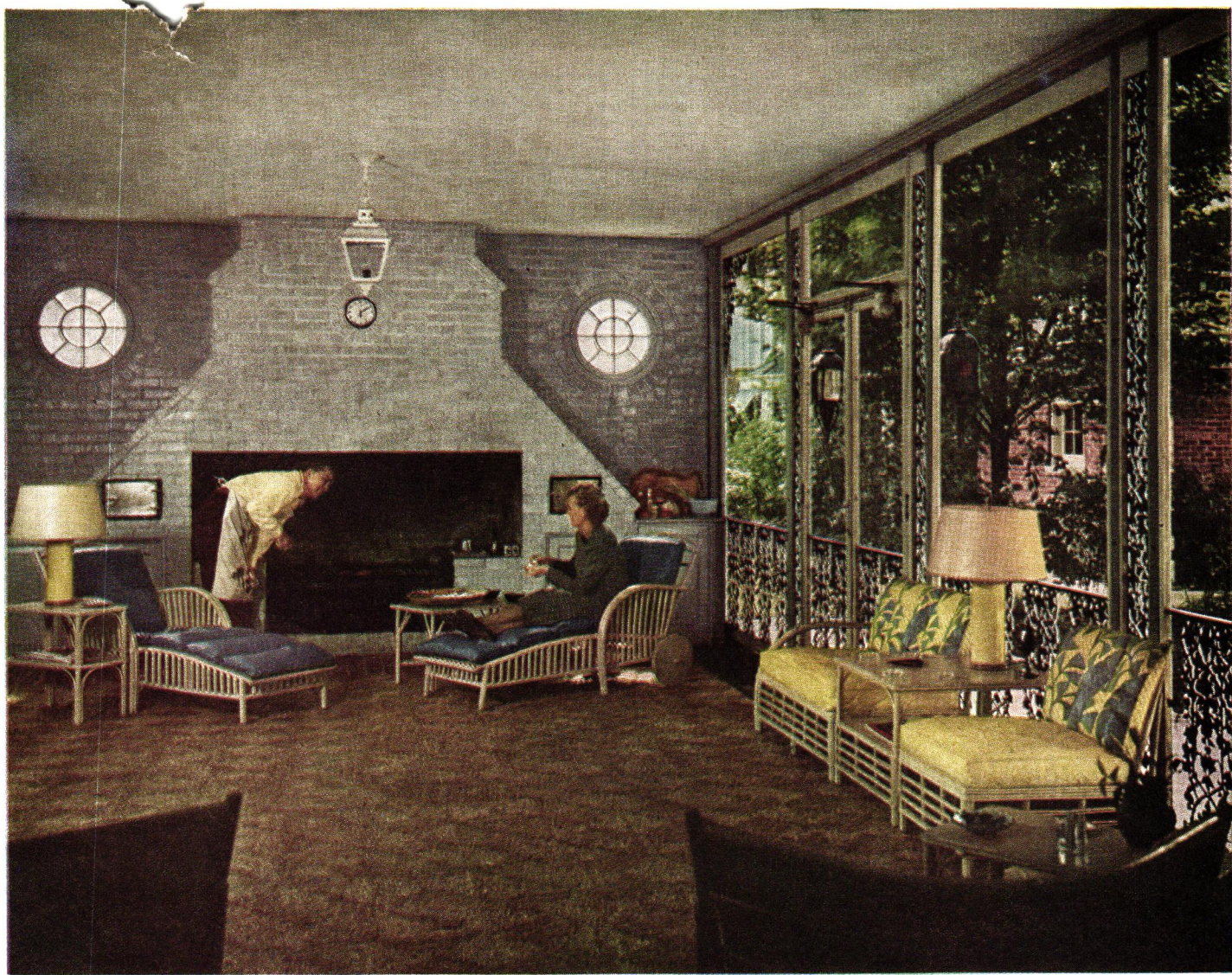


POPULAR HOME

MAGAZINE

Late Spring, 1948





Dining Moves Outdoors



Cooking *al fresco* is the favorite summer sport of these home-owners. Since they prefer their meals without mosquitoes, sudden showers and other foibles of Nature, catering and dining are carried on in this enclosed porch-room. Doors open from the porch into kitchen and dining room, which simplifies cooking and serving. The two porch walls not shown are the brick walls of the house. The versatile cook designed his own fireplace-grill, at which food for a crowd can be prepared and served piping hot. The cooking grill may be lowered or raised, or tipped back so logs may be burned. At far left, and right, are dish cabinets with workboard tops, spotlighted from the ceiling. The brass doors open to an incinerator and to a charcoal bin, both accessible from the lawn. Door switches operate lights inside these cabinets and in cupboards below which are used for long handled utensils and log storage. A patented type bronze screening provides some protection from sun and light showers as well as insects.

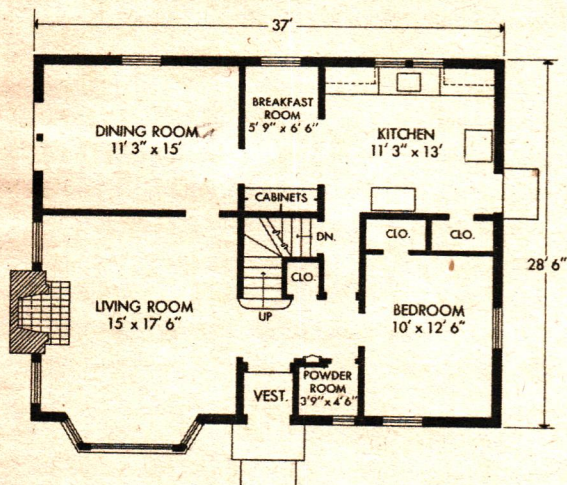
POPULAR HOME

MAGAZINE

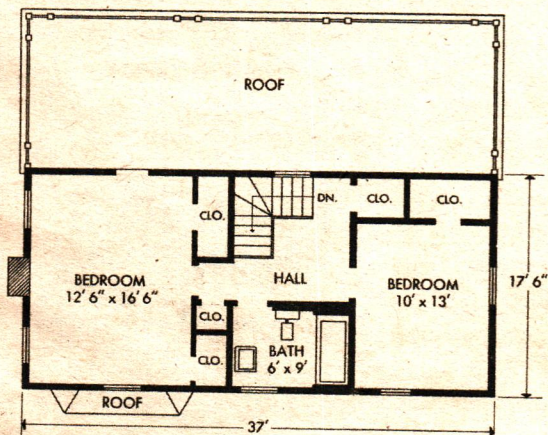
LATE SPRING, 1948 Volume 5, Number 4—Mailing Date: May-June 1948

Sent to you eight times a year by the local firm named on the back cover of this issue. POPULAR HOME is published in the interests of better living for the American family and is devoted exclusively to construction, decoration, care and repair of the home.

ON THE COVER. A good selection of colors makes a pleasing combination of siding and brick. The exterior has a rugged strength of tone and texture that is reflected in the natural growth type of planting. The house has a two-story plan with basement. By alterations in the building plans, the separate dining room could be united with the living room (about 15' square) to make a more spacious room. Although overall dimensions of the house are only 28'6" x 37', there is a first floor bedroom-study and powder room. The house has approximately 20,000 cubic feet, including basement; and about 1,700 square feet of habitable area. Designed by G. Harry Smith, jr., Inc., architects, 6601 N. Trunbull Avenue, Lincolnwood, Illinois. Building blueprints can be purchased for you by the company who send you Popular Home (name is on back cover).



FIRST FLOOR



SECOND FLOOR

Housing in these United States

EDITOR'S NOTE: This time we change pace to share with you the experiences of a couple of people in the building business.

Submitted by Miss Isabel Tudeen St. Petersburg, Fla.

This is the house that Jack bought . . .
At least, so the harried Builder thought.
It's finished, delivered, the papers signed,
When suddenly Jack had a change of mind.
"By removing a little plaster and lath
We can have a dandy downstairs bath."
"Take out this window and shove the wall
A few feet over . . . the kitchen's too small"
"A door out here will help" . . . and then
It seems Jack always has wanted a den!
And Mrs. Jack has a 'ducky' scheme
For adding a porch that's "really a dream."
The refrain that accompanies this transforming touch
Is ever the same, "It shouldn't cost much."

