

Better HomesSM

The family idea magazine

and Gardens[®]

See Your Local
1958 IDEA HOME
2809-C

in **MINNEAPOLIS**

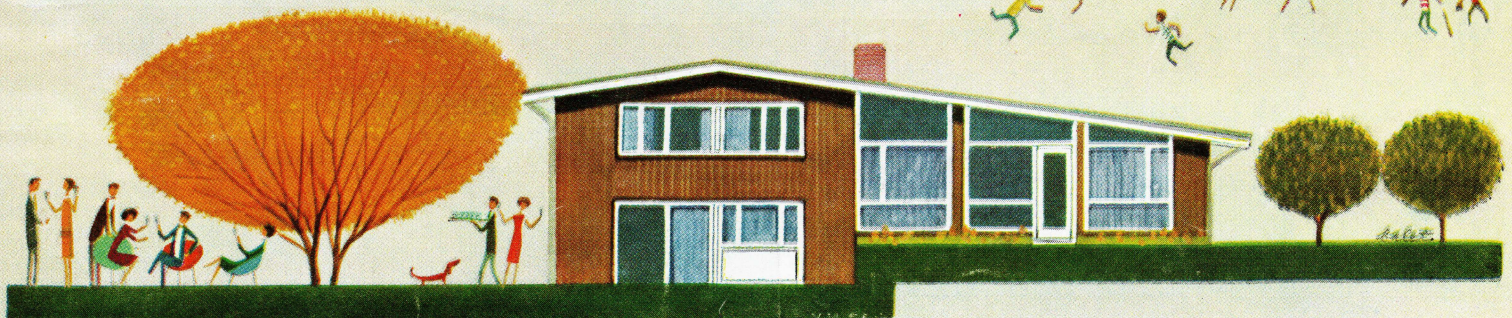
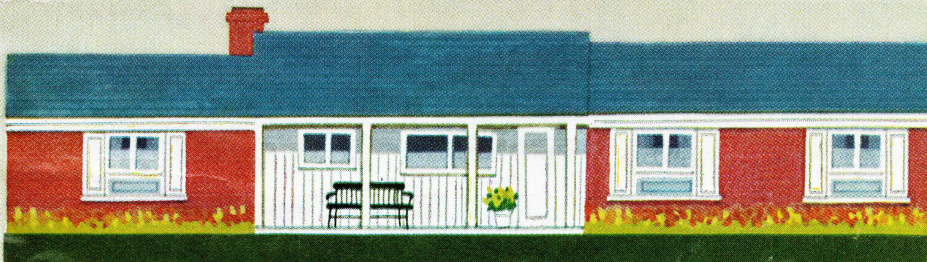
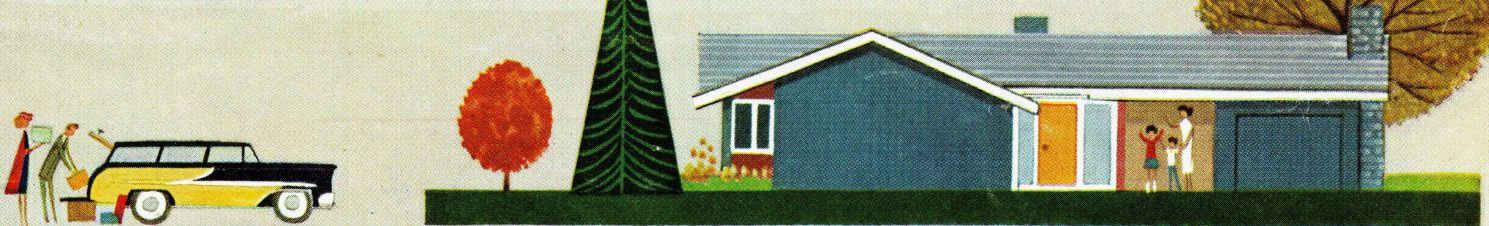
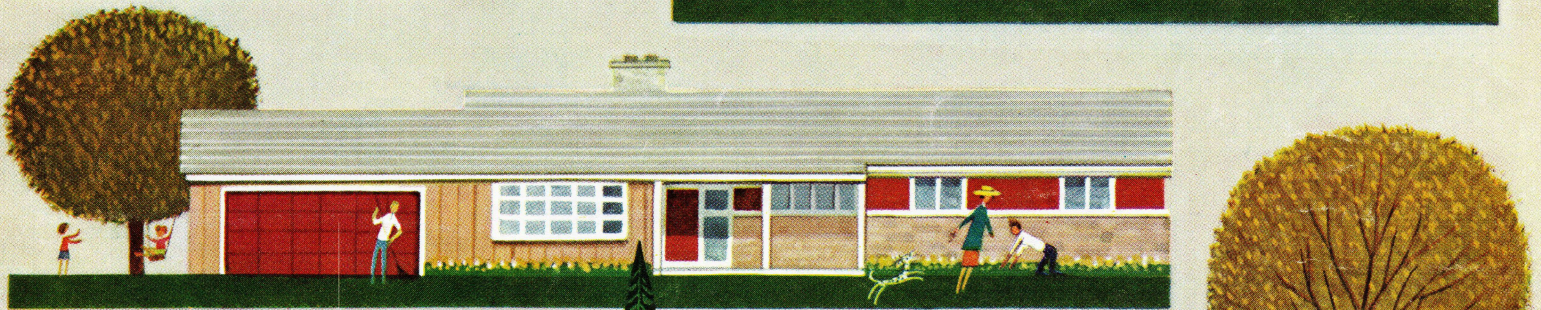
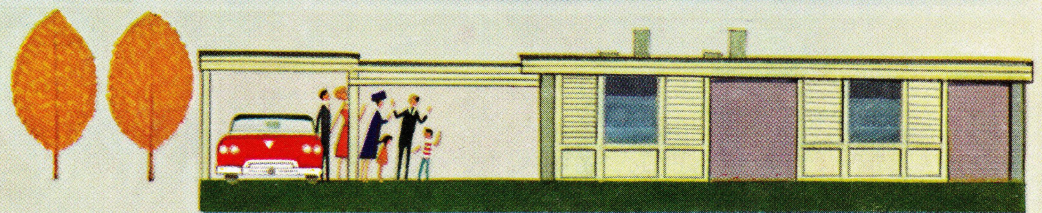
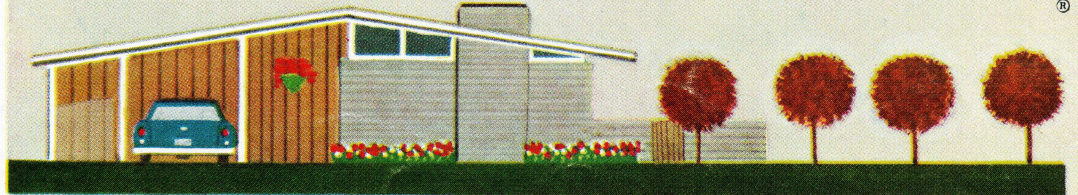
4738 Hamilton Road

BUILT BY:

Hugh Thorson Construction Co.

DECORATED BY:

Donovan Furniture & Carpet Co.



Better Homes and Gardens
presents...

SIX IDEA HOMES

of the year

TO HELP YOU set your sights a little more squarely on that home you hope to buy or build . . . to show you the latest and best of what's available in design and equipment . . . *Better Homes & Gardens* again brings you its annual Idea Home presentation. This sixth consecutive year we've expanded to *six* outstanding homes, the better to let you pick just the home that appeals to you and fits your family. Building Editor John Normile, and associates, combed the country for these homes. They went to top builders—men with well-planned houses, in well-done developments, occupied by well-pleased people. They found these men alert to

the fact that today's homeseeker has to be "sold." The house that gets his money has to *earn* it. Out of hundreds of "best-sellers" across the country, these half-dozen handsome examples were chosen for Idea Homes. And each is filled with *ideas* for a new or existing home. Remember, they've been pretested by being offered for sale, sold, and lived in by people—like you—who had to be convinced these homes were outstanding. *Read* about these homes on following pages. Then, join millions of people, in communities across the country who *visit* our Idea Homes, built and outfitted by local builders and stores listed below. Look for the one nearest you!

112 Idea Homes in 98 communities are open and awaiting your personal inspection

ARIZONA

2809-F
In Scottsdale
10823 N. 82nd Place
Built By: Young Construction Co.
Decorated By: Barrows Furniture Co.

2809-D
In Tucson
1521 North Painted Hills Road; Painted Hills
Subdivision
Built By: Merodias Construction Company
Decorated By: Barrows Furniture Co.

CALIFORNIA

2809-F
In Claremont
630 Purdue Drive
Built By: Clarence R. Frantz, Builder; Burbank
Decorated By: M. W. Haney; Pomona

2809-B
In Encino
4351 Alonzo Avenue
Built By: Coronet Encino Estates
Decorated By: Sidney's Interiors; Reseda

2809-C
In La Mesa
5600 Severin Drive
Built By: Severin Construction Company
Decorated By: La Mesa Furniture Company

2809-E
In Los Altos
1514 Wessex Avenue; Carriage Square
Built By: Trojan Const. Co.; Sunnyvale
Decorated By: Macy's; San Francisco

2809-C
In Los Gatos
110 Vista Del Campo
Built By: Walter B. Roberts
Decorated By: Simoni's (San Jose)

2809-C
In Moraga
Rheem Center
Built By: Harold W. Smith
Decorated By: Rol-Win Interiors

2809-C
In San Rafael
41 Loma Linda
Built By: The Custom Builders of Marin
Decorated By: Casa Marin

COLORADO

2809-B
In Littleton
3895 West Berry; Arapaho Hills
Built By: Mannon Associates, Inc.
Decorated By: Bethune and Moore, Inc.

CONNECTICUT

2809-C
In Darien
Hollow Tree Ridge
Built By: Residential Constructors and Engineers, Inc.

2809-A
In Old Saybrook
Maple Avenue; Forest Glen
Built By: Lifetime Homes, Inc.
Decorated By: La Place (Deep River)

FLORIDA

2809-F
In Clearwater
19 Midway Island; Island Estates
Built By: David E. Edmunds
Decorated By: Maas Bros., "Store for Homes"

2809-D
In Cocoa Beach
210 Cocoa Isles Blvd.; Cocoa Isles
Built By: Thomas F. Barnes, Inc.; Orlando & Cocoa
Beach
Decorated By: Galloway's of Orlando

2809-B, E, F
In Jacksonville
Alderman Park
Built By: Joseph Shaffer Company
Decorated By: Cohens

2809-F
In Tampa
7602 Lakeside Blvd.
Built By: Egypt Lake, Inc.
Decorated By: Maas Bros., "Store for Homes"

GEORGIA

2809-E
In Atlanta
2540 Hawthorne Drive; Briarmoor Manor
Built By: John L. Taylor
Decorated By: Georgian Galleries, Inc.

More builders on next page

2809-B
In Columbus
2851 Cromwell Drive
Built By: Raymond M. Wright, Inc.
Furnished By: Milton Carroll Furniture, Inc.
Decorated By: Morris Decorators

IDAHO

2809-B, E
In Boise
6226 and 6231 Edgewater Drive; Franklin Park
Built By: Dallas Qualman
Decorated By: Sherm Perry Furniture

ILLINOIS

2809-F
In Hinsdale
Brookridge Rd.: 85th & So. Lemont Rd.
Built By: Thompson & Jungkans
Decorated By: Lee Furniture

2809-A
In Lisle
706 Inverness Road: Oak View Subdivision
Built By: Clark Construction Co.

2809-E
In Moline
3106-26th Ave. Ct.
Built By: Tom McGill Homes, Inc.
Decorated By: Conn's Town & Country Furniture

2809-A
In Springfield
68 Bel-Aire Drive
Built By: Barker Lubin Co.; I. R. Werner, Contractor
Decorated By: A. Dirksen & Sons

2809-E
In Wheaton
905 W. Elm Street
Built By: Graeme Stewart
Decorated By: Vignola Furniture Co. (River Forest)

INDIANA

2809-A
In Indianapolis
1001 N. Payton Avenue
Built By: Justus Contracting Co., Inc.
Decorated By: L. S. Ayres & Co.

2809-E
In South Bend
6800 South St. Joseph Street
Built By: McCracken Homes
Decorated By: Robertson's of South Bend

2809-A
In West Lafayette
1982 Indian Trail Drive
Built By: Schroyer Construction Co., Inc.
Decorated By: Loeb's, Inc.

IOWA

2809-A
In Des Moines
4113 Lynner Drive
Built By: Darwin T. Lynner Const. Co.
Decorated By: Younkens

KANSAS

2809-A
In Hays
2302 Pershing Drive
Built By: K. R. Hinkhouse
Decorated By: Butler Furniture Co.

2809-E
In Wichita
4350 Janesville
Built By: Jennings, Inc.
Sales: Mid Kansas Federal Savings & Loan Ass'n.
Decorated By: Innes, A Macy Store

KENTUCKY

2809-E, C
In Lexington
2809-C—793 Lansdowne Circle
2809-E—1103 Gainesway Drive
Built By: Lexington Home Builders Ass'n.
Decorated By: 2809-C—Purcells; 2809-E—L. L. Roberts Furniture Co.

2809-F
In Louisville
Kentucky State Fair and Exposition Center
Built By: Associated Home Builders of Louisville, Inc.
Decorated By: The Stewart Dry Goods Company, Inc.

LOUISIANA

2809-C
In Baton Rouge
3825 Chelsea Drive: Westminster Place Subdivision
Built By: Pruyn & Pruyn Construction Co., Inc.
Decorated By: Kornmeyer's

2809-A
In Shreveport
1910 Captain Shreve Drive
Built By: Woodrow Levin, Builder
Decorated By: Hemenway Furniture Co., Inc.

MAINE

2809-E
In Presque Isle
Hardy Street
Built By: Downing Construction Company
Decorated By: Dunn Furniture Company; Houlton

MARYLAND

2809-B
In Bethesda
5900 Avon Drive: Wildwood Manor Subdivision
Built By: Aubinoe Construction Company
Decorated By: Jacmar's in Rockville

MICHIGAN

2809-A
In Bridgeport
3545 Creekwood Drive: Southfield Village Subdivision
Built By: Alfred F. Mardon
Decorated By: Wieland Furniture Co. (Bay City)

2809-A, C
In Flint
2818 and 2826 Hillcrest Avenue
Built By: Glendale Builders, Inc.
Decorated By: Smith Bridgman & Co.

2809-B
In Grand Rapids
2605 Hampshire Road, S. E.
Built By: Albert Builders, Inc.
Decorated By: Klingmans Furniture Company

2809-A
In Okemos
4364 Arbor Drive: Forest Hills Subdivision
Built By: John W. Mercer, Jr.
Decorated By: J. W. Knapp Co.

2809-C
In West Bloomfield Township
Franklin Valley; Middlebelt & 14 Mile Rd.
Built By: Frankel Bros.
Decorated By: Robinson Furniture Co.

MINNESOTA

2809-C
In Minneapolis
4738 Hamilton Road
Built By: Hugh Thorson Construction Co.
Decorated By: Donovan Furniture & Carpet Co.

2809-A
In Rochester
Togood Plaza
Built By: John Weis & Sons
Decorated By: Orlen Ross Furniture

2809-F
In St. Paul
3923 White Bear Avenue; White Bear Lake
Built By: Kenneth W. Bacchus, Inc.
Decorated By: Schuneman's

MISSOURI

2809-C
In Des Peres
1425 Fairbrook
Built By: Burton W. Duenke Building Company
Decorated By: Lammert Furniture Company

2809-C
In Kansas City
Edgewood Blvd.; Tomahawk Hills
Built By: J. A. Peterson Co.
Decorated By: Bingham-Sine, Inc.

NEBRASKA

2809-A
In Columbus
2438—26th Avenue
Built By: Johansen Construction Co.
Decorated By: Alexand Furniture Co.

2809-E
In Omaha
1110 South 114th Street
Built By: Bull and Fallon, Builders
Decorated By: Orchard & Wilhelm

NEW JERSEY

2809-C
In Allendale
34 Arcadia Road
Built By: Belr-Higgins
Decorated By: Greenbaum Brothers: (Paterson)

NEW MEXICO

2809-B
In Albuquerque
4400 Sunningdale Drive, N. E.
Built By: Jack M. Clifford Construction Co.
Decorated By: American Furniture Co.

NEW YORK

2809-E
In Bay Shore
85 So. Montgomery Ave.
Built By: Bay Harbor
Decorated By: Restful Fine Furniture

2809-C
In East Aurora
Eagle Heights Estates; Jewett Homewood Rd., Orchard Park
Built By: David C. Bauer
Decorated By: Allen's home Furnishings, Inc.; Buffalo

2809-C
In East Syracuse
Oot Park; Manlius Ctr. Road
Built By: Oot Bros., Inc.
Decorated By: Dunk and Bright Furniture Co.

2809-C
In Schenectady
Heather Lane; Hexam Gardens
Built By: Wade Lupe Construction Co., Inc.
Decorated By: H. S. Barney Company

NORTH CAROLINA

2809-C
In Charlotte
Pendleton Avenue; Fair Meadows
Built By: Superior Builders, Inc.
Decorated By: The Plaza House, Inc.

2809-A
In Flat Rock
39 South Hillandale Drive
Built By: J. C. Construction Co.
Decorated By: Farnsworth Furniture Co.

OHIO

2809-A
In Canton
4702 Pleasant Hills Drive, N. W.
Built By: E. J. Platt & Co., Inc.
Decorated By: Cheton's Furniture

2809-E
In Cincinnati
10468 Cinderella Drive; Storybook Acres;
Montgomery, Ohio
Built By: Bauer & Nordloh, Bldrs.
Decorated By: W. B. Meier's Early American Shop

2809-E
In Dayton
617 Laurelann Drive; Marinole Park
Built By: Robert N. Clark Construction Co.
Decorated By: Elder and Johnston Co.
Sales By: J. C. & C. M. Osborn, Realtors

2809-A
In Lima
2030 Shorewood Lane
Built By: Kehres Homes
Decorated By: Armstrong & Son Furniture Co.

2809-A
In Norwalk
Eastwood Park Village
Built By: Sofos Community Homes
Decorated By: Hills Floor Covering & The Card Shop

2809-E
In Tallmadge
58 Milton Drive
Built By: Atwood Construction Company
Decorated By: M. O'Neil Company

2809-A
In Toledo
Melody Lane at Merry Lane
Built By: Wismer & Knoll Bldrs., Inc.

2809-A
In Washington Court House
Winnipeg Plaza; Brownell Subdivision
Built By: Washington Lumber Co.
Decorated By: Kirk's Furniture

2809-E
In Worthington
621 Sanbridge Circle; Kilbourne Village
Built By: Heischman & Mayer
Decorated By: Lazarus

OKLAHOMA

2809-C
In Oklahoma City
2820 Northampton Place; Casady Hills
Built By: Royce Brown Homes, Inc.
Decorated By: O. K. Furniture & Rug Co.

2809-E
In Tulsa
4638 South Knoxville
Built By: Jim Nuckolls-Custom Homes
Decorated By: Brown Dunkin Home Store

OREGON

2809-E
In Portland
5377 Southwest Dover Court
Built By: E. G. Stassens
Decorated By: Meier and Frank Company

PENNSYLVANIA

2809-C
In Clarks Green
215 Beynon Drive; Green Acres
Built By: Garfield Beynon
Decorated By: The Wilke Furniture House

2809-C
In Douglasville
Amity Gardens
Built By: Allen K. Davidheiser, Inc.; Pottstown
Decorated By: Levitz Furniture Company; Pottstown

2809-E
In Douglasville
Amity Gardens Development
Built By: David G. Welsh, Builder
Decorated By: The Wilke Furniture House

2809-B
In Hollidaysburg
Orchard Hill Estates; Sylvan Heights Drive
Built By: Ajay & Young Contractors, Inc.
Decorated By: The William F. Gable Co.

2809-C
In Media
Knowltonwood;
Built By: Arters Brothers, Inc.
Decorated By: Snowden's, Inc. of Media

2809-C
In Mt. Lebanon Township
Highland Terrace
Built By: Edward M. Ryan, Inc.
Decorated By: Joseph Horne Co.

2809-B
In Woolrich
Park Avenue
Built By: Sidney Sanders
Decorated By: Stein Furniture

TENNESSEE

2809-E
In Chattanooga
306 Barbara Circle
Built By: Creed W. Maynard
Decorated By: Miller Bros. Company

2809-C
In Knoxville
23 Velmetta Circle; Lakemoor Hills
Built By: Roy B. White Construction Co.
Decorated By: Miller's, Inc.

2809-E
In Nashville

2511 Timwood Drive: Sutherland Heights Subdivision
Built By: Wheeler Construction Company
Decorated By: Harveys

TEXAS

2809-A
In Beaumont
4740 Fieldwood Lane: Tall Timbers Addition
Built By: Anderson Construction Co.
Decorated By: United Furniture Co.

2809-D, F
In Corpus Christi
2809-D—3231 Jamaica; Tropic Isles
2809-F—3146 Azores; Tropic Isles
Built By: Jon Held Homes
Decorated By: Show Room of Finer Furniture

2809-C
In Dallas
4615 Myerwood Ln.; Forestcrest Estates
Built By: Truett A. Bishop
Decorated By: Sanger's—Dallas

2809-A, B, C, D, E, F
In Fort Worth
2809-A & D: 3100 Block, Durango Road
2809-B, C, E, F: 3200 Block, Reno Road
Built By: Hobson J.—Herbert J. Cloer Const. Co.
Decorated By: White's Stores, Inc.

2809-D
In Houston
9311 Braeburn Glen Boulevard
Built By: Leo E. O'Neal
Decorated By: Foley's—Houston

2809-E
In Midland
2500 W. Humble Street; West Way Addition
Built By: L. & H. Construction Co.
Decorated By: Knorr Furniture Co.

2809-E
In San Angelo
2681 Harvard Avenue
Built By: Phillip and Stuart Templeton, Builders
Decorated By: Shepperson Furniture Co.

2809-C
In San Antonio
301 Tamworth
Built By: Edward S. Markey
Decorated By: Karotkin Furniture Company

2809-A
In Wichita Falls
4506 Lakewood Drive; University Park Addition
Built By: Dennis Construction Co.
Decorated By: Spears Furniture Co.

VIRGINIA

2809-A, E
In Newport News
2809-A: 404 Latham Drive; Brentwood Estates
2809-E: 702 Juniper Drive; Brentwood Estates
Built By: J. P. Yancey Realty Co., Inc.
Decorated By: Philip Levy & Co.

2809-A
In Norfolk
Little Creek & Camellia Roads
Built By: Norton Construction Company, Inc.
Sales By: Walker Realty Corp.
Decorated By: Haynes Furniture Company, Inc.

2809-A, E
In Williamsburg
82 and 84 Thomas Nelson Lane; Skipwith Farms
Built By: J. P. Yancey Realty Co., Inc.
Decorated By: Butts Furniture Co., Inc.

WASHINGTON

2809-E
In Bellevue
Loch-Aire; 2618—169th Southeast
Built By: Elvin W. Long
Decorated By: Doces' Majestic

2809-B
In Tacoma
8501 South 42nd
Built By: Rex N. Harrington
Decorated By: Rhodes of Tacoma

WISCONSIN

2809-A
In Milwaukee
7156 Wedgewood Drive; Wedgewood Park
Built By: Sid Dwyer & Associates
Decorated By: Schuster's

2809-B
In Wausau
1225 Crocker Street; Forest Park
Built By: Schield & Smith, Inc.

CANADA

2809-A
In Niagara Falls, Ontario
488 Nancy Drive; Cherrywood Acres
Built By: J. A. Climenhage Development Ltd.
Decorated By: Wallace's
Furnished By: Buckley's Furniture Store

2809-A, C
In Oshawa
814 and 824 Glencairn; Brookside Acres Subdivision
Built By: McCullough Homes Limited
Decorated By: Eaton's of Canada

2809-A
In St. Catharines
80 Marsdale Drive
Built By: Gordon Stewart
Decorated By: T. H. Critelli Ltd. & McNamara & Reynolds, Ltd.

2809-A
In Toronto
17 Sedgebrook Crescent
Built By: Edmund Peachey Limited
Decorated By: Eaton's of Canada

One of these six could be the home for you

A new home will seem a better buy than ever, after you look through the following pages. These 1958 Idea Homes not only catch your eye and offer inspiration for your present home, they'll most likely send you out to see what's new in housing in your community. And, you'll go well informed on what a new home should have. You'll be able to look for and ask about features these homes have demonstrated for you—such things as:

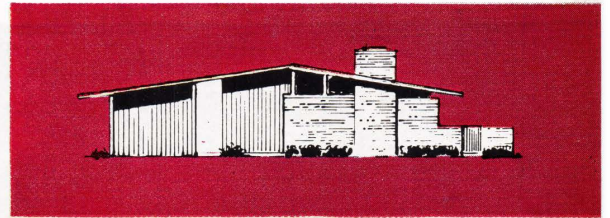
Smart exterior design: all six Idea Homes impress you with their tasteful ornamentation, their beauty of proportion, and their *lasting* appeal. They offer a range of style from Traditional to Contemporary.

Excellent floor plans: livable, convenient, and easily adapted to a growing or diminishing family group. Each of the Idea Homes will fit a variety of lots—large, small, or “problem” type. There's a choice in the way they face to take full advantage of sun, shade, view.

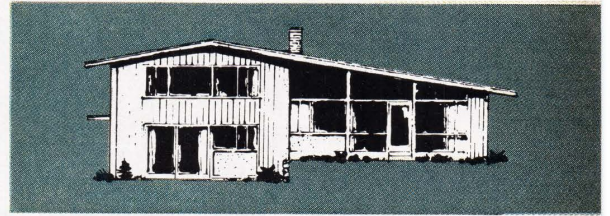
Handsome interiors: beautiful colors and intriguing materials surround a host of good-looking furnishings. Arrangements demonstrate ways you can promote ease and convenience. Try these suggestions from inside Idea Homes in your present as well as your future house.

Sturdy construction: Idea Homes are designed for as simple building methods as possible to cut labor and material costs. But each is durable enough to keep maintenance to a minimum, too. Many interesting, new materials are displayed throughout these homes.

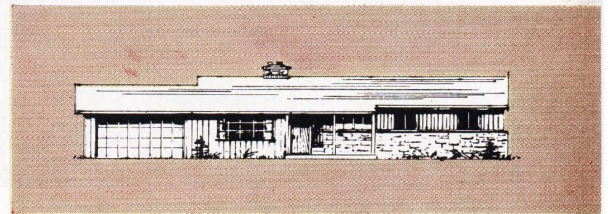
Modern equipment: things that make a new home so rewarding, so *necessary*. Look carefully at homes you see here; visit examples on display near you. You'll find the latest in heating and cooling, wiring, kitchens, bathrooms, storage, landscaping—all forms of living, housekeeping, and entertaining convenience.



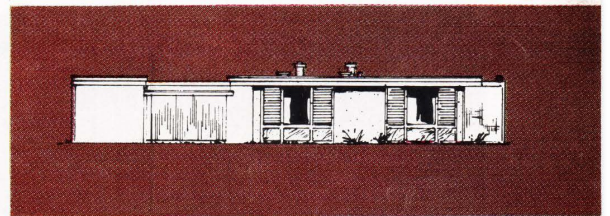
2809-A *Smallest plan expands outdoors*



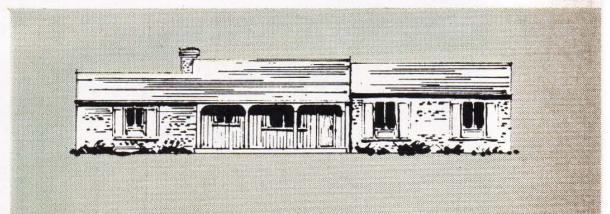
2809-B *Three levels organize activities*



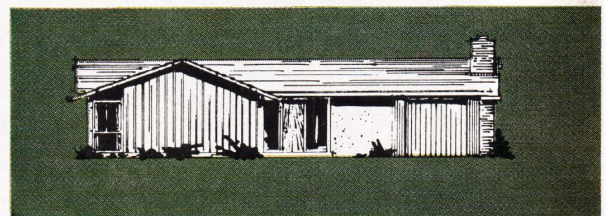
2809-C *Four bedrooms for a large family*



2809-D *U-plan encloses screened court*



2809-E *Colonial charm brought up to date*



2809-F *Planned for narrow-lot privacy*

Now, a tour through six of the country's best

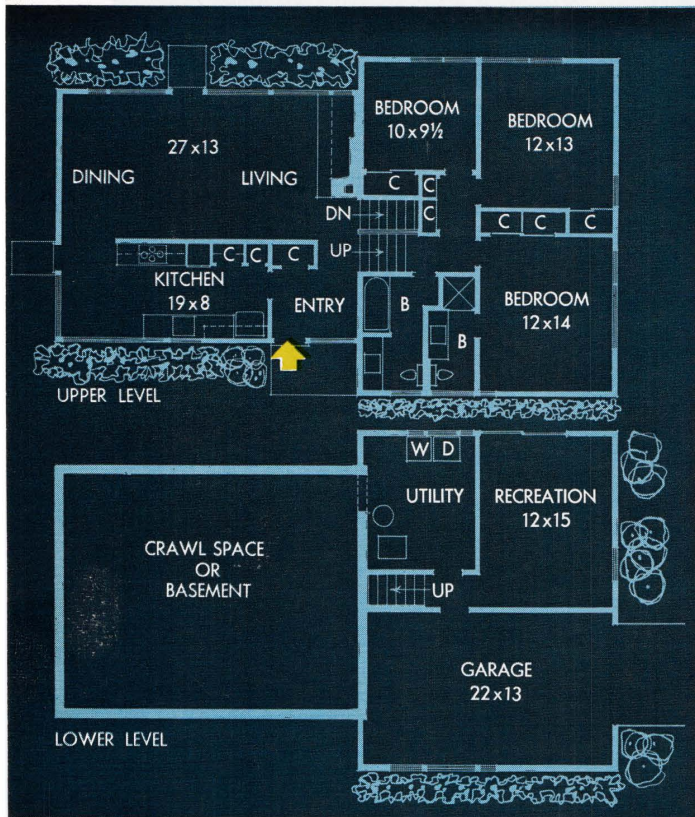


FIVE STAR HOME

2809-B

★★★★★
Buy plans, page 149 ®

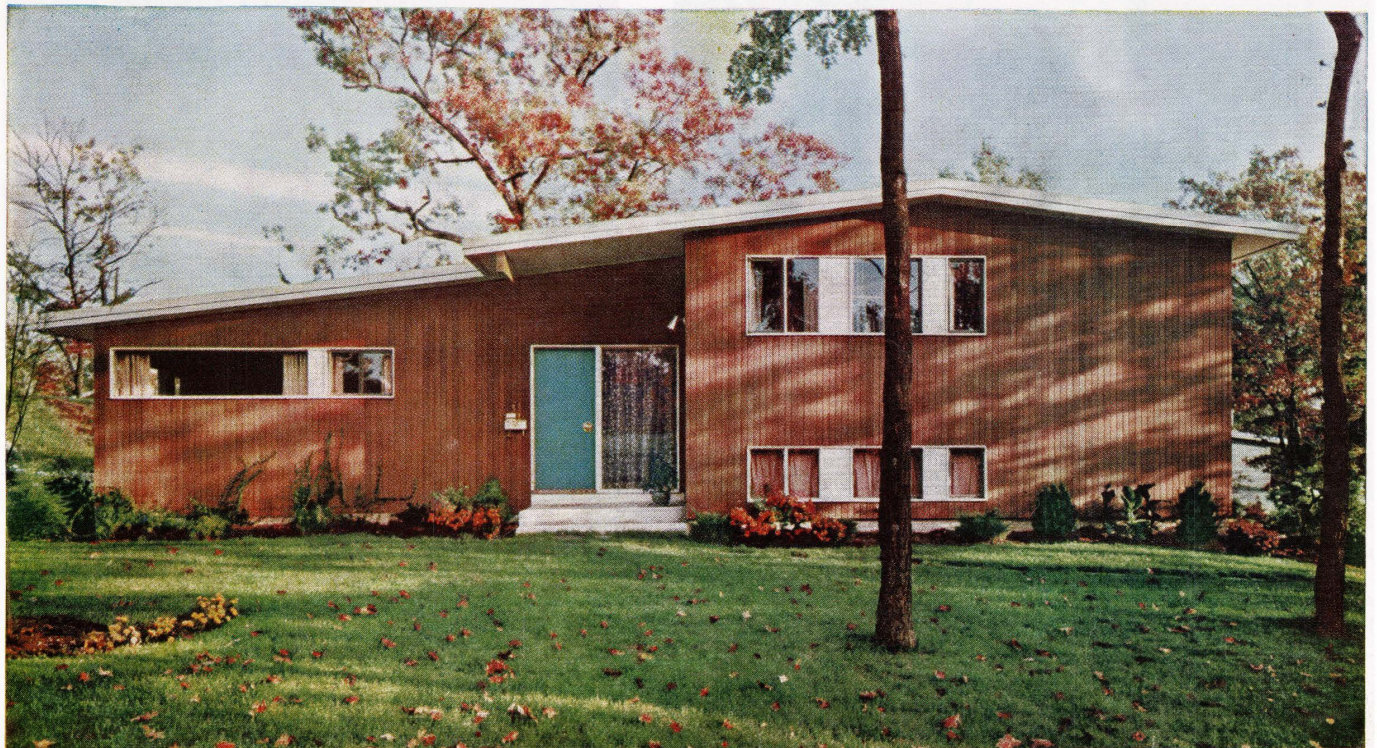
Split-level with everything handy to entry



Architects, Compton-Pierce, A.I.A., Cambridge, Mass. Decorator, Contemporary Interiors, Brookline, Mass. Builder, Norwood Properties; owner, Ronald Farkas—both of Norwood, Mass.

Enjoyment of this back-yard outlook is shared by two bedrooms (up), family room (down), and living-dining (in between). House makes use of private side of the lot for maximum openness.

SPLIT LEVEL is popular across the country—here's a house that shows why. More than most, it's a plan that's fine for parents with lively youngsters. Sleeping, living, play are handy, but they don't intrude on each other. From front door, upper or lower levels are few steps (with no cutting through living room). Living and dining overlook rear of lot—aren't facing out on the street. Three bedrooms have lots of closet space, well-arranged baths. House is 30x51 feet with 1,514 square feet of space





Living area comes brilliantly alive after dark. As an entertaining center, it's hard to beat. The kitchen is near (behind the wood partition) but not in full view of the guests.

In summertime, back yard and garden become a bright, colorful annex to the living room.

Photographs: Lisanti

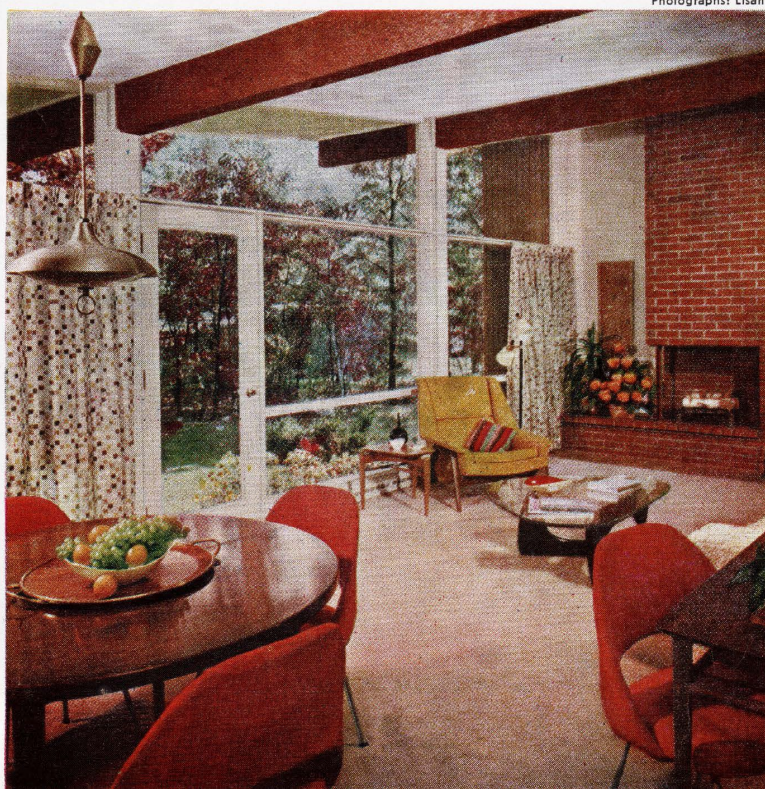
Split-level, yes—split-up house, no! This is a whole house, no matter how you look at it. Simple, unbroken roof line is the key to its success.

Single material—handsome wood siding—ties exterior together, avoids mixed-up look.

Living area has floor space of more than 17x13 feet—and it seems even larger. Full glass wall is protected by the shady roof overhang.

Vaulted ceiling rises with the roof toward fireplace end of room. Beams carry out through the glass, directing attention upward and outward.

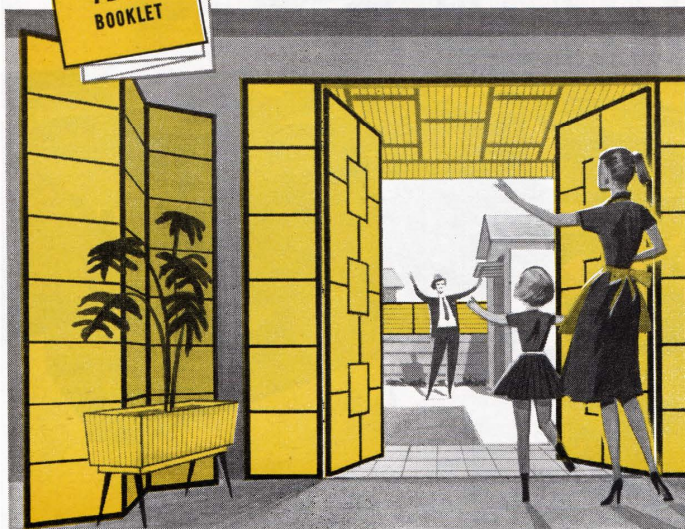
Photographs of upper and lower levels, page 120



Add living space
anyplace with

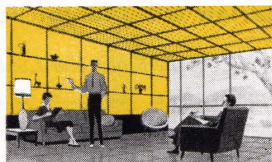
FILON[®]

guaranteed fiberglass panels



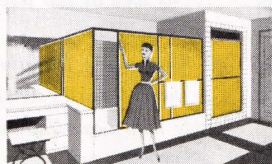
ADD A PATIO OR CARPORT

Build colorful beauty and glare-free shade at low cost, with translucent FILON panels. Amazingly strong! Fun to install with ordinary tools. Perfect indoors or out... for breezeways, awnings, shoji screens or doors, windbreaks, room dividers, shower and tub enclosures.



ADD INDOOR-OUTDOOR LIVING SPACE

FILON can transform open space into a beautiful weather-protected private living area. Select from 20 exciting decorator colors which give soft diffused light without darkening adjacent areas. FILON's *super-smooth* surface assures longer life and easier cleaning.



ADD A SHOWER OR TUB ENCLOSURE

FILON is guaranteed shatterproof for absolute safety. Reinforced with Fiberglass-and-Nylon by an electronically controlled Patented Process, FILON is assured superior strength. Buy FILON at lumber, building material and glass dealers—various corrugations, also flat and shiplap.

* **FREE BOOKLET** shows wonderful ideas, all easy to build with FILON. Includes construction details, decorator color chart. Write to Filon Plastics Corp., 125 Lomita Street, El Segundo 72, Calif.

Insist on the FILON label on every panel with the **5-WAY FILON GUARANTEE**

Superior Fiberglass-and-Nylon reinforced strength
• Uniform thickness for easier installation, better diffusion of light and color • Shatterproof for absolute safety • Weatherproof for maximum durability
• Exceeds standards published by U. S. Bureau of Standards.

F **FILON PLASTICS CORP.**
LOS ANGELES • NEW YORK • CHICAGO • ATLANTA • DALLAS • SAN FRANCISCO



2809-B: Plenty of places for play!

Begins on page 50



Bedroom in this split-level Idea Home will serve a youngster well—the curtains are rough-textured, and the glistening oak floor will stand the hard usage it's bound to get.

This room is six steps up from the living areas; Mom is close enough to hear if youngsters get into things. There's plenty of space for storage—for clothing, toys, all the things children collect.



Downstairs family room is fine for youngsters' play—since it's on a different level than living room. TV can blare children's programs here without disturbing the rest of the family.

It's not a dark, forgotten "basement" area, though. Room opens wide to the back yard and grassy terrace through a sliding glass door. Heated garage and a large utility room are on this level, too.

BETTER HOMES & GARDENS, SEPTEMBER, 1958

The heart-warming muffins of long ago... are more than



a memory. With my four new mixes you can serve muffins this good tonight! Tender, light and fine-textured they'll be—like the hot muffins your mother used to whisk to the table. Just slightly crusty on the bottom. Bursting with golden goodness above. And you'll make them *in a twinkling* with Betty Crocker's New Muffin Mixes.

Watch your family grow festive when muffins are served! *-Betty Crocker*



Hot muffins show how much you care

Four entirely different Betty Crocker flavors

NEW RAISIN BRAN MIX—this old-time favorite used to be a chore. Now you can bake while the coffee perks.

NEW DATE MIX—you'll find delicious softened California date bits sprinkled through each cloud-light muffin.

NEW CORN MIX—finer-textured, more moist than most, with the pure corn taste that goes so well with butter.

NEW ORANGE MIX—it is lightly, delicately flavored with the warm sunny essence of fresh-picked oranges.



General
Mills