

TOMORROW

NOVEMBER, 1956



PLANNING
DECORATING

PRESENTED BY

MAINTENANCE
GOOD IDEAS
GARDENING

Hughey
CONSTRUCTION CO.

4305 MELBOURNE ROAD

PHONE WA 3-5141

INDIANAPOLIS 44, INDIANA

BUILDERS OF QUALITY HOMES

"Developers of Beautiful Knollton Heights"

Why So Many New Homes Are Being Sold in Knollton Heights

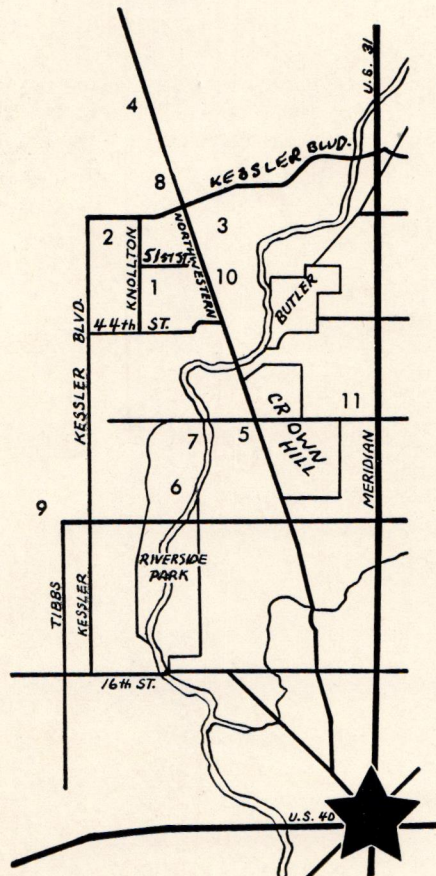
- PROTECTIVE BUILDING CODE
- MINIMUM LOT SIZE OVER ½ ACRE
- ALL BRICK AND STONE CONSTRUCTION

- 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.

4305 Melbourne Rd.

Phone WA 3-5141

Indianapolis, Indiana

"BUILDERS OF QUALITY HOMES"

Are You A Color Schemer?

SOME PSYCHOLOGISTS tell us that we only rarely dream in color. We dream about the technicolored world in which we live, they say, but the shadows that people our dreams are almost always black and white.

That may be true about our sleeping dreams, but you yourself know that color—carefully selected color—is precisely what makes a home a “dream” home.

The well-known color consultant, W. Shrewsbury Pusey, points out that people subconsciously feel better when surrounded by colors that flatter them. Thus, he says, blondes prefer cool, blue-green walls, brunettes like to be seen near yellows and deep tones, while gray-haired women look best against backgrounds of soft corals and lavenders.

The same authority observes too that colors, like musical notes, are most effective in combinations. A person cannot honestly say that a certain color is his favorite any more than he can favor a specific note on the musical scale. Combinations of musical notes and of colors will please or offend him.

While conceding that women are responsible for most of the color selections and spend more time in their homes than do their husbands, Pusey nevertheless cautions the distaff side to include enough deep tones and masculine color notes in the decor “to keep the man of the house from feeling like he’s in a powder room.” Men generally favor strong and cool colors, and are not comfortable when surrounded by anything but pastels.

But here are some practical suggestions for beautifying your home with color. When choosing colors for a room, start with the largest areas of the room and work to the smaller. First select wall and carpet colors; then, according to the type of color scheme to be used, pick harmonizing colors for draperies, upholstery and accessories.

Do not let colors “fight” each other by using them in the same proportions. Pick one color to dominate, then use lesser amounts of secondary ones. To test for proper

proportions of two colors to be used together, hold paint sample chips side by side, then cover up different areas of the minor color until satisfied with the color balance between them.

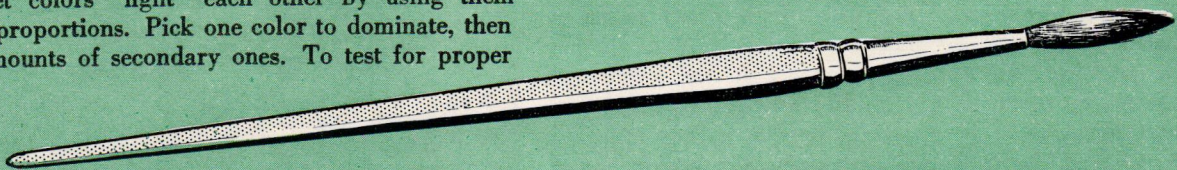
Regardless of the color plan, successful color usage in home decoration is achieved by a balance of colors of different values and intensities. A room in which all colors are light and grayed is usually uninteresting. On the other hand, room in which the predominant color is pure, whether light or dark, is harsh and soon becomes tiresome. That is why most paint is mixed down from pure colors.

Walls, ceilings and floors are large areas which form the basis of any color plan. Generally, these large areas should be soft and grayed, since this provides a background which combines easily with stronger colors in furnishings and accessories. A small amount of pure, strong color will balance a large area of soft, grayed color. Occasional chairs, vases, pictures and small accessories can be brilliant in color, and much lighter or darker than the predominant color, without destroying the unity of a color plan.

For your color plan, select colors that you and your family like, but be sure they are of the correct value and intensity. Paint swatches will help you in matching or harmonizing paint shades with colors in your floor coverings, upholstery and wallpaper.

Color consultant Faber Birren advises you to forget such out-dated rules as “blue and green should not be used together.” Modern color usage is bold, but not faddish; different, but in good taste. By selecting from color samples, you will discover many pleasing combinations.

continued on page 4



Copyright 1956 by Builders Publishing Co., Inc. • 100 Stevens Avenue, Mount Vernon, New York • November, 1956

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

Are You A Color Schemer?



continued from page 3

Starting with beige floor covering, other major colors in the room might be red, aqua and leaf green. With a blue floor, create a pleasant room with red, plum and lettuce green. A warm, intimate atmosphere can be achieved by combining spruce green with plum and peach, or with purple and beige. Dramatic for living-room or dining-room is tile red in combination with plum, lime and ivory; or tile red, brown, orange and yellow. More sophisticated is tile red, white, black and emerald green.

It is much easier to make the color of walls and curtains harmonize with a rug than to match a rug to walls and curtains. Plain floor coverings are easier to adapt to a decorative plan than multi-colors or large patterns. If figured curtains or draperies are used, one of the fabric colors should appear on the walls. To create an atmosphere of spaciousness, curtains and draperies should have the same values as the walls in lightness or darkness, but not necessarily the identical wall color. It is safest not to use two strong patterns close together. You may have plain or figured curtains with a plain wall, but plain curtains are usually safest with a patterned wall.

Color combinations with the various rooms on the first floor of a home should complement each other. The color schemes should be companionable and carry through, as it were, from one room to another. Various color combinations, each complete in itself, can easily be integrated into a pleasant color sequence. Such a color-styling program also avoids decorative monotony.

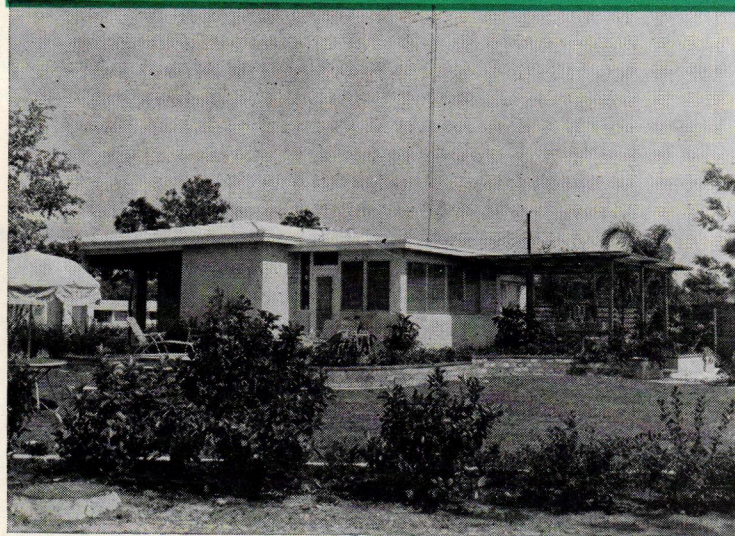
The upper floor of the average home consists of bedrooms and bathroom. Each bedroom lends itself to individual color treatment since it is an area unto itself. Let the personality of the occupants determine the color scheme.

Deeper shades, perhaps with a light accent color, are becoming for the parents' master bedroom. The daughter's room should be dainty, with blithe colors in delicate tones. The boy's bedroom calls for bold, outdoorsy colors, reminding of his lively interests.

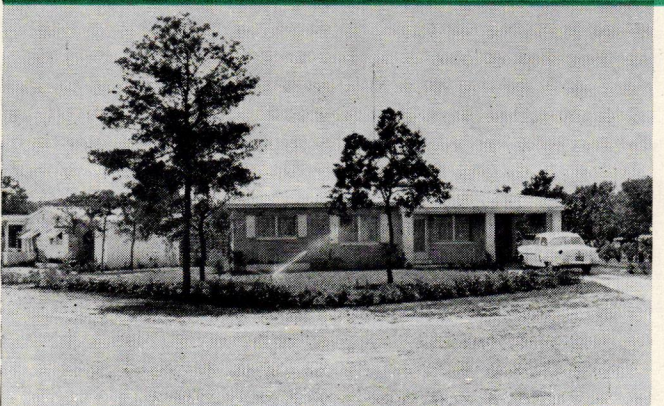
What about the color in the kitchen? Once only a work-room for preparing foods and "doing the dishes," the kitchen today is a colorful room that plays a prominent role in the family's social activities. It is smart in its equipment and gay in decoration.

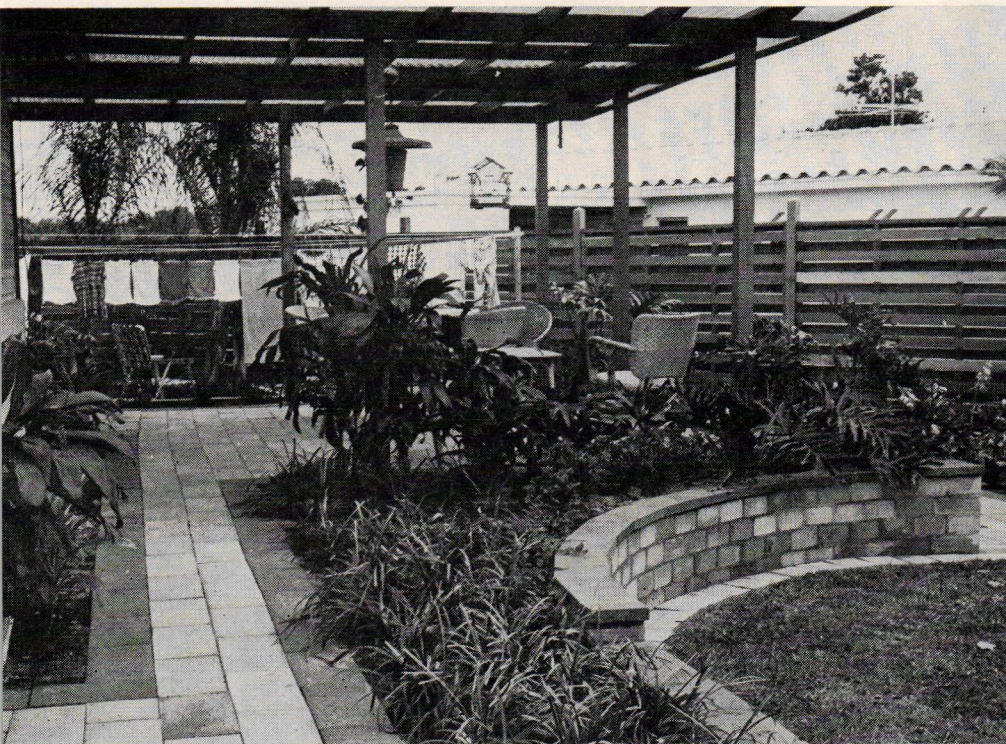
Finishes formulated especially for use in the kitchen and bathroom, where heat, humidity and moisture must be taken into account, come ready-to-use in a wide range of colors, as if the rainbow's end were just outside the kitchen door. In color-styling the kitchen it is in good taste to "let yourself go" in sprightly shades. Cabinets and woodwork may be in white to match appliances, or in the wall colors, or in contrasting shades.

Side view from slightly different angle showing at extreme left the large oak planted for shade. Also note lawn and terrace.



Above, Carlisle home before landscaping was begun. Below, same view after demonstration. Note sod lawn area, low hedge on property line.





Closeup of terrace showing Redwood fence and clothes line in use. When clothes are removed, line goes back into reel. Photo also gives close-up of mowing strip.



Courtesy Florida Nursery & Landscape Co.

LANDSCAPE MAGIC

MANY FAMILIES, moving into a new home, are inclined to put off their landscaping until everything else has been done. It was not so with the Carlises. They had not bought the house completely for what it was—but for what they felt it might become—a dream house! So one of the first things they did after moving in was call their local Nursery and request consultation with a Landscape Architect.

At this consultation, the three of them went carefully over the grounds and discussed possibilities, as well as the features which the Carlises wanted included. Then a plan was made, consulting with the Carlises from time to time to make sure that their dreams were to be fulfilled with a beautiful garden requiring a minimum of maintenance.

One of the high points for the Carlises was a visit to the nursery so they might see the plants to be used in the development of the home garden.

And then, because the neighbors and new friends were so thrilled at the work, it was decided to make this a demonstration planting—and to do it in a single day, so as to make more dramatic the change that landscaping can bring about.

Before the day of the demonstration the walled raised terraces were begun. The walls were laid so that they would stand the pressure of the fill soil and the weight of the traffic.

Then came the day; at 7:30 in the morning sleepy-heads of the neighborhood were awakened by the sound of tractors busily grading and levelling the lawn areas, putting in peat to build the soil. Trees were planted to provide needed shade, as well as to beautify the grounds. Shrub borders and foundation plantings were put in, the Redwood fence was set up, and a construction crew busily assembled the roof for the dining terrace. Rapidly, the barren ground began to look like a garden. Mowing strips along the plantings bordering the lawn were installed and then the sod in 1 by 2 foot strips was laid solid to make an immediate and lovely lawn. The mowing strip aids in ease of maintenance, for the wheel of the mower on this strip enables you to cut the grass all the way to the edge by machine and omit the hand trimming along the edges.

After the fence was in, the service area was graveled and the reel type clothes line that disappears in the wall bracket when not in use was installed. This makes the service area a play yard for the children when the clothes line is not in use.

The dining terrace roof of coral corulux was assembled on the terrace and lifted into place and posts installed; the paving of gray blocks with a coral border was completely laid with planting boxes around the edges.

The Carlises were thrilled with the results. It was hard to believe that a barren piece of ground had been transformed into such a beautiful garden in so short a time.

Treat Your Windows Right

"GOOD WINDOW planning," according to Isabel Baringer, one of America's foremost decorators, "is the key to getting the most for your decorating dollar."

Budget-minded housemakers, looking for simple ways to make an old room look like new, are realizing more and more that . . . a well-dressed window makes a well-dressed room.

Start experimenting and you'll find there is no such thing as a problem window.

With little money and a bit of imagination you can work wonders with your windows. For two windows, set wide apart on one window wall . . . try this. Use a panel drapery for the wall space between windows. Try a panel in one of the new brilliantly colored designs on a creamy white background. Let panel drop from ceiling to floor.

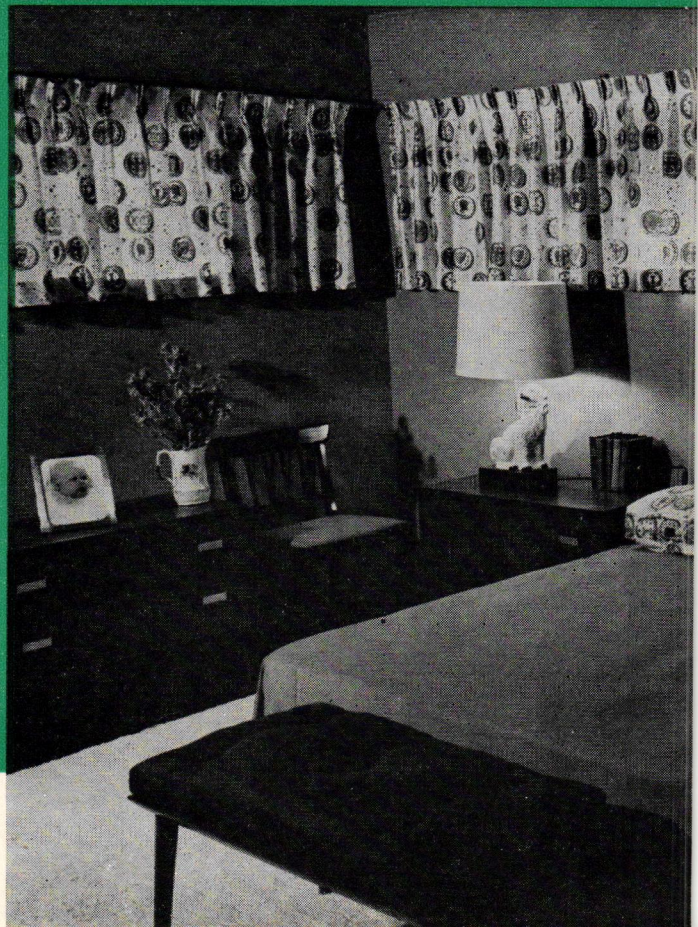
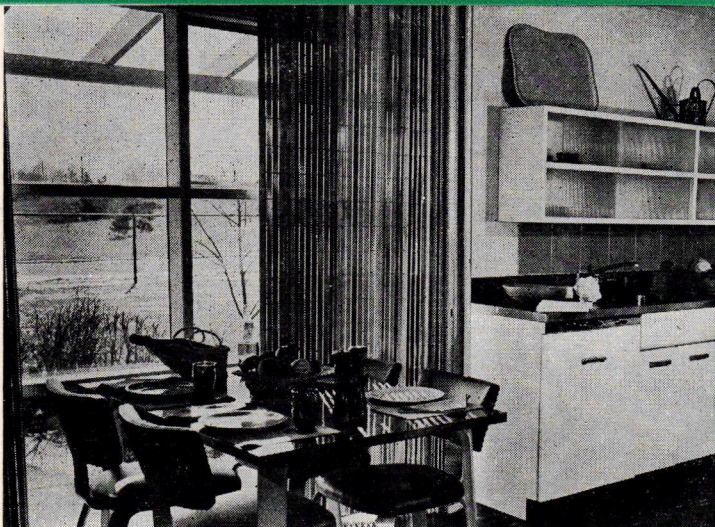
White Venetian blinds will take care of both windows . . . flanked at the far sides by solid colored draperies. Allow blinds and draperies to hang from ceiling and drop to the floor, to add height and drama. When the side draperies are drawn the blinds will protect them from sun-fading. The panel remains as a central fixed focal point for this handsome window treatment.

Corner windows need not be a problem. They can be a glamorous conversation center. Decorators recommend a



Above, giving the elegant sculptured look to a lone dreary window is easy to do, and inexpensive. Venetian blind gives window importance. Simple cornice adds width. Below, if you have a row of high windows such as these use a small patterned or plain fabric for draperies and do not use a valance.

There is a growing interest in the use of flexible basswood screens for the use of side window areas. The one shown here is mounted on a traverse rod and screens kitchen as well as window.



scalloped cornice encircling both windows . . . the frame covered with one of the new distinctive and colorful fabrics. Mitred blinds fit the corner and can extend beyond the sill to the floor to add unity and gracious height to windows.

To make a room larger . . . give it the "big window" look. Save money by using beautifully designed, colorful plastic draperies that have the appearance of soft silk. Use them lavishly (they cost so little). Let the full rich folds fall in an unbroken line from ceiling to floor . . . and, by building a cornice to extend a foot or so on either side of the window . . . draperies can also be hung "wide" on either side . . . giving the illusion of a large window, and . . . a larger room.

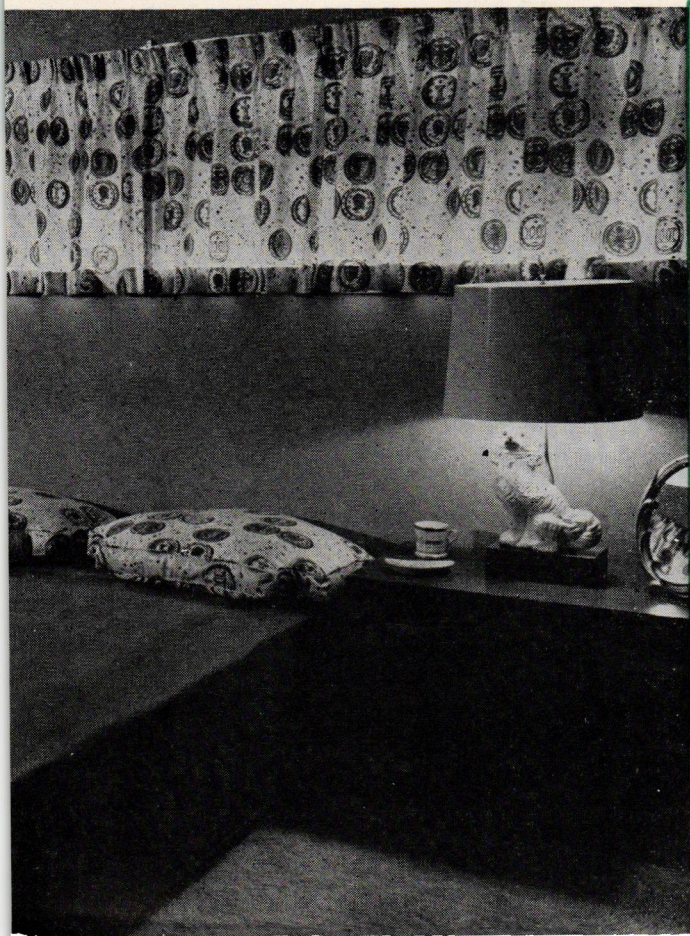
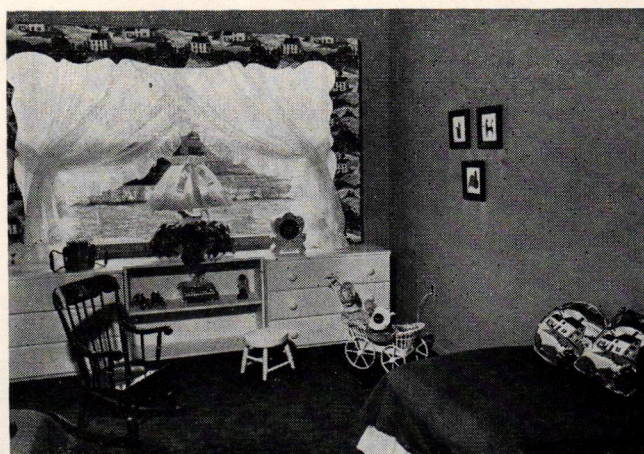
Another way to do a big job for little money is to create a picture window by covering two or three small windows (on one window wall) with one long sweep of Venetian blind. Colorful chintz draperies or any floral or plain draperies will not need to be lined for the blinds will protect them from sun-fading.

Study the photographs shown on these two pages. Each one may suggest a solution to one of your own window problems. The row of high windows pictured directly below reflects a very typical problem. Such windows are seen with increasing frequency in modern homes, since they insure privacy and increase the wall space. Two different ways of treating picture windows are shown in the photos at the right. And that most difficult of all problems, the corner window, is treated in a delightfully original fashion in lower right picture.



Picture window problem is solved by using blinds to control strong sunlight. Long cornice extends out over the wall itself.

Charming window treatment for little girl's room. Crisp organdie curtains are framed in quaint chintz which repeats colors in room.



Corner windows should be treated as a unit. Blinds serve as basis. To retain all light possible, use popular cafe curtains.



FOR MEN ONLY...

A Den

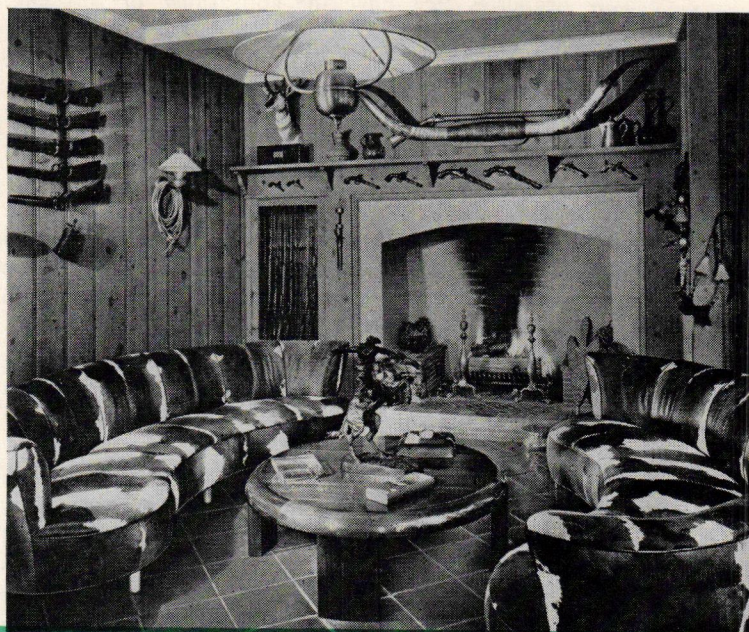
IN THIS AGE of family rooms, or all-purpose rooms, and group gatherings around the TV set in the recreation room, it's getting more difficult all the time for a man of the house to find a room he can call his own.

Yet, at the same time, it's ever more important for him to have a place where he can relax and enjoy old hobbies and cultivate new ones. Interesting hobbies, doctors say, are a key to a longer life and enjoyable retirement.

The idea of a den when you are planning a new home, or remodeling an old one, therefore deserves more than a passing thought.

A den, first of all, is a private retreat. You can invest a family room with many of the comforts of life—but not privacy. So a den has a special quality of its own.

Next, a den is a man's room. Sure, the lady of the house



Photos courtesy Western Pine Association

When a hunter is home from the hills, what better place than this, above, to relive past days on the trail and dream up new treks? Left, where a home offers no room for a separate den, a man still can fashion a place for his pipes and books. Here a pine cabinet-and-bookshelf alcove has been tailor-made into a man's corner.



will sneak in a sewing machine every once in a while, but that's easy enough to throw out.

Finally, a den is a place to relax. That's a difference between a den and a home workshop. In a den you can work if you want, but you don't have to work if you don't want to; in a workshop you're always at work, however relaxing that work may be.

A den, therefore, must offer seclusion and comfort.

For seclusion, a room in the attic, in the basement, or at the end of a wing offer the best bets. If in the attic, be sure that insulation is adequate for summer comfort and heating arrangements are adequate for winter comfort. If in the basement, adequate heating may be a special prob-

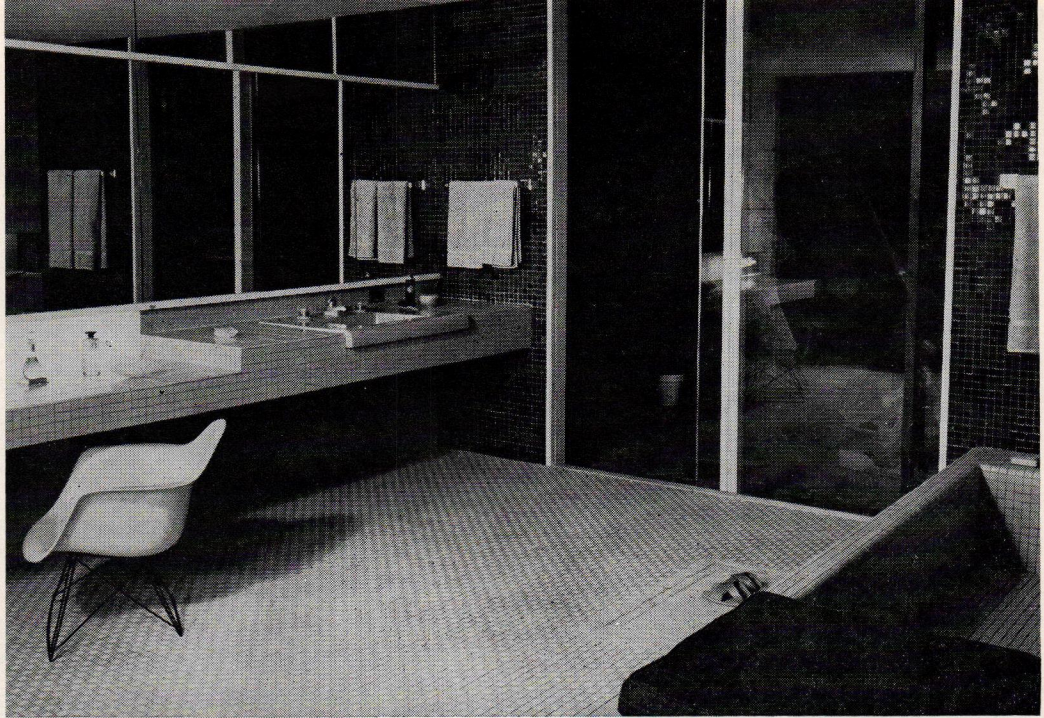
lem, but can be overcome by consulting with your local heating firm.

For an atmosphere of relaxation, a favorite material for the walls is pine paneling—knotty pine for rustic and informal effects, clear pine for “modern” with natural warmth. A fireplace, where it is possible to build one, will add coziness to a den, but is not essential, for the warmth of the paneling will establish a mood of comfort.

A den, of course, should be designed around the hobbies of the man of the house. If he is a fisherman, there should be places to exhibit trophies and to store rods and other paraphernalia. If he is a hunter, gun cabinets are a must; a gun collector, on the other hand, will want to exhibit his collection on the walls. For the bookworm, pine bookshelves will harmonize with the paneling and can be expanded, as a collection grows, as long as there is room.

The size of the den is of least importance. Its quality as a retreat will make it the most prized room to the man of the house.

This bathroom, which features elaborate use of ceramic tile, is an excellent example of desired space, beauty and utility in a bathroom.



T
I
L
E

is the main feature

THE LOVELIEST kitchen in the world can lose much of its charm if walls and floors are difficult to clean. The same thing applies to bathrooms, or any other area of the house where there is a lot of traffic. This is one reason why ceramic tile is used so frequently on walls and floors. A simple wipe with a damp cloth and tile is as fresh looking as the day it was installed. But another reason for the popular usage of this material is its decorative qualities. You may not know it—but ceramic tile comes in two hundred different colors, and designs of the most unusual sort. In fact, so attractive has tile become, so very different from the cold, clinical look of earlier days, that it is now invading areas of the home other than the kitchen and bathroom. For example, it is being used as a floor covering for the dining room, for hallways, recrea-

tion rooms; it has even been used for window sills and bookcases. Some amazingly beautiful combinations can be brought about with wallpaper. Think of sunlight yellow wallpaper with beaver brown and wild rose, combined with yellow tile with brown and turquoise. Or, beaver brown wallpaper with tan and metallic gold, combined with oatmeal tile with tan. And here is another fascinating arrangement: soft gray wallpaper with linen white and metallic gold, combined with silver lining tile with black accent color. Tile styling can be adapted to any setting—modern, provincial and traditional. The illustrations on this page show three modern settings, a bathroom where tile is used extensively, a dining room floor, and a kitchen where tile is used in combination with both painted and wallpapered surfaces.



For beauty and cleanliness, ceramic tile is widely used in modern kitchen, for floors, walls, countertops, and splashbacks. Here it is used in combination with wallpaper and painted surface. There are 200 different colors to choose from.

So popular has ceramic tile become that it has now invaded areas other than the kitchen and bathroom. In the photo at the right it is shown used as a floor covering for a dining room. The setting is thoroughly modern with brick fireplace.



STARS at HOME

Who said that the stars are not good homemakers? Well, here's Natalie Wood to refute that argument. Natalie, a Warner Brothers star, owns her own home in Beverly Hills, and does all her own decorating. Her tastes are strictly modern, as you can see from this view of her living room. At this particular time, in between pictures, Natalie is doing her rooms over, as busy as any ordinary housewife. And like all homeowners, she is proud of her home, and stoutly maintains it is the best investment—not only in money, but in happiness, as well—she has ever made. Still looking at that lamp? We agree, it's very beautiful.



Home is far away—but getting closer as Vera Miles, co-star of Alfred Hitchcock's "The Wrong Man" with Henry Fonda, spends every minute away from the set redecorating her recently purchased house. Apparently calm, smiling and orderly from the outside, Vera and her husband, Gordon Scott, belie the conscientious care for detail that changes a house to a home. Their greatest happiness, they confess, comes from owning their own home, and they begrudge every moment that takes them away from it. The balcony on which they are standing is at the side of the house, and stands on the crest of a hill overlooking Beverly Hills.

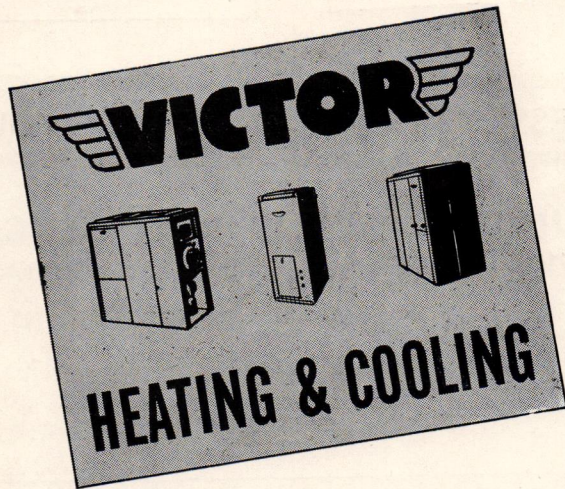


Realizing a lifelong dream to have a home on the desert, Sue and Alan Ladd purchased a modern desert home in Palm Springs, and are devoting all their spare time to decorating and landscaping it. On completion of their last picture for Warner Bros., Alan and Sue left immediately for the desert retreat and began sessions with furniture, drapery, painting and wall papering firms. Sue, herself a professional decorator, is doing the Palm Springs house in the modern manner. The house, a pale pink stucco built with long, low-to-the-ground lines, features a large central living-dining area with sliding glass window-walls opening onto the swimming pool. The patio lies picturesquely in the shadows of the famed San Jacinto Mountains.



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



RALPH E. BROWN

PLASTERING CONTRACTOR

RESIDENTIAL — COMMERCIAL

"Insist on Plastered Walls for Beauty and Permanence"

2110 RUTH DRIVE

PHONE GL 5003

CAPITOL TILE CO.

TILE — MARBLE

GENUINE
clay tile

3104 Madison Avenue

Henry Baker

GA. 7739

Indianapolis

Citizens Gas

AND COKE UTILITY

DOWNTOWN

AT 49 S. PENN MEL 6-2261

IN BROAD RIPPLE
AT 6265 CARROLLTON

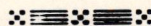
IN SPEEDWAY
AT 1500 MAIN

Hughey Construction Co.

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.

Lloyd E McCann
1905 Orlando
Indianapolis 8 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. WA 1nut 3-3343

BEA AND BEA

GUTTERING — ROOFING — HEATING
OIL OR GAS FURNACES
AIR CONDITIONERS
DELCO and JANITROL FURNACES

2425 E. 29th STREET — PHONE WA. 5-7020

HILL BROTHERS

"Painting At Its Best"

8517 Westfield Blvd. Indianapolis, Indiana

Phone GL. 1231



3468 CONGRESS WA 4-0566

INDIANAPOLIS 22, INDIANA
ELECTRICAL CONTRACTING & ENGINEERING
GENERAL ELECTRIC WIRE HEAT
SALES AND SERVICE

BROAD RIPPLE LUMBER AND SUPPLY CORPORATION

"Your home deserves the best"

1001 Broad Ripple Ave. Phone CLifford 5-5456

UNITED MORTGAGE CO., INC.

515 Lemcke Building Indianapolis, Indiana

RESIDENTIAL AND COMMERCIAL LOANS

Conventional — V.A. — F.H.A.

EARL LAYNE, President
ME 2-9396

ALBERT GRIFFITH

Hardwood Floor Refinisher
Floors Laid - Quality Work

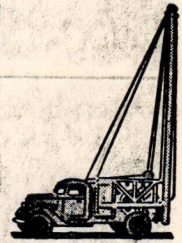
5115 Rosslyn Avenue Indianapolis, Indiana
Phone BR. 9665



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 CH 1-2571



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