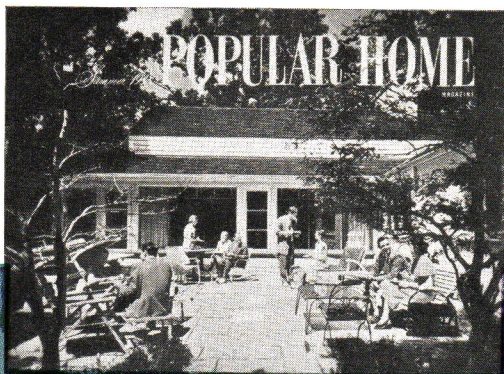


Summer 1945

MAGAZINE





THE COVER—*The sun, the trees, the breeze . . .* all these and privacy too are made a part of the one story contemporary home which Architect R. P. Travelletti designed and built for his own use in Winnetka, Ill. With this issue it also becomes Popular Home's Masterpiece Home No. 5. Below, and on pages 3, 5, 6, and 7 the house is presented in more detail and in two sizes scaled to either generous or modest building budgets.



Welcome to Privacy

The flagstone path leads from the front driveway around the bedroom wing to the tree-shaded patio where all activities center from May to November (see cover). The ornamental iron gate is painted white to match the brick wall (painted with CEMENTICO masonry paint). Beyond the garden gate, hedges of Canadian currant and a dry wall planted with strawberries supply design and color with minimum upkeep chores.

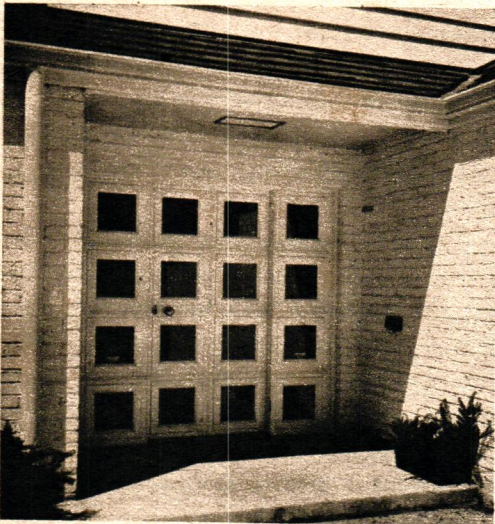
SUMMER, 1948

POPULAR HOME

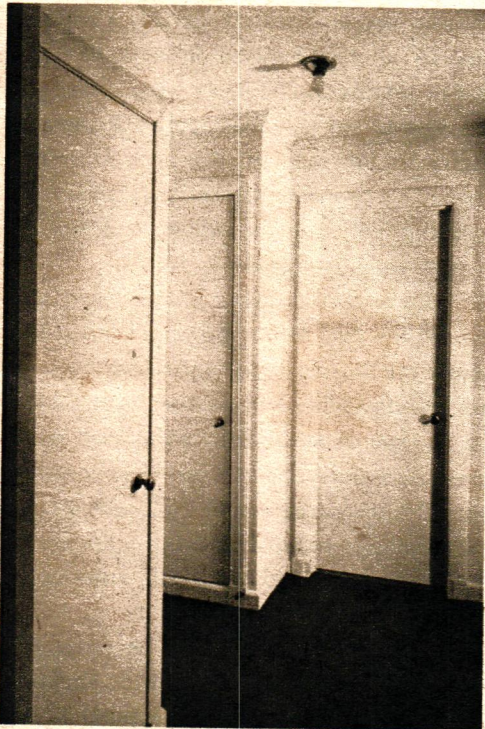
VOLUME 5, ISSUE 5, MAILING DATE, JULY, 1948

MAGAZINE

SENT TO YOU EIGHT TIMES A YEAR THROUGH THE COURTESY OF 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.



SIMPLICITY...CONSISTENCY...



GOOD design in residential architecture means a good floor plan, but it also means something more. Good design is evidenced in a multitude of details that the trained eye recognizes quickly.

Interior-wise, molding is one of the important features. Its character has reflected the character of each period in residential design history. Molding in the Victorian era was heavily ornamented—much grooved, and a monument to housekeeping drudgery.

Simplicity is the keynote today. One of the photographs on this page illustrates good design in contemporary molding. It has pleasing form or shape, yet is clean and smooth and simple in contour.

