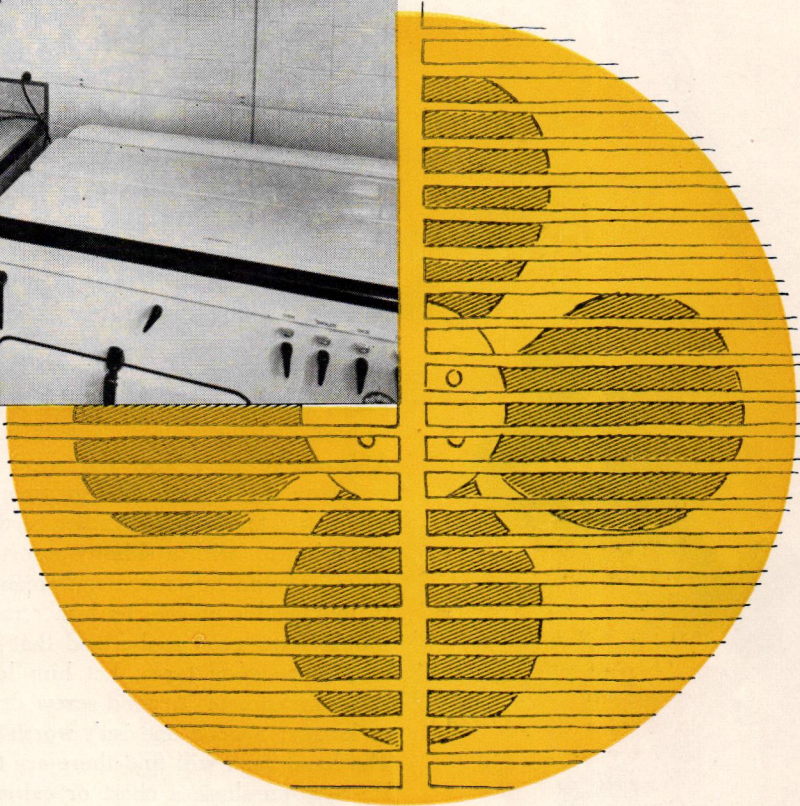
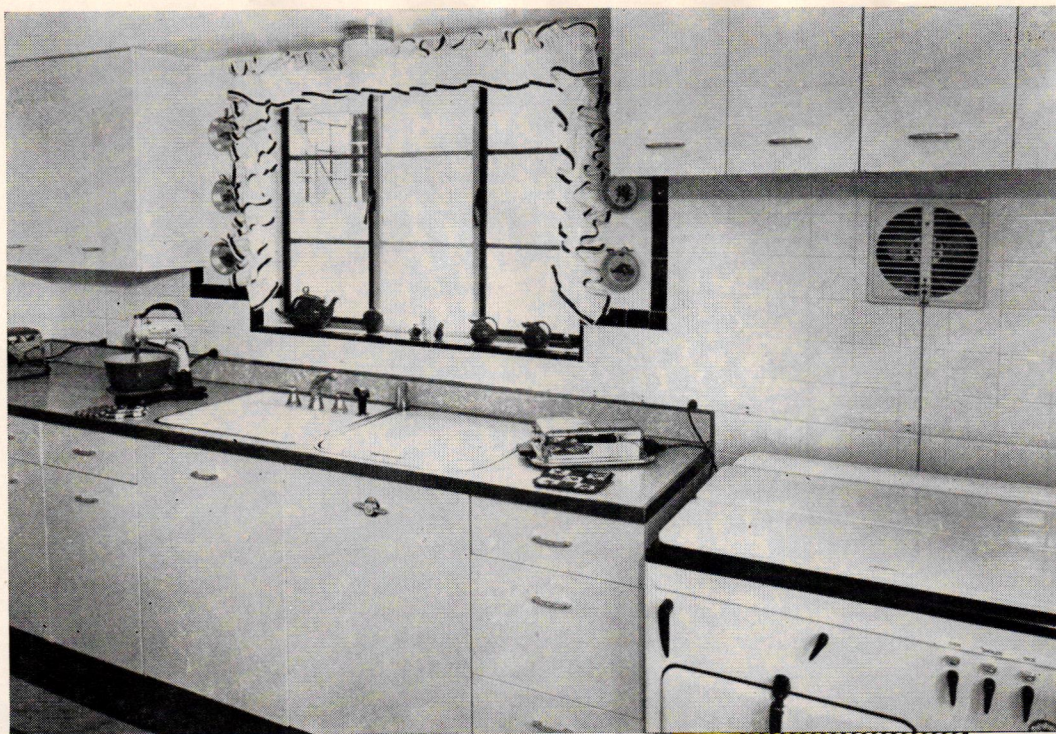
If well-chosen, a ceiling fixture will add to the beauty and charm of a carefully-decorated interior. Here are five factors that should be taken into consideration in selecting ceiling fixtures:

1. All light bulbs should be concealed; 2. The glass or plastic that shields the bulbs must be dense enough to prevent glare; 3. The glass or plastic should be neutral in color; 4. The fixture should accommodate the proper size bulb or bulbs to give the necessary amount of light; 5. The fixture should be easy to clean and re-lamp.



Modern dining setting features attractive new ceiling light. Simplicity of design detail and luminous quality of both glassware and plastic are exhibited in the new fixtures, and a variety of designs, especially for dining areas, provide dramatic down-lighting over a limited area plus general room lighting.





## DON'T NEGLECT YOUR VENTILATION

**N**O ONE would think of depending on the weather to keep his house at a comfortable temperature the year round. Yet most of us depend only on the wind to ventilate our homes. It doesn't make sense, does it? A home ventilating system is just as important to your year round health and comfort as a heating system. It draws out stale air, cooking odors, and dampness, conditions which exist every day in the year.

The tantalizing odor of sizzling bacon which reaches your nostrils as you shave in an upstairs bathroom is really wonderful, isn't it? But do you realize that this tantalizing odor is composed of frying fat, moisture, and smoke which is carried on air currents through every nook and cranny in the house? Gradually, this greasy moisture is deposited as a film on your floors, walls and ceiling—in fact, everywhere.

The only solution is to remove this greasy grime right at its source, in the kitchen, and exhaust it out of doors. Three times a day you need a kitchen ventilator to remove odors and greasy grime from cooking operations.

There are three types of ventilators for use in the kitchen. (1) The ventilator permanently installed in the ceiling and using duct work, (2) the ventilator permanently installed in place of a window pane, (3) the portable model which

is quickly installed in place of a small window pane and can easily be removed. Actually, one type is just as good as another as far as efficiency is concerned. The choice merely depends upon the individual preference and situation.

It is the rare basement or utility room which does not suffer from dampness and stale air. Actually, the damp air in your basement or utility room is an enemy in your home. Mildew and rot, which are the sure consequences of dampness and moisture laden air, condense on the furnishings and building structure to shorten their life. Naturally, washday operations pour extra moisture into the air and an electric ventilator will keep the basement or utility room really fresh and dry, free of all dampness and stale air. It takes moisture and odors out of the window with its double action drying ventilation and will make your basement or utility room the real fun spot you planned it to be.





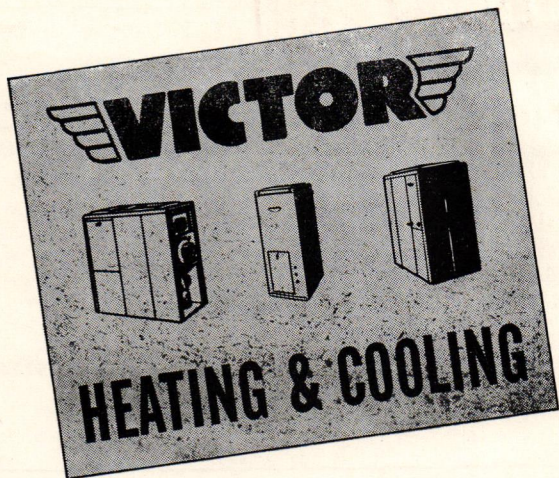
# BASIC TOOLS FOR YOUR HOUSE

A HOUSE is a machine for living in, and like all machines, houses sometimes get out of order. Then they need repairs. For major work, the wise householder calls in a local contractor. A door that sticks, however, or a broken sash cord or new shelf in the kitchen—these and many other projects lie well within the skill of the home owner who is at all handy with tools. However, he must have the tools to work with. First of all, a man needs a bench. As a starter, a discarded table will serve—at least for the time it takes to make a simple but sturdy bench of a more permanent kind. Temporary or otherwise, the bench should be installed in the cellar or garage, or in some other spot where work may lie unfinished for a day or two without causing pain to a tidy housekeeper. A bench needs a vise and a set of tools — and here the household handyman must wrestle with one of two temptations. Either he will try to cut corners in costs, and wind up with a skimpy assortment of trash; or he will go all-out and buy more equipment than he really needs. In making his choice, let him remember that good craftsmen should have good tools; and that inexperienced home craftsmen must have good tools. Let him look on a good tool as an investment. A good screw driver will last for fifty years, or longer; a poor one isn't worth keeping for ten minutes. The handyman will find there are two ways to buy tools. He may purchase a chest or cabinet already stocked with equipment. Chests come with 15 or 16 basic essentials; cabinets with some 35 tools. Or he may get a pegboard, which can be hung on the wall above his bench, with spaces and hooks for some 30-odd basic implements. Then, piece by piece, he can buy the tools to make a matched set.



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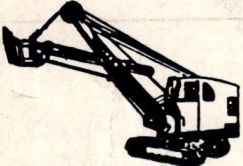
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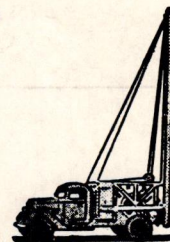
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