Submitted by Myrtle Cecelia Price, Milwaukee 3, Wis.

WHEN I first started to work at the Economy Block Co. in 1937 I knew nothing of building industry. But, my ignorance was only exceeded by my eagerness to learn.

One day I heard our sales manager tell a customer that we did not have eight inch half-blocks; but, he explained, the mason could cut a full eight inch block in half on the job. A few minutes later a builder called long distance to place an order which included one 112 inch lintel. The salesman had all left. Just what a lintel happened to be wasn't at all clear to me, but I knew from our inventory cards that we stocked 48 inch, 52 inch, etc. but none around 100 inches. Thinking of the eight inch blocks which could be cut in half, I immediately told the builder, "We don't have a 112 inch lintel in stock, but we can send you two 56-inch lintels."

"That would be quite all right," he replied very seriously, "if you could get us some sky-hooks to hold them up."

So I re-read the order to him to make sure it was correct: "500 eight inch cinder blocks; 500 ten inch cinder blocks; and one 112 inch lintel, if available; otherwise two 56 inch lintels if we can get the sky-hooks to hold them up."

Need I add that for months the stock question in our office was, "Did anyone remember to order sky-hooks today?"

YOUR housing experiences may be worth \$100

. . . if they're amusing, interesting or helpful, and pertain to building, remodeling, repairing, improving or otherwise experiencing the joys and tribulations of home ownership. Write up your story and send it in—if accepted, you'll be paid \$100 one month before publication. Keep the item short—word it simply, and stick to the subject. Address your story to Editor, POPULAR HOME, 300 W. Adams Street, Chicago 6, Illinois. The items become the property of POPULAR HOME upon payment. No contributions can be returned, and the right to edit items published in the magazine is reserved.

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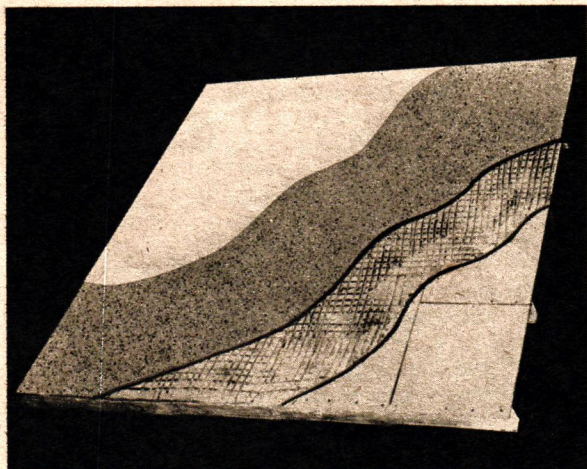


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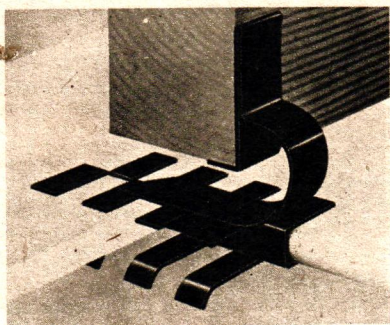
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USG (plaster, lime, tile, wallboard, plaster base, and other products), TEXOUTE (point), TEXTONE (plastic wall paint), CEMENTICO (wall coating), SHEETROCK (gypsum wallboard), ROCKLATH (plaster base), PERF-A-TAPE (joint system), SIL-O-ETT (asphalt roofing), ARRO-LOCK (roofing shingles), ADAMANT (plaster base), RED TOP (plaster, insulating material, and other products), GLATEX (shingles), WEATHERWOOD (fiber insulating board), MORTASEAL (lime), BRIDJOINT (joint system).

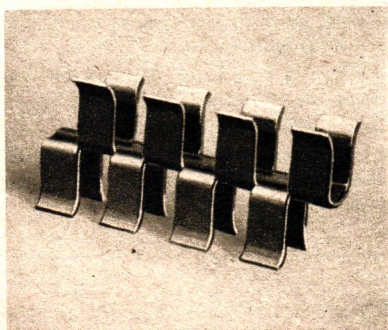
Modern methods give lasting beauty to PLASTER WALLS



A. Standard ROCKLATH plaster base RED TOP plaster construction. ROCKLATH nailed direct to framing with 3-coat plaster application.



B. Resilient plaster system. Resilient spring clips attach ROCKLATH, floating it free from the framing.



C. BRIDJOINT plaster system. BRIDJOINT clip reinforces butted ends of ROCKLATH boards between not only framing members.

WHETHER it is designed to suit the tastes of young moderns. Or the whims of cave dwellers, much of the good appearance of a home depends upon the condition of the walls and ceilings. They are the surfaces which carry the principal color that ties any decorating scheme together.

Many houses being built today have walls and ceilings of RED TOP gypsum plaster—surfaces that will remain beautiful for many years to come. Modern plaster bases give modern plaster jobs this durability.

Some plaster jobs have greater life expectancy because ROCKLATH is the base over which the plaster is applied. ROCKLATH fireproof plaster base is a $\frac{3}{8}$ inch gypsum board 16 x 48 inches. It is available as a plain board, or perforated to provide an extra bond for the plaster, or with aluminum foil on one surface to act as insulator and vapor barrier.

Several methods are recommended for application of ROCKLATH and these have a great deal to do with the long term satisfaction to be realized from a plaster wall and ceiling. In most cases ROCKLATH boards are nailed to studs and ceiling joists so that ends of boards meet over a stud or joist.

To improve walls and ceilings even further, special metal clips have been developed—used in application of ROCKLATH. These clips allow a degree of movement of the supporting studs and joists without disturbing the plaster surface.

In the Resilient plaster system (see B) the ROCKLATH is not directly nailed to the framing. The Resilient clip has a spring steel goose neck, is nailed to the studs or joists and acts as a spring. The plaster base is held in place by slipping ROCKLATH boards into these clips. The result is reduced noise transmission from room to room, and a plaster surface that tends to remain unblemished even though the house framing may move slightly.

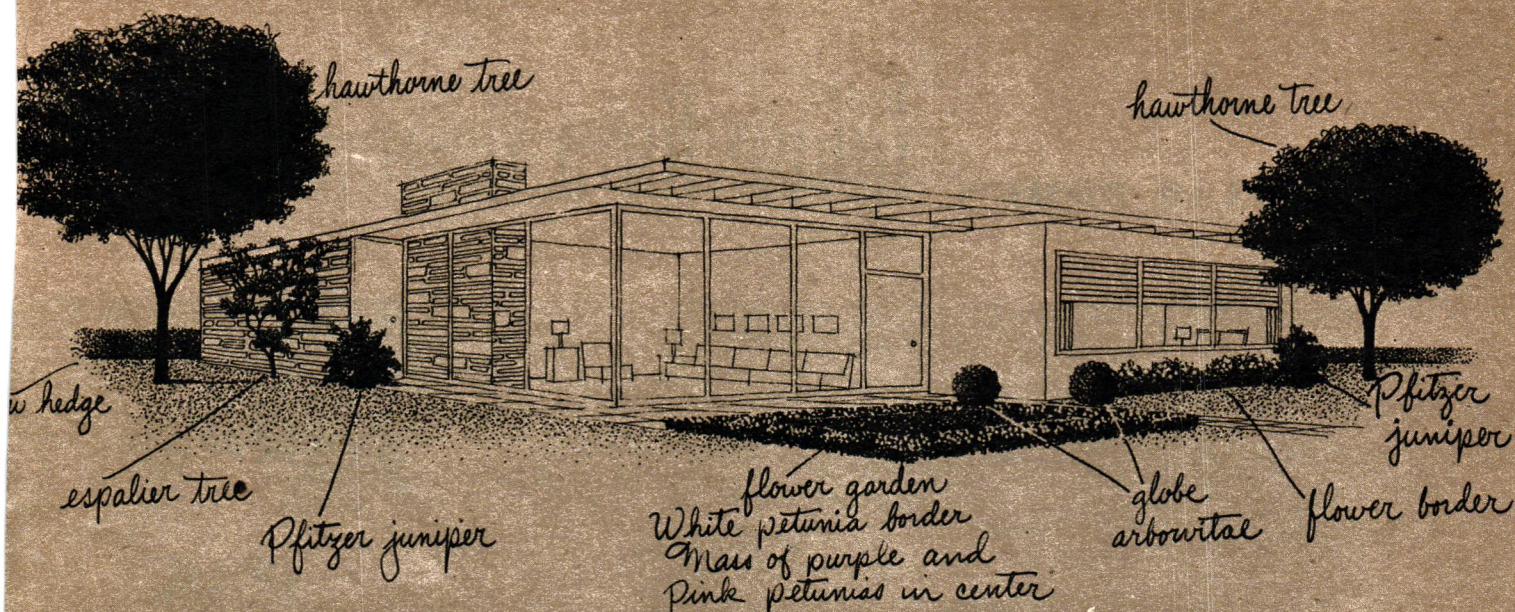
The BRIDJOINT plaster system (see C) consists of nailing ROCKLATH boards so that the end joints of the boards meet between the studs or joists. The BRIDJOINT clip is applied on each side of the end joints of the boards to reinforce this joint.

Corners are subject to most rigid strains and hardest use. To keep them intact in a plastered house, USC Cornerite and corner beads are available. The beads provide a solid metal "nose" for exterior corners, and Cornerite supplies metal reinforcement for all interior angles, where wall and ceiling, or two walls meet.

A three-coat system of plastering is often specified over ROCKLATH (see A). This consists of a very thin coat (scratch coat) which grips the ROCKLATH plaster base; a second coat (brown coat) which fills out the major thickness of the plaster, and a finish coat which puts on the final surface, either troweled smooth or sand floated. Plaster is frequently applied over ROCKLATH in two coats, but in either case the total thickness of plaster should be no less than $\frac{1}{2}$ inch.

IDEAS GALORE is a big book of home construction, remodeling and decorating ideas. It contains a section describing building products and construction methods. There are large scale floor plans and furniture cut-outs for planning arrangements. Get your copy from the local company in your community named on the back cover of this magazine. \$1 a copy.





Effective landscaping for the modern house repeats horizontal lines of the architecture by low planting: dwarf growing plants at foundation line, flat flower beds. Tall evergreens and high flowering shrubs close to the house are out of scale and keep out light and air.

The new look in landscaping

By James H. Burdett, Director National Garden Bureau

A GOOD residential landscape job is like a lady's well-chosen hat. Neither the landscaping nor the hat draws attention to itself. Each should focus interest on the good features of the subject; each should conceal or minimize defects; each is a frame or background for the picture it complements.

Houses set on high basements were standard for many years. Planting included a belt of high shrubs or evergreens to conceal the exposed foundation. This band of natural green is an effective method to visually bring house and earth together.

However, this conventional method of planting high-setting houses should not be carried over to modern houses, where the need for it no longer exists.

Modern houses, built close to the ground, with flat or low pitched roofs, tend to look smaller than they are. Their width needs to be exaggerated, and for this reason good designers use various architectural devices to emphasize horizontal lines.

Landscape planting can and should do the same. Pyramidal evergreens, which complement the doorway of a two story house with steep-pitched roof, quickly grow to a height which dwarfs a low, modern dwelling. The same is true of tall-growing flowering shrubs of the lilac, honeysuckle or philadelphus type. When full grown, these may be higher than the house eaves.

Frank Lloyd Wright's early low-roofed houses in-

spired a landscape fashion called Prairie style, which employs planting that repeats the long, low horizontal lines of the architecture.

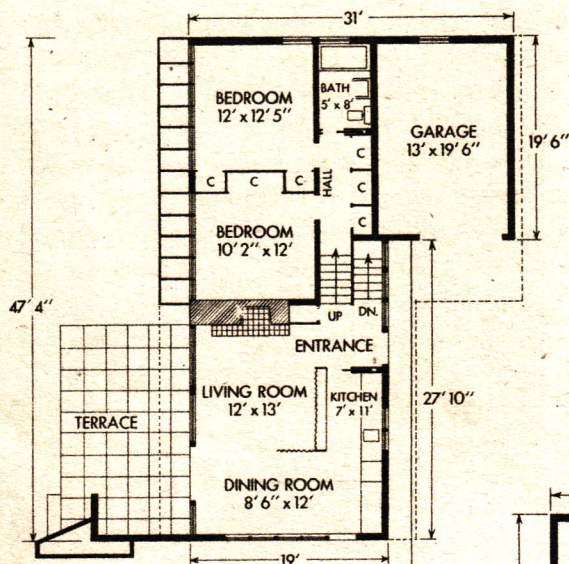
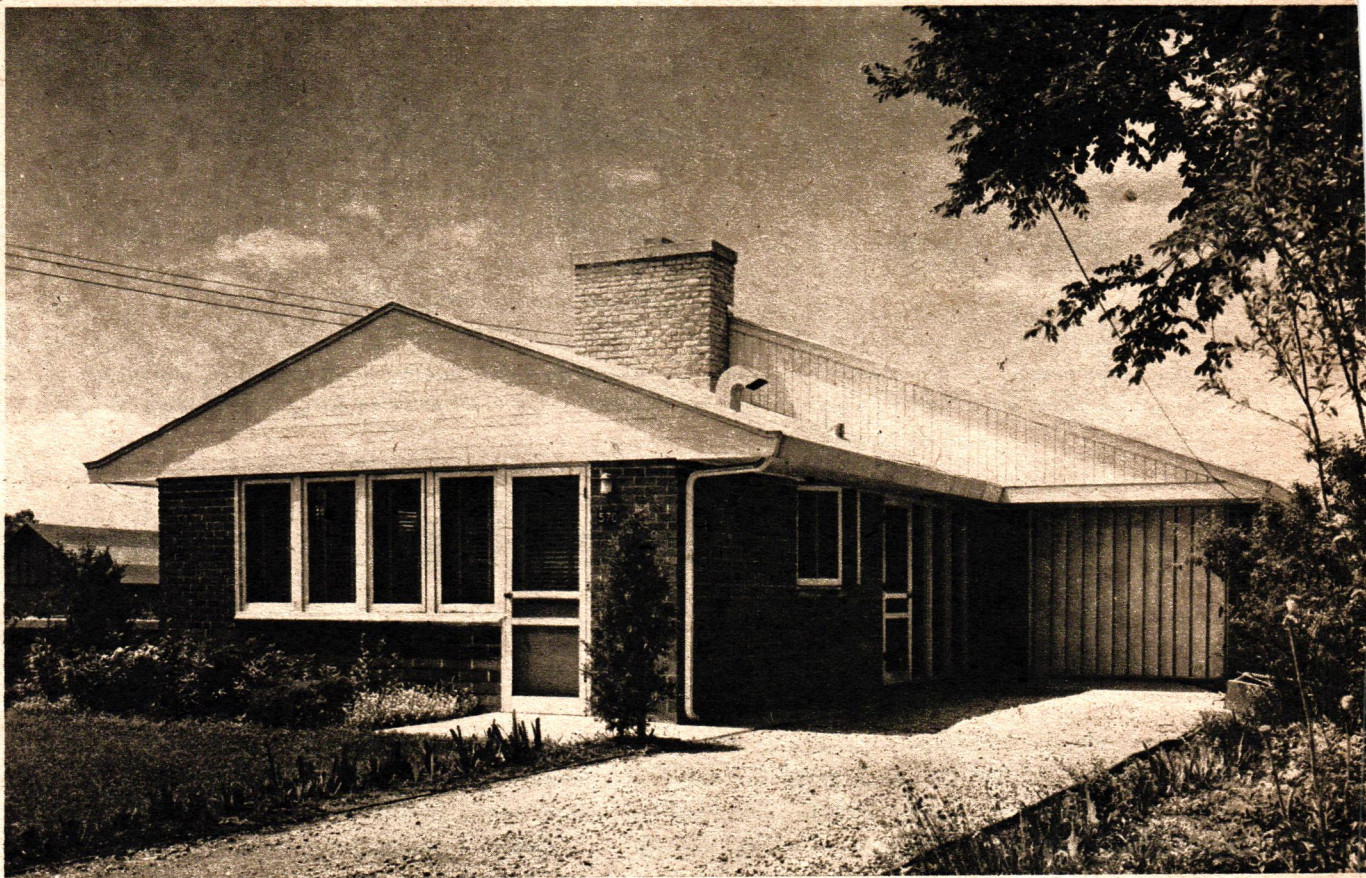
Trees recommended to frame such a house are native crab apples and hawthornes which have low spreading habits of growth. Larger trees must be planted a good distance from the structure. There is small use for conical evergreens in landscaping a ranch type house, as there is no need for a continuous belt of green along the foundation line. If foundation planting is desired, it should be composed of dwarf-growing plants or low trimmed hedge. As accents to flank a doorway, globe arbutus, mugho pine, boxwood or privet, pruned annually, are highly recommended. Corner accents should be mounds of green rather than cones.

Flower beds and borders are very attractive in front of a modern house. The simplicity of the architecture is enhanced by the introduction of color in annual or perennial flowers. Architects often incorporate flower boxes as part of the structure of a modern house.

Flower borders along a foundation line, or island beds, provide the "picture" for a picture window, and do not obscure the view. Keep flower beds in a single color, or two or three harmonizing combinations, each color being planted in considerable mass. The effect will provide the simplicity and beauty that is in harmony with a well-designed modern house.

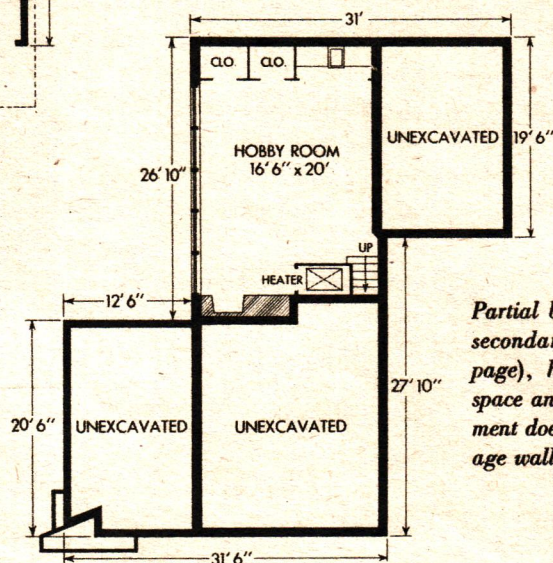
POPULAR HOME'S

house for a narrow lot

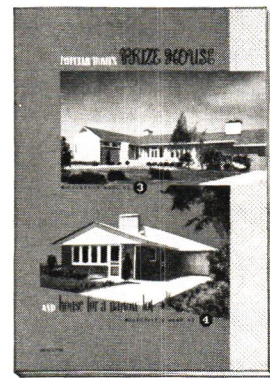


*The one story wing includes living-din-
ing-kitchen area. From the entrance hall
one is within a few steps of any part of
the house. Short stairways to upper and
lower levels are easy to travel.*

There's plenty of living space packed away in this house that requires a lot of modest size. Placement of the house toward the garage side of the property leaves garden area spread before the picture windows. On a 50-foot lot, there would be about 19 feet between the picture windows and the adjoining property.

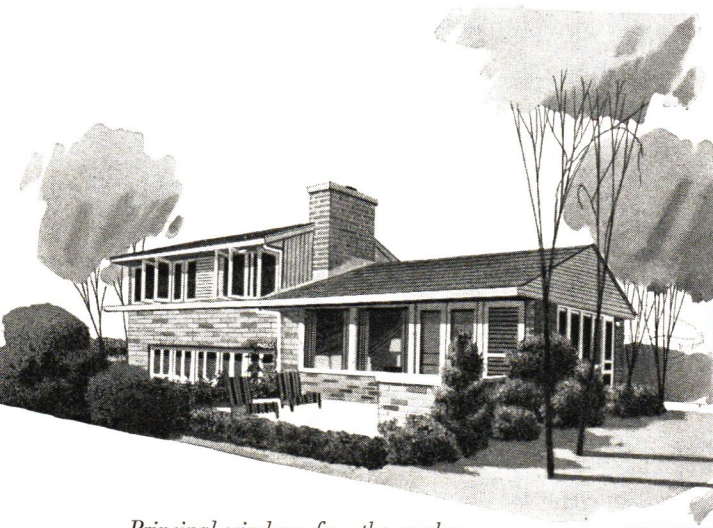


*Partial basement excavation provides a
secondary living room, (see opposite
page), hobby shop, home office, play
space and utility room. Laundry equip-
ment does a fade-out in the built-in stor-
age wall. Heater unit is concealed.*



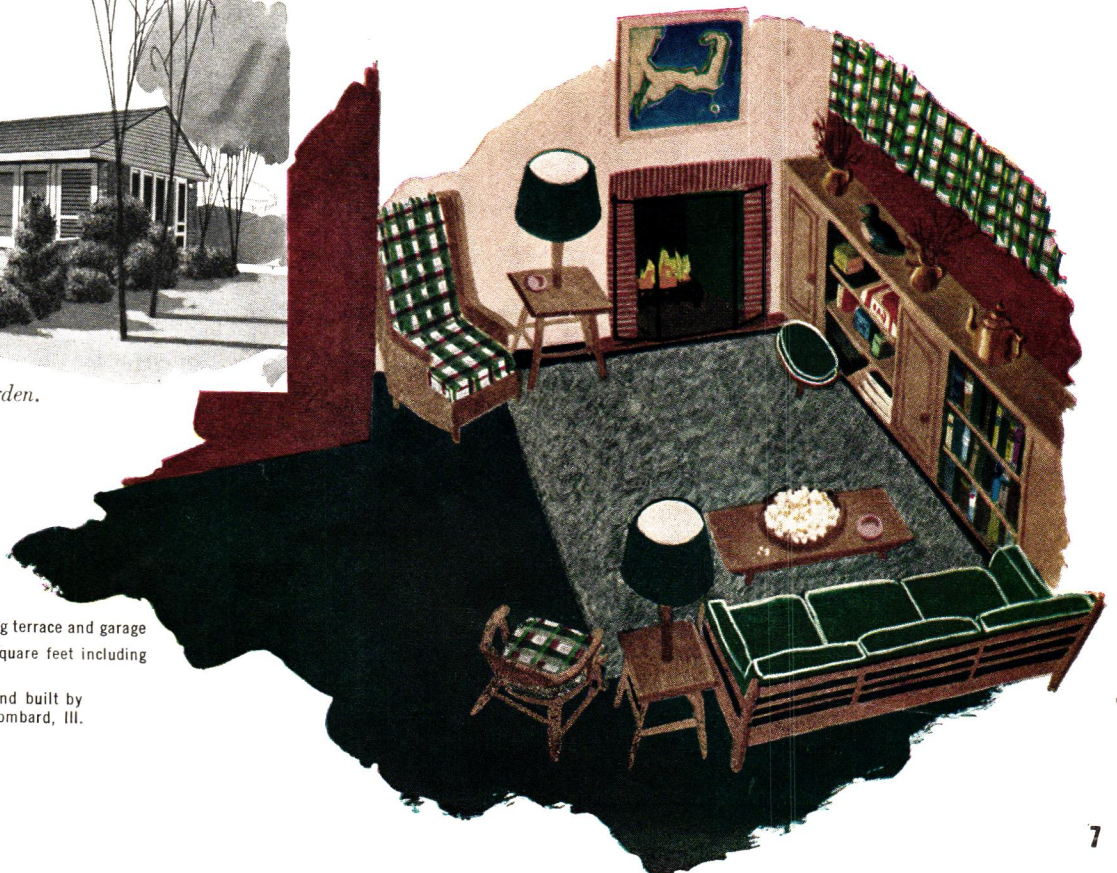
More information about this house is in the new two-house booklet called "Popular Home's Prize House and House For A Narrow Lot." The company named on back cover can supply you with the booklet and can purchase blueprints from H. Viktor Hoyer (address below).

Cabinets in the corridor kitchen form the separation between kitchen and living room. The ceiling follows roof slope. Door shown is the "back" door, here located on the front of house. The kitchen's color scheme and mural decorations carry into adjoining rooms.



Principal windows face the garden.

Secondary living room in the lower level. Built-in cabinets and closets on opposite wall make it possible to clear the floor for activity of the moment, from parties to washday. Both fireplaces use same flue.



Cubic footage—13,700 cubic feet excluding terrace and garage
Square footage (habitable area)—1,364 square feet including basement room.

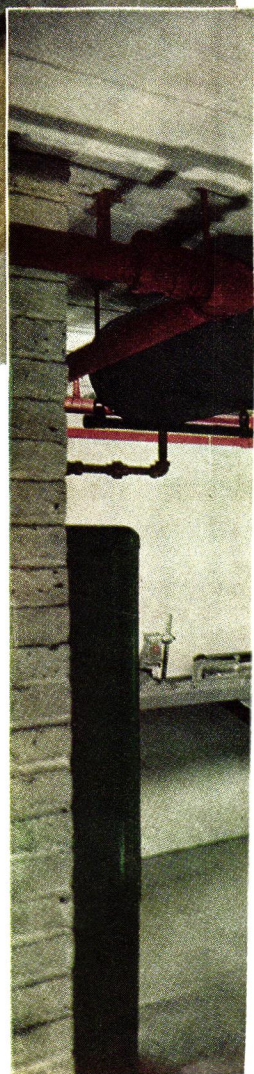
Adapted from a plan by L. Morgan Yost and built by H. Viktor Hoyer, Green Valley Homes, Lombard, Ill.



Good to look at - good to live in

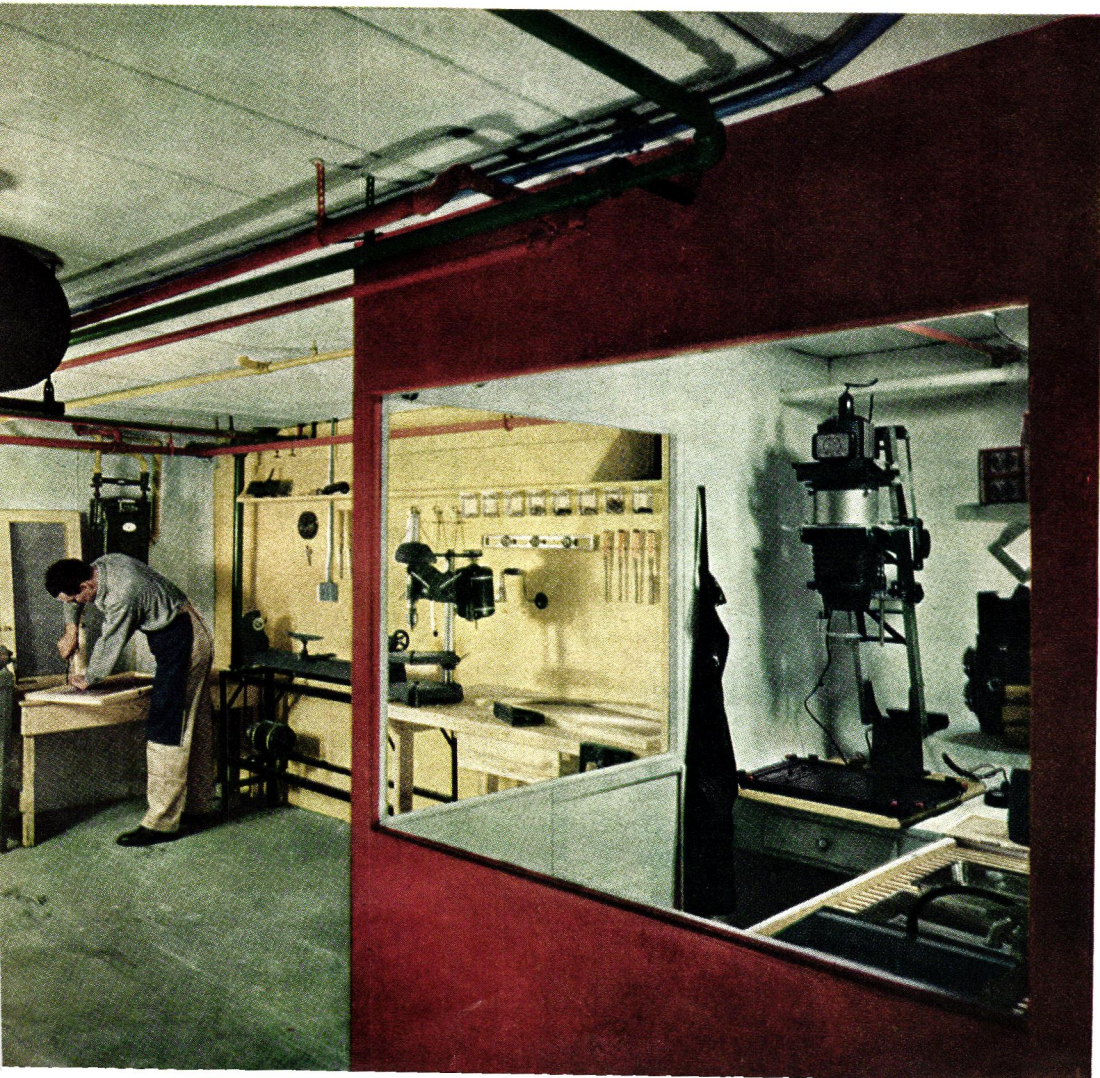
Editor's note: last issue contained pictures of the prize winning house sponsored by the Chicago Tribune and furnished by Popular Home. 20,000 idea-eager people visited the house. The rooms shown on this page are from another prize winner in the architectural contest and demonstrate clear-headed planning, both on the part of Architect Arthur R. Myhrum, who designed the house, and Paul R. MacAlister* who supervised the complete furnishing of the house for exhibition.

*Member of American Designer's Institute and American Institute of Decorators.





Mother is glad that her laundry is part of the kitchen rather than tucked away in the basement. Laundry tubs are encased in cabinets located just inside the service door. The open gray door in background indicates wall of storage cabinets (at left of picture) which incorporates a built-in ironing board. The drop-leaf table (foreground) is raised for use, lowered for extra floor space. Venetian blinds are featherweight, made of aluminum. Color scheme of yellow and gray with a dash of red is ideal for a north facing kitchen.



The boy's bedroom also serves as a father-and-son study. Unfinished furniture is painted to repeat the colors in the drapery fabric and plaid couch upholstery. Tweed-design wallpaper is applied over the plaster walls and closet doors. Wallpaper lacquer over surfaces that receive handling protects the paper and makes it washable.

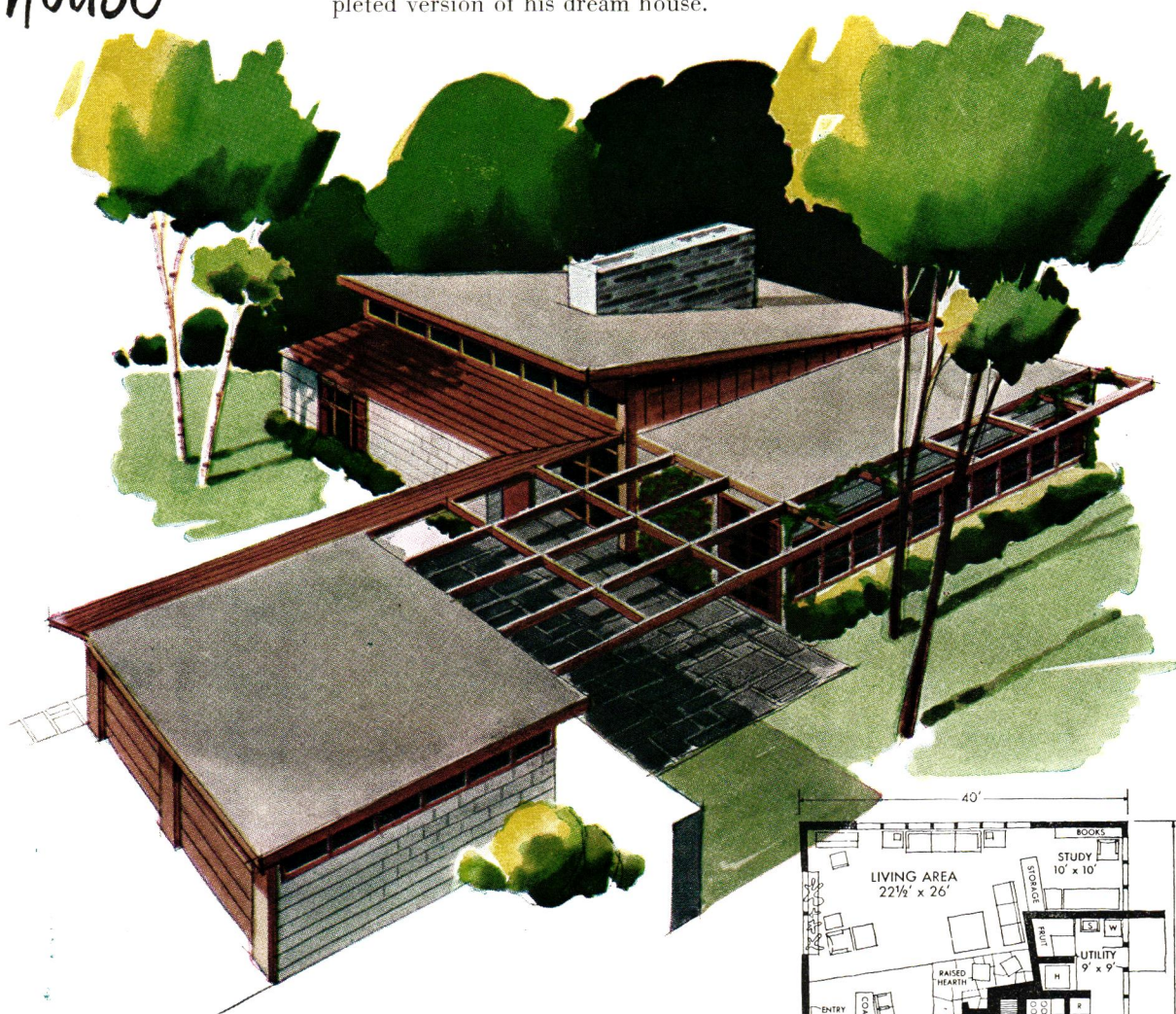
Father loves his own basement workshop, with its eye-catching array of tools and equipment. Openings were cut in the walls of the photographer's dark room for benefit of sight-seers who inspected the rooms. Pipes painted in different colors for easy identification (an ex-Navy idea of Mr. MacAlister's) add a gay decorative note.

"My idea of a house"

"WE'VE been thinking, planning, clipping and saving our money for our own house. In arriving at the house you see in the enclosed sketches, we avoided conventional planning if what we wanted and needed didn't coincide. We listed the advantages and disadvantages of our present house in order of importance. Our new house will be planned around the kitchen. We've put these rough plans through a grading test and believe this would be an informal kind of house that we, and our friends, would enjoy. It would be easy to take care of; plenty of storage room where it's needed, a work shop for me, a garden for all of us. The corner fireplace can also be enjoyed in the dining area; the house will be sunny and well ventilated, with some windows placed high for privacy and to give wall space for furniture. There'll be planned spots for plants, radiant heating in the floor, and plaster walls that can be painted or papered.

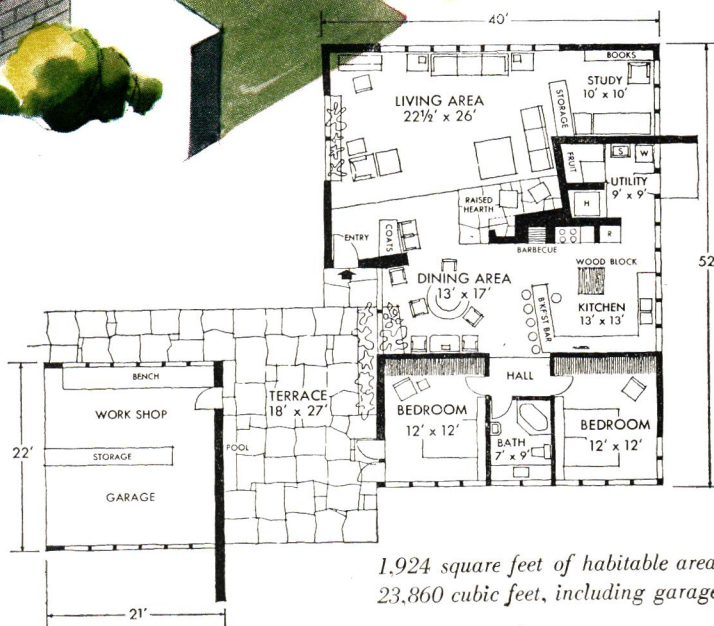
If you publish this plan, any improvements you suggest to make it better or more economical to build or maintain will be very welcome."

Popular Home salutes reader Bill Davidson and presents here the completed version of his dream house.



Send in "Your idea of a house" Popular Home invites its readers to submit rough floor plan sketches of their idea of a house. The editors will select those that look most promising, turn them over to a skilled architect who will whip them into a form that will be practical from the construction and design standpoint. Those that are given this treatment will be published in *Popular Home*.

Keep a copy of the floor plan you submit, as the original will be acknowledged but not returned. Accompany your rough sketch with a letter elaborating on the features you would like to see incorporated which could not be indicated on the plan, and stating a rough estimate of what you would be willing to spend if you were going to build the house. Take your plan or mail it to the **local firm in your community whose name is on the back cover** of this magazine, ask them to submit it to Popular Home's "My Idea of a House" department. Entries can be made only through these local sources.



TOOTH PASTE advertisers suggest a visit to your dentist twice a year. Periodic check-up is equally important to the "health" of your house. With a house, as with teeth, minor attention to danger points, attended to in time, eliminates costly uncomfortable repair jobs later on. Spring is the ideal time to give your house a once-over. From top to bottom, it should be inspected as suggested below for damage caused by moisture, frost and wind of winter.

CHECKING FOR WINTER DAMAGE

by Eugene Voita, Architect

Roofing, flashings, gutters and downspouts

WORKING from top, down, roof inspection is first. It's possible that some roofing shingles may have been lifted by strong winds (sketch A). They should be secured in position with a mastic or lap cement before water from rains gets an opportunity to seep underneath and cause real damage.

Check the roofing for deterioration from natural age. It may be time to have a re-roofing job done before it gives way in any number of weak spots. A roof that becomes "bald" and loses its granules, or which shows cracks in the asphalt coating needs to be replaced. Wood shingles that are dry and curled or cracked need to be covered with asphalt shingles.

The metal "flashings" around chimneys and other points where the roofing joins vertical surfaces of wall should be checked. They may be coming loose where the metal plate fits into the bricks (sketch B) and should be re-secured with a mastic compound and cleats if necessary. If the metal flashings are becoming rusty, a coat of red lead paint may save them. If a flashing is beyond repair, replace it with new metal properly painted.

While still on the ladder be sure to remove leaves and other debris from the gutters. Check the wire drain guards at downspout openings and replace them if they are deteriorating.

Siding repairs

Wood siding may bend because of prolonged moisture conditions, causing some nails to pop out and loosen (sketch C). A few nails and a hammer will put the siding back into shape. Of course, any siding or wood that is rotting should be replaced and painted immediately.

Wood porches, railings and steps

The lower portions of columns and posts on any exposed porch should be checked. This is where moisture first settles and causes deterioration. Replace damaged portions (sketch D). If you can "shim," (that is, wedge or push up) the bottoms of the posts on pieces of $\frac{1}{4}$ inch slate or metal washers, the ventilated space between the floor and post bottoms will minimize future weather damage.

Wood porch railings and balusters may become loose from snow shoveling, so use your hammer and those few remaining nails to keep them in place.

If the exposed wooden steps show signs of retaining water in spots, bore $\frac{1}{2}$ inch holes where the puddles form, and avert this trouble in the future.

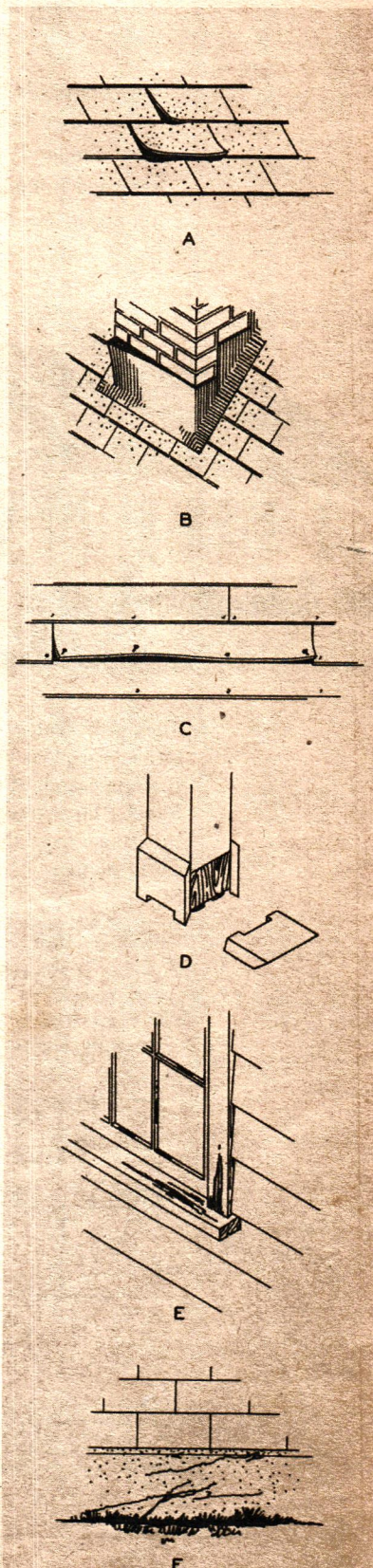
Windows and frames

Check the sills and lower portions of exterior frames of windows for deterioration (sketch E). If detected in time, a paint job, using lead and oil paint, will protect them for a renewed period.

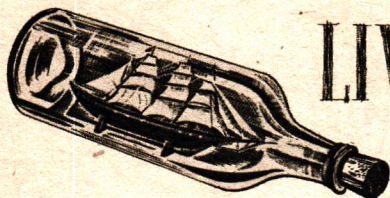
Check the putty around the glass of the windows and re-putty dried-out and broken portions, then paint thoroughly so sash and crosspieces of windows are protected from any further serious damage. Steel sash should be thoroughly checked for rust spots. Sand-paper off rust and re-paint to protect.

Foundations

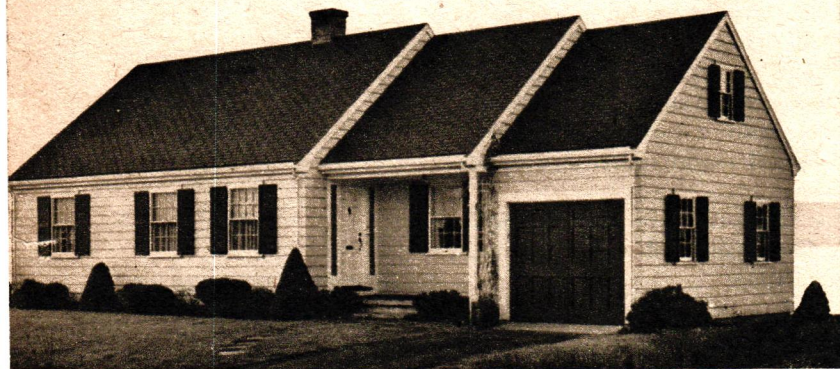
Check house foundations for cracks or other deteriorating signs which may have been caused by excessive frost creating unnatural stresses (sketch F). These cracks, whether on the exterior or interior, should be thoroughly chipped out and filled with cement recommended for this purpose, to eliminate the serious damage that may come from moisture penetration in open cracks.



NEW ENGLAND LIVING



Small, snug houses, cool in summer and easy to heat in winter, are typical of our New England states. This trio of well-designed homes would provide good living anywhere in the country.

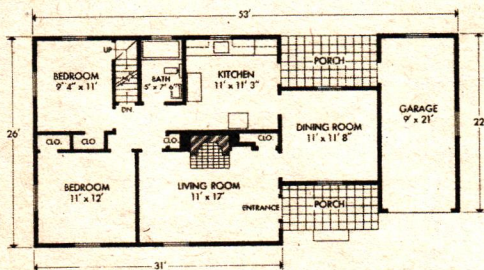


The good, clean exterior lines and simple interior floor plans of this house will appeal to those in search of a small, easily-maintained home. The covered entrance, and access to the garage from the rear porch are features worth noting.

*Home of Mr. and Mrs. Charles E. Johnson
Reading, Mass.*

17,851 cubic feet (porches, basement and garage figured at 25%)

822 square feet of habitable area (garage and basement not included).



Complete blueprints for building the house by architect George Paul and the one by architect E. T. Sanderson, may be purchased for you by the local company named on the back cover of this issue of Popular Home. They will come from the architects named in connection with each house.

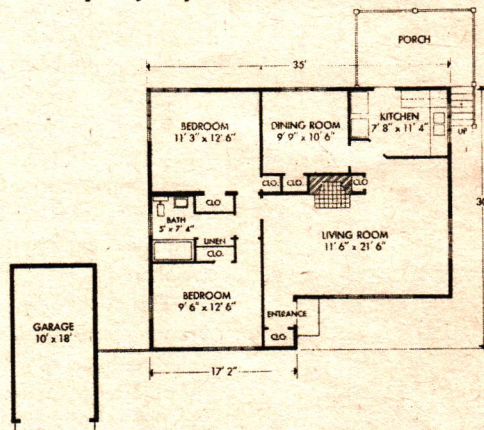
Low building cost, adequate storage and effective use of floor space are attractive features of this small house. Although the house is located on a sloping lot, providing a light, airy basement, the plan is also suitable for level ground.

*Home of Mr. and Mrs. Raymond Landry
Abington, Mass.*

Architect: George Paul, Abington, Mass.

10,080 cubic feet, garage not included.

879 square feet of habitable area



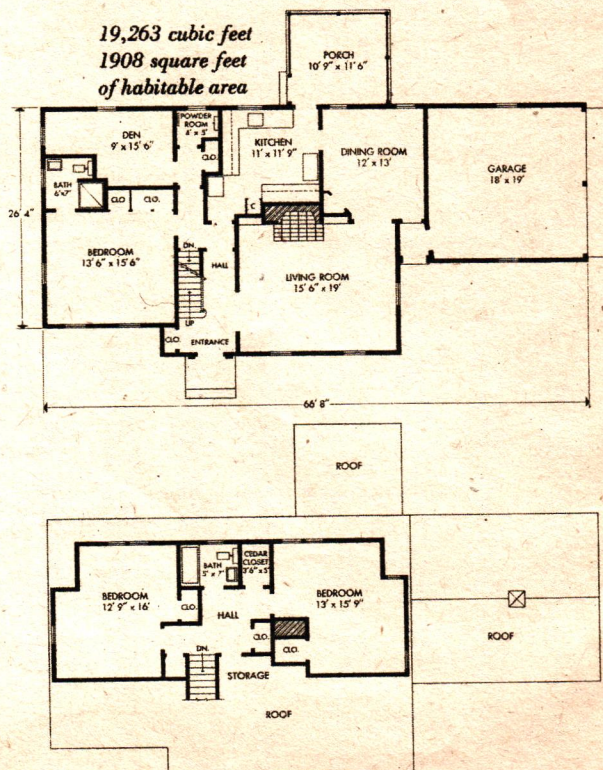
This house has a warm, friendly appearance that intrigues even the casual passer-by. The low, easy rooflines, white shutters against dark clapboards, broad central chimney and hospitable doorway show thoughtful detailing. The interior plan is surprisingly spacious.

*Home of Mr. and Mrs. Wallace Kelley
Wellesley Hills, Mass.*

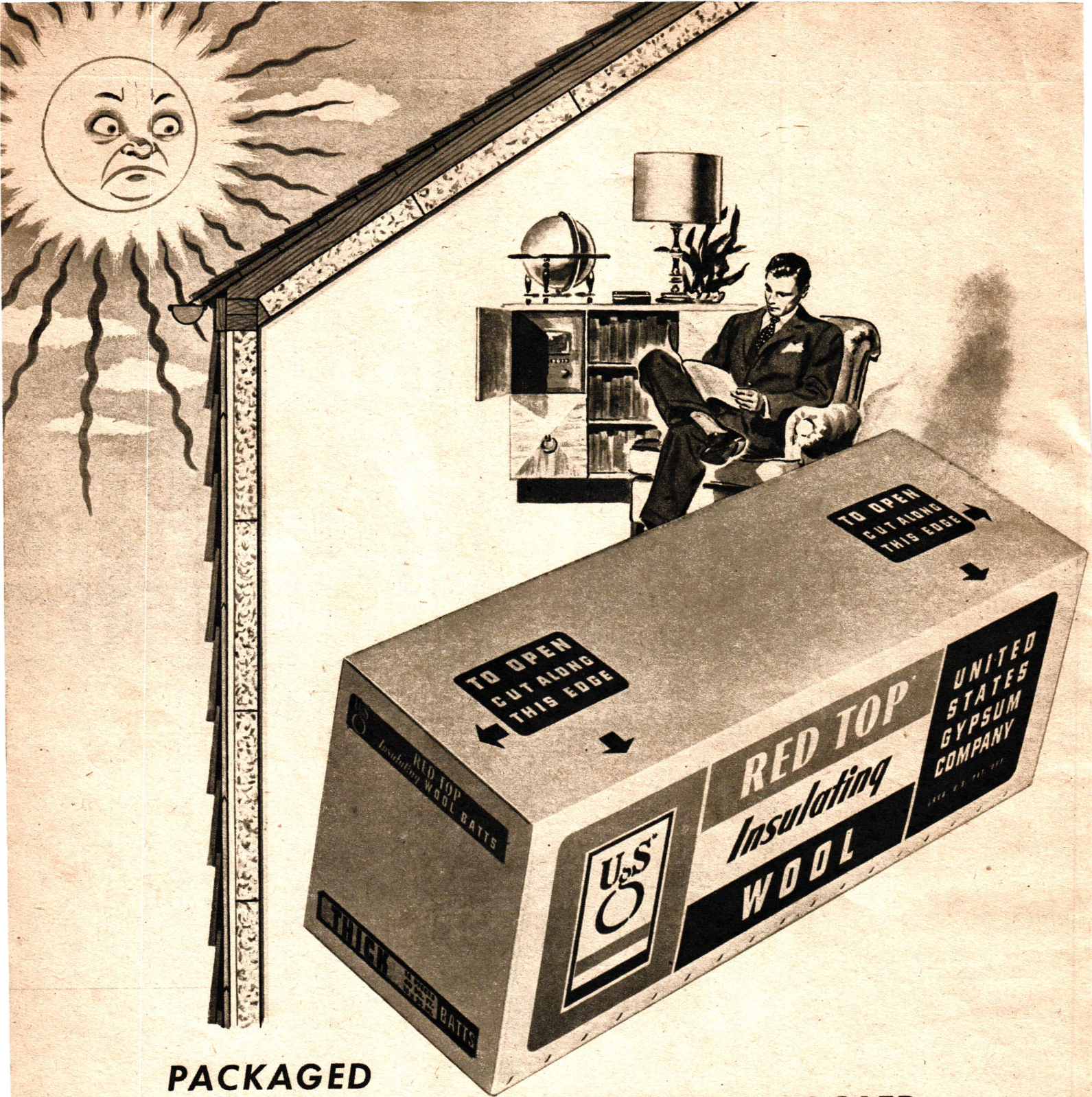
Architect: Edward T. Sanderson

6 Wiswall Circle, Wellesley 81, Mass.

19,263 cubic feet
1908 square feet
of habitable area







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*T. M. Reg. U. S. Pat. Off.



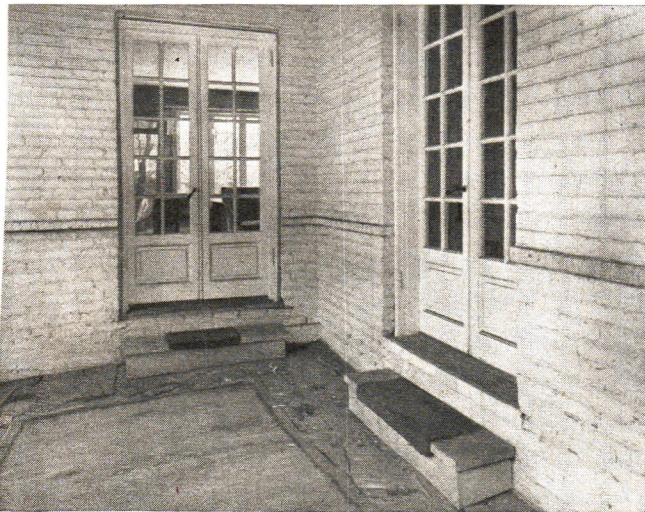
United States Gypsum

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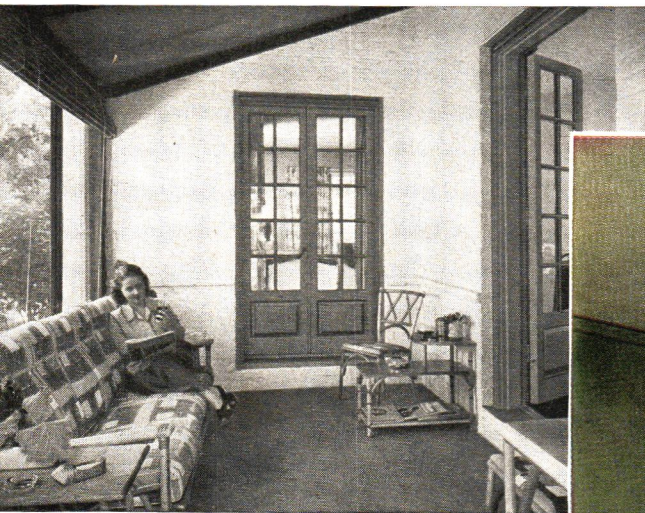
Gypsum • Lime • Steel • Insulation • Roofing • Paint



Worth crowing about



Before—Chief asset is placement of porch in relation to house. Doors lead to dining and living rooms.



After—Roof is brown canvas, blinds are wood, floor is washed off with garden hose. The porch walls, like entire house exterior, were painted with Pure White Exterior TEXOLITE, the easy to use water-thinned paint for masonry surfaces.



An easily cleaned dining room floor is desirable, especially if dining room has outside entrance. This floor is of asphalt tile. Since living room, dining room, entrance hall and porch are all adjoining in this house, harmonizing colors are used throughout, for room-to-room color harmony.

FROM A DREARY DIRT-CATCHER TO A

livable porch

Two major steps transformed this shabby porch into something useful and attractive. The floor was raised and leveled by pouring in a new smooth layer of concrete. The walls were brightened and freshened with a coat of Exterior TEXOLITE paint for masonry surfaces. A wise choice of furnishings made the porch a color asset to the dining room which it adjoins.





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