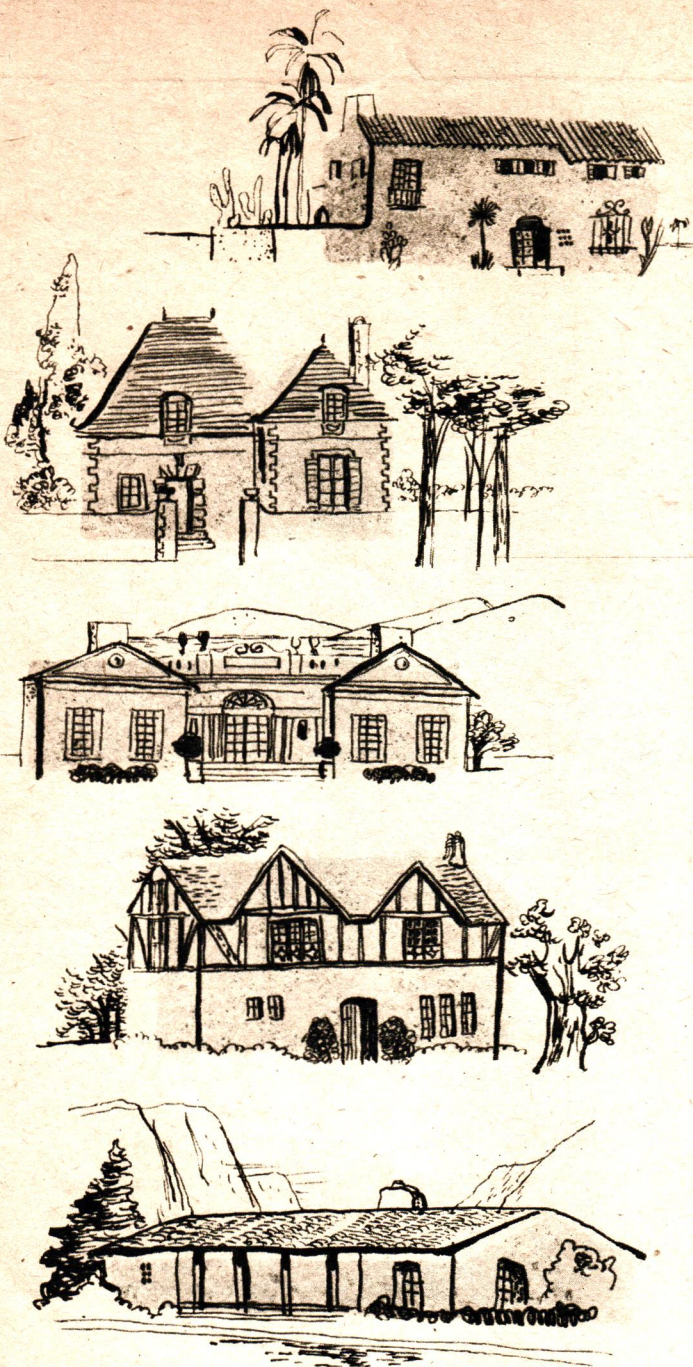
Inside and out, look for consistency in window and door heights. Look for harmony and unity in the design of the elements of a house. The entrance shown here, both from exterior and interior, is a perfect complement and in perfect scale with the house to which it belongs. The large photograph on page five shows the part it plays in the over-all view of this issue's Masterpiece Home. The molding, designed by Rene Travelletti, was also photographed in this same house.

POPULAR HOME is prepared and published by UNITED STATES GYPSUM 300 W. Adams Street, Chicago 6, Ill.

NOTICE—We are reproducing the following list of trademarks registered by the United States Gypsum Company in the U. S. Patent Office so that when you meet them as you read POPULAR HOME from cover to cover you will recognize that they are owned by the United States Gypsum Company and are used to distinguish the indicated products manufactured by this company—The Editors.

USG (plaster, lime, tile, wallboard, plaster base, and other products), TEXOLITE (interior wall paint), TEXTONE (plastic texturing paint), CEMENTICO (masonry paint), SHEETROCK (wallboard), ROCKLATH (plaster base), PERF-A-TAPE (reinforcing 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), ORIENTAL (stucco).





Beauty and Durability with Stucco

FROM early China through Greece, Italy, Spain, France and England, the idea of stucco as a versatile lasting exterior building surface, has been carried to the present day. Its use has persisted because it fills a need and a purpose, and fills it well. In varying forms and textures and color, it has been used with satisfaction in practically every country on earth, and under every climatic condition.

Stucco is a plastic substance that hardens as it dries in place. It serves two fundamental purposes; (1) it provides a cover and protection for other materials whose lack of surface durability would otherwise preclude their use; (2) it provides an attractive surface in a variety of texture and color possibilities to unify and improve the appearance of some building materials. Stucco is used effectively over cement block or clay tile walls.

Integral color has been imparted to stucco with various color pigments found locally all over the world. USC ORIENTAL Exterior Stucco is manufactured with eleven integral colors, and white. With color built in to the surface materials, periodic costly paint jobs are not required on a stucco house. Texture is equally a matter of choice, because by altering application methods unlimited variations of texture are possible with stucco.

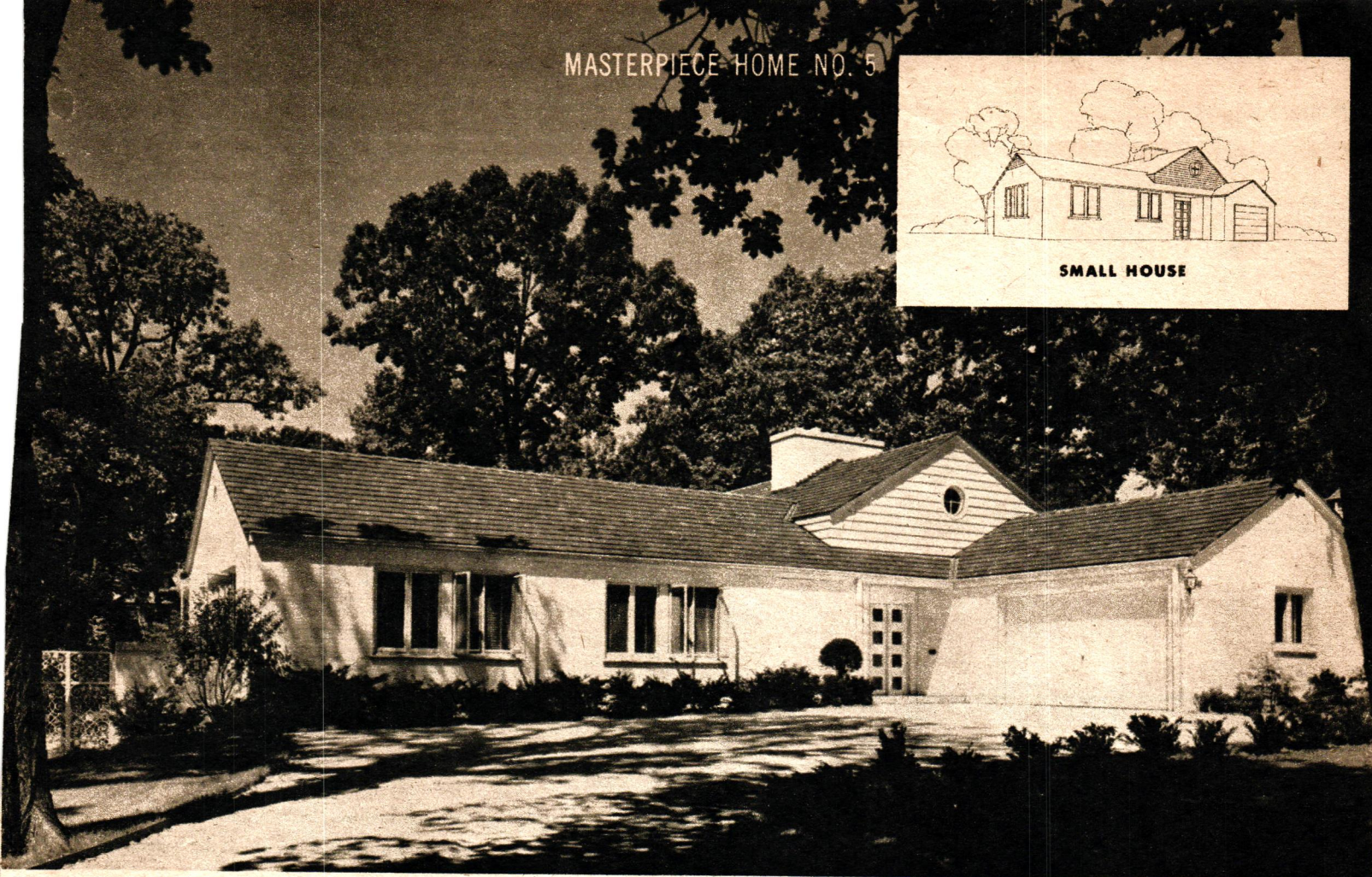
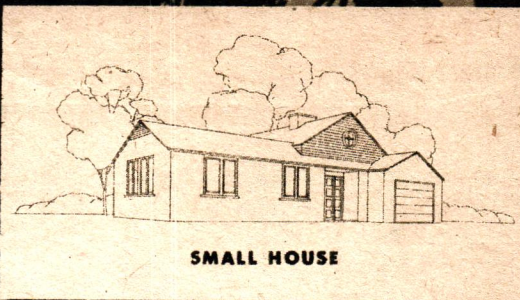
Durability is one of stucco's principal characteristics and accounts for its low maintenance cost. Durability depends primarily on proper composition of the stucco, upon proper curing and upon the solidity and strength of the base over which it is applied.

There have been several types of stucco used in the United States, but the type with a portland cement base, such as USC ORIENTAL Stucco, is the one which has proven its strength and durability and weather protection.

Stuccomesh, a type of metal lath, is the base recommended in most cases today. Stucco can be successfully applied as new exterior coating on an old house. In such a case it is advisable to remove the original worn out siding material, cover the sheathing with stuccomesh, and apply stucco over that.

A smooth, unified stucco surface may be attained on a new house by applying stuccomesh over the sheathing as a base for the stucco. Stucco can be applied directly to the walls of a cement block house. In either case the first coats are portland cement, lime and sand, with a finish coat of colorful USC ORIENTAL Exterior Stucco, which is supplied ready mixed.

A long history of satisfactory use recommends stucco as an economical covering material. A variety of eleven colors and white, (POPULAR HOME can supply a color card) and the ability to control the surface texture to provide endless variety, make this product the choice of many.



LARGE HOUSE

POPULAR HOME'S HOUSE THAT HELPS YOU LIVE

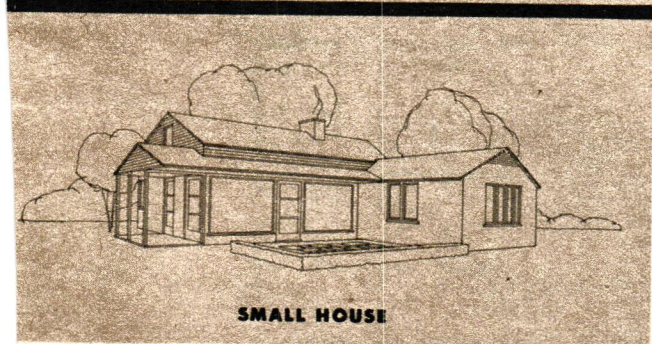
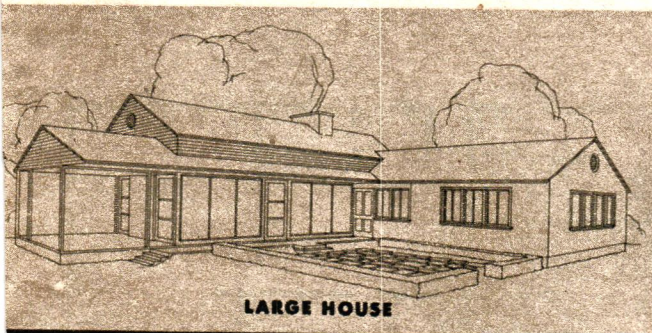
*Presented in two sizes—for different family needs,
for budgets large or small!*

DID you ever list the qualities and features you would like to have embodied in your ideal house? A good many people would adopt the following list as their starting point. Perhaps you would too.

- Huge picture windows that bring the outdoors in, but at the same time are located to afford privacy from street and nearby neighbors.
- An outdoor terrace that is almost a part of the house; for summer living, and to provide a vista the year around.
- An exterior design that is neither "old hat" nor off the deep end of modern.
- A floor plan that is step-saving but spacious.
- Storage space that is bountiful and well organized.
- Kitchen and laundry as modern and labor saving as science can make them.
- A plan that can be expanded with little effort and expense if another room needs to be added.
- Sound construction methods, good materials, careful workmanship.

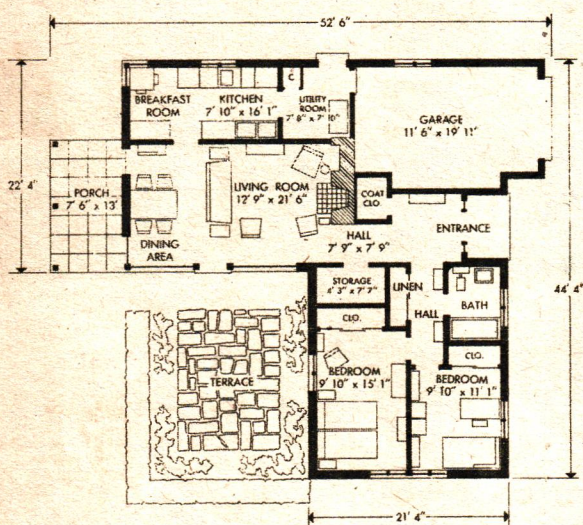
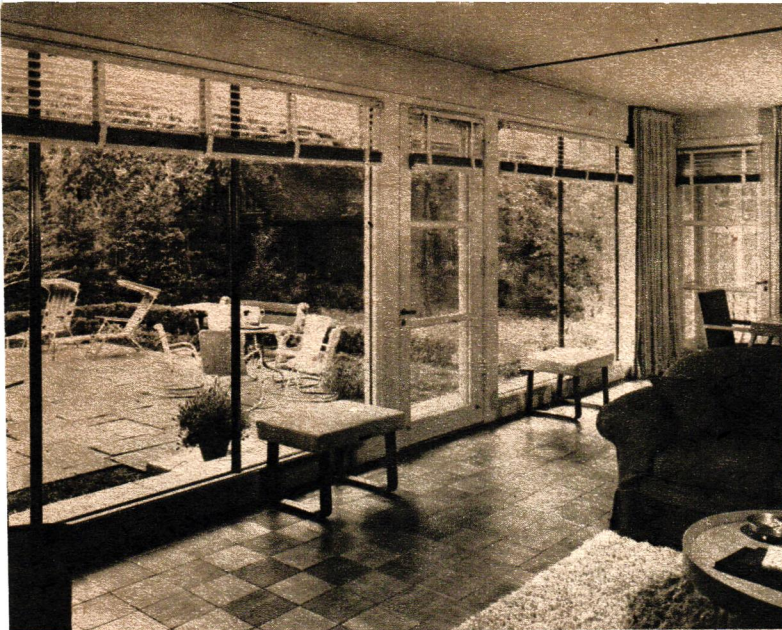
These features are what makes the house shown here a "House That Helps You Live." It has them all. It provides the facilities that help you live as you want to live. Its a house that works for you, rather than a house that makes you work for it.

(continued on next page)



Same house—smaller version—for modest budgets. Best of all, the "House That Helps You Live" comes in two sizes. The photographs are of the large house, admittedly a rather costly structure with many luxury features. A more modest version of the same house is shown here in artist's renderings, and in plan on page six. Notice that it retains the character and appearance of the large house, and all of the features listed above. To economy, the small version sacrifices a den, a bathroom, dressing rooms, maid's room and coatroom.

Sealed double-glass insulating picture windows form 28 feet of the south wall on the big house, join inside living-dining area with patio outside. Nubby textured draperies match the plaster walls painted TEXOLITE rose-beige, and just touch the wood parquet floors. The flooring is chemically hardened for mar-resistance, and applied with mastic to a concrete sub-floor supported on pre-cast concrete joists.

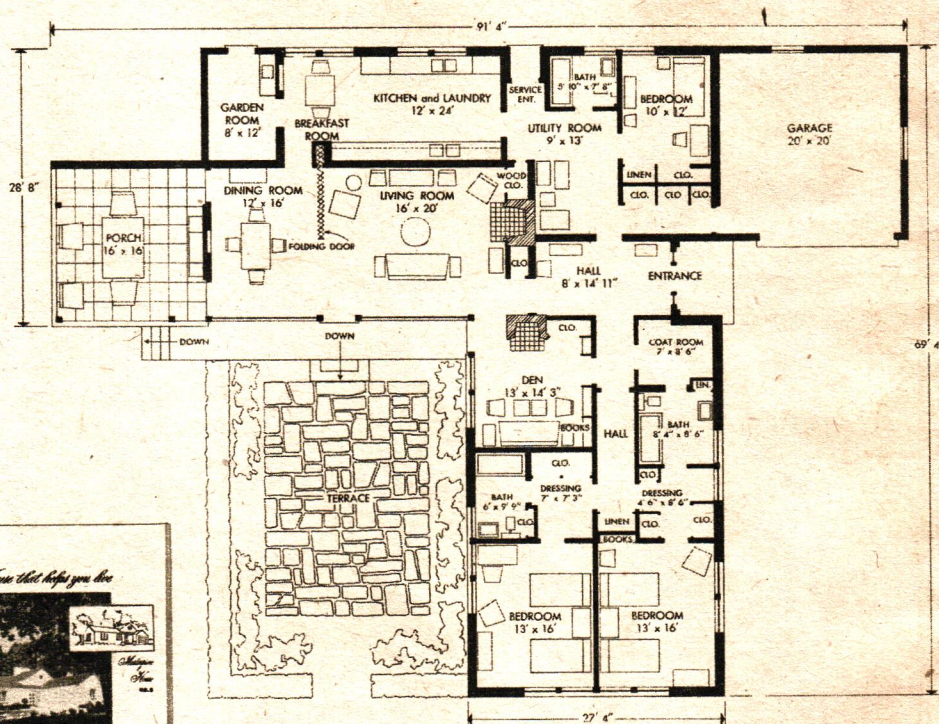
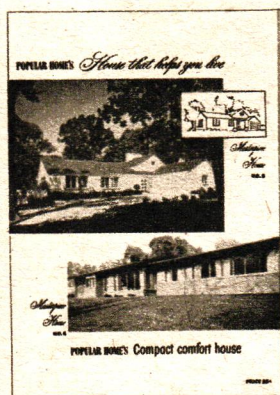


PLAN FOR SMALL HOUSE

Smaller version of the same house, designed especially for POPULAR HOME by Mr. Travelletti, has the same conveniences, same privacy, but can be constructed at a cost far below that of the larger house.

1450 square feet, including porch, garage, and utilities (but does not include space in upper story for future use); 1100 square feet is living area space. 19,600 cubic feet.

More pictures and drawings of POPULAR HOME's "House that helps you live" in both sizes, are included in a separate booklet bearing that same name, which you can obtain from the local company in your community named on the back cover of this magazine. Its step saving and storage space ideas are valuable even if this floor plan does not fit your needs. Your local company is also authorized to purchase building blueprints for either house. They will come from the architect, R. P. Travelletti, 39 S. LaSalle St., Chicago, Ill. In ordering plans be sure to specify whether they should be for the large house or the small house.



PLAN FOR LARGE HOUSE

This is the home the Travellettis built for their own, shown in photographs on these pages.

3300 square feet, including porch, garage and utilities (not including space in upper story for future use); of this, 2500 square feet are living area. 47,000 cubic feet.

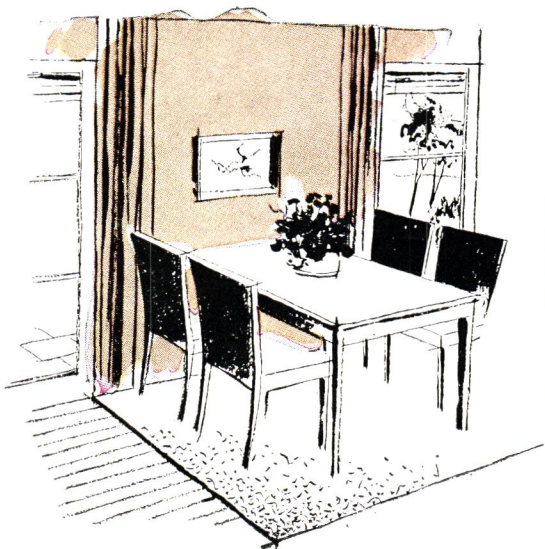


Beautiful beige in a chromatic scale unifies the living-dining area. Walls and ceilings, and the molding around the fireplace (above) are all plaster.

Rawhide-covered frames organize and give modern simplicity to four ancestral portraits above the radio-and-record cabinet.

The lamps on the 3-tier end tables of smoky pine were made from wood newel posts, bleached, rubbed with white, spattered with gold, and then mounted on square antique mirror bases.

(Right) Dining end of room, furnished with blond mahogany and green wool upholstery, has two doors onto enclosed porch. Open shelves display a collection of Chinese exquisites.



Dining area in small house gains space by placing table against the wall. The parquet flooring is continuous from the entrance hall through the living-dining area.

BEDROOMS

PERSONALIZE

ONCE upon a time bedrooms were cold, standardized cubicles that stood empty and idle during waking hours. Now you can plan them for double or triple duty, stretching precious house room. Before you build or remodel, take stock of the activities of each member of the family, then personalize the arrangement of each room to fit his needs and desires. Look to your own room first . . .

Check the lighting. Is there local illumination beside a reading or sewing chair, at the desk, at the mirror or over the bed—depending on your habits-to-be?

Check the storage space. Built-ins provide more room, eliminate bulky chests, free more space for other activities. (Turn the page to find additional storage ideas.)

Is it restful? A simplified color scheme can do much to create a calm, uncluttered, restful atmosphere. The paint colors shown can all be easily obtained with TEXOLITE water-thinned paints.

Here are four bedrooms that please their owners because they are tailor-made to fit living habits, likes and needs.

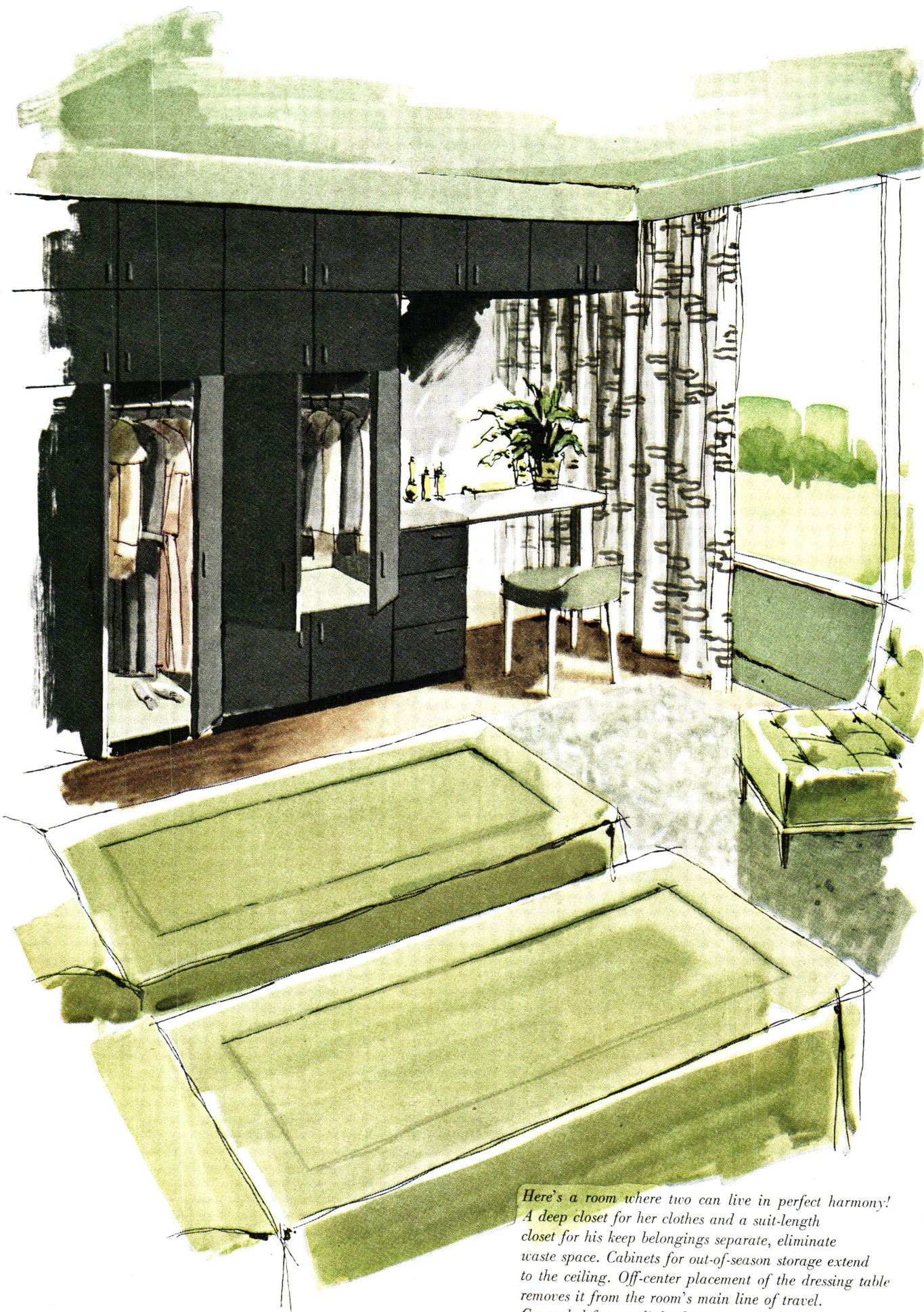
This little room seems spacious because bulky, jutting bureaus or chiffoniers are omitted, and clutter disappears into the simple, built-in cabinet. High windows provide daylight and good ventilation without interfering with furniture arrangement. The room takes its decorative scheme from colors in the drapery fabric. Walls are painted with Imperial TEXOLITE. From the Dollar Wise House in POPULAR HOME'S Holiday Issue, 1947.



Well planned storage space is often decor handsome alcove, formed by twin closets cabinets, absorbs part of the length of the of the painted back wall and the tube light a favorite picture. Position of the light is reading in bed. Sturdy bedspread, drapery table fabric stands up under wear and tear



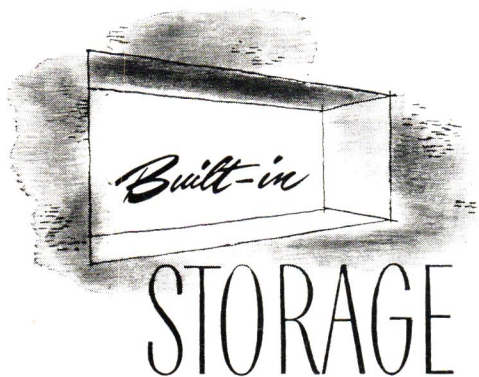
Sleep comes easily in this restful room, with its two-color decorative scheme. It's done with paintbrush and needle—the walls are painted a soft, chocolate brown, matched to the check in the yellow draperies. Additional colors were avoided for a calm effect. Note that this room is every bit as well suited to the man in the house as to his wife.



Here's a room where two can live in perfect harmony! A deep closet for her clothes and a suit-length closet for his keep belongings separate, eliminate waste space. Cabinets for out-of-season storage extend to the ceiling. Off-center placement of the dressing table removes it from the room's main line of travel. Concealed fixtures light the mirror. Walls and ceiling are painted with Palm Green Imperial TEXOLITE.

More good built-in ideas on next pages

SAVE STEPS WITH



CONSIDER the paradoxical built-in! It gives you more stow-away space than bulky chests and dressers . . . yet it steals less space from your rooms. It was introduced by modern designers . . . yet it lives equally well with traditional furnishings. It's almost a "must" for many areas in new house plans . . . yet you can easily incorporate it in your present home to make a small room seem larger.

A built-in keeps things where you use them . . . yet hides them from view. It saves steps, lessens housework, and encourages the family to "put away" automatically. It's the ultimate answer to Grandmother's plea for "a place for everything and everything in its place."

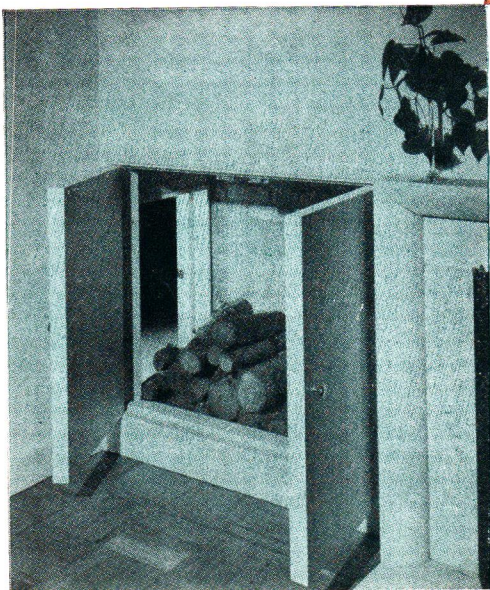
Each member of the family deserves adequate storage space of his own, planned in size and shape for the things he wants to keep. And one of the best ways to provide it is with built-ins such as these, neatly incorporated in walls or partitions.

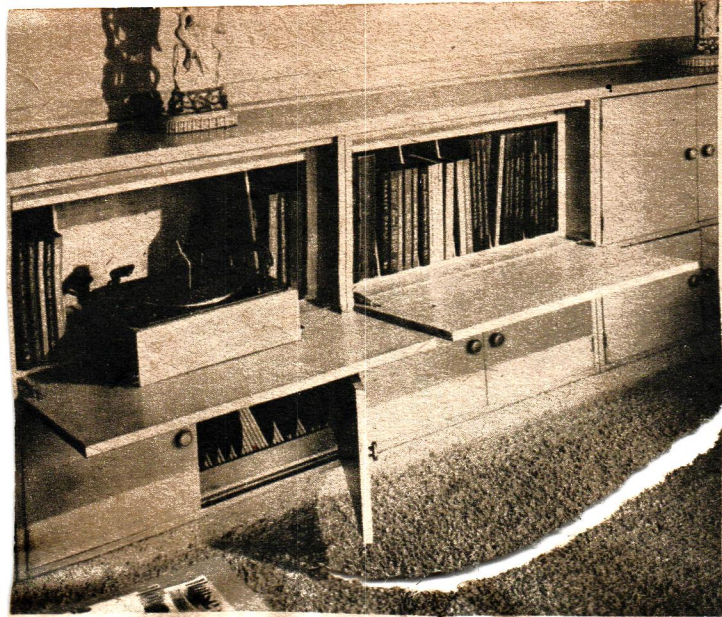


Brilliantly-planned child's closet-cabinet can be adjusted to keep up with changing needs. Hanger rod will be raised to fit longer clothes. Built-in sliding drawers—easy to open with one hand—eliminate the need for a chest and allow more play space in the room. Deep drawers hold toys.

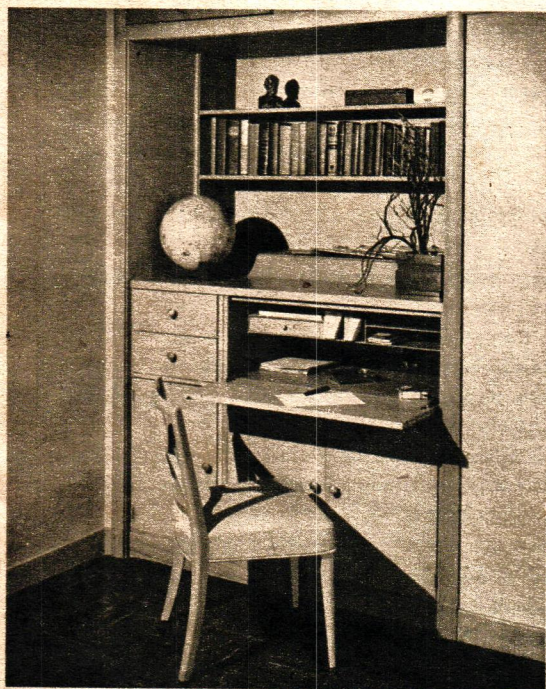
Plan double access to storage areas, for special convenience. This built-in wood bin is loaded through doors from the utility room, unloaded right beside the fireplace in the living room (shown in color on page 7).

Dramatize the division of dining and living room areas with a low storage partition topped by a bold collection of plants. This gives privacy without reducing the overall spacious effect. If you have to forego the advantages of an entrance hall, use this partition beside the front door to create the effect. Grouped plants are effective, easier to water in metal box.





Here's a music lover's dream of convenience. For once, there's room for every record in the collection right beside the phonograph, not cached away in odd corners all over the room. Plenty of extra room for an expanding collection, too. Note the handy flat surfaces to stand albums on during a listening session.



You can create desk space in a small area, or in an unused door opening, with a hinged, let-down writing surface and surrounding drawers. Located in dining room or bedroom, it makes half-idle room more usable. Not recommended for the professional writer, this desk is large enough, however, for letter writing or the monthly accounts.



Housing in these United States

NEW NEIGHBORS

from Mrs. H. B. Rumley, Washington, N. Car.

A RECENT hurricane on the "Outer Banks" of North Carolina wreaked havoc among the small fishing villages. Miraculously, no lives were lost, but in our town, the position of nearly every house was changed drastically. Many people had new neighbors, willy-nilly.

At the height of the storm, for instance, a storekeeper named Mr. Grady found himself clinging to a spindly young oak tree in the graveyard next to his store. The tree dipped and swayed with his weight, ducking him each time. Under he'd go, then up he'd pop, spurting water as he came to the surface.

The wind raged, the water rose, the storekeeper held on. Suddenly he heard his wife and children screaming, "Papa, papa, where are you?" Under he went, up he came, more water, then "Here—in the graveyard. Where are you?"

At this moment his wife and three children floated by on top of their house, clinging for dear life. "Goodby, papa, we'll meet you again in heaven. Goodby, goodbye . . ." Their voices trailed away in the distance, leaving Mr. Grady hysterical but helpless in the tree.

Finally the wind subsided, the water ebbed and the distraught man started a frantic search, finally locating his surprised family and his house which had been deposited at the top of a sand dune perilously near the ocean, looking as though it had always been there.

The Red Cross soon arrived, distributing food and making necessary repairs. A few members of the population liked their new locations and asked that their houses be jacked up where they stood. "Not much to do around here," one woman was heard to remark, "and seems like it's kinda nice to have new neighbors. Me and the old ones was sort of getting on each other's nerves, anyway!"

Ton-of-bricks Tact

Mrs. H. B. Kinsley, Catonsville, Md.

SEVERAL years ago we purchased a small new house and moved in before it was finished. After about three months we called Mr. Smith, the builder, about the unfinished details, and he came out to inspect them.

I pointed out a missing roof slate, a missing bath tile, doors that stuck, a slanting kitchen sink. Mr. Smith was becoming annoyed and I had yet to point out the missing hand rail for the cellar steps, and also the water that flooded the cellar every time it rained. Frantically racking my brain for a diplomatic way to mention this, I finally stammered, "By the way, Mr. Smith, I'd like a hand rail for the cellar steps before my little boy falls off the stairs and drowns."

YOUR housing experiences may be worth \$100

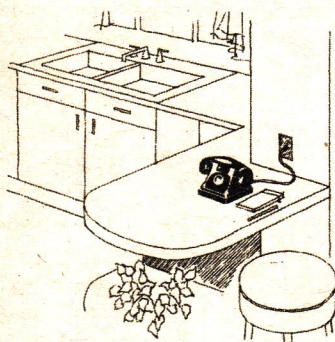
... if they're amusing, interesting or helpful to others who are building remodeling, repairing, improving or otherwise experiencing the joys and tribulations of home ownership. POPULAR HOME invites you to write up your story and send it in—if accepted, you'll be paid \$100 for your contribution one month before publication. Keep the item short. Address it to the Editor, Popular Home, 300 W. Adams Street, Chicago 6, Illinois. The items become the property of Popular Home. No contributions can be returned; and Popular Home reserves the right to edit items which are published. Please mention the name of the local Popular Home sponsor shown on the back cover of this magazine.

DESIGN FOR *Conversation*

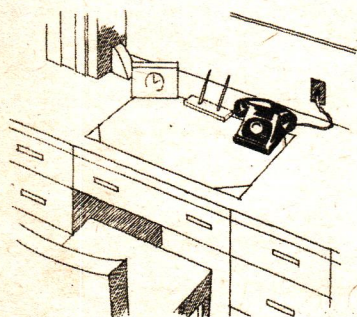


By Permission, © The New Yorker Magazine, Inc.

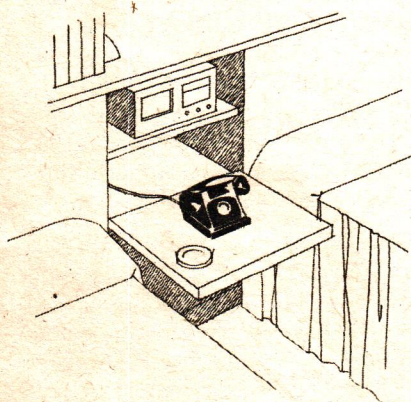
convenience—quiet—comfort
for telephone conversations
must be planned before you build



Planning center in kitchen.



Desk location is the most convenient.



Portable telephone is adaptable, convenient.

"OUR house is designed so we can add another room when we need it . . . or another bath, or more closets." That kind of planning is taken for granted in building a house. But where'll-we-put-the-telephone is often an afterthought.

Before you build is the time to plan the location of your telephone, or telephones, so that conversations will be accompanied by Convenience—Quiet—and Comfort. Concealed wiring is part of the New Look for a home, but once a house is built, it is usually not practicable to conceal telephone wires. However, if during construction a "raceway" is provided in the partitions to locations where telephone outlets (for future needs as well as the present) are to be, the telephone installer need only pull the wires up through the raceway without marring baseboards or stringing wires along window frames, or cutting into plaster.

So look ahead to the time when extra telephone extensions may be needed. How many telephones you need depends upon the size of the house, the size of your family, upon whether there will be a maid, and whether many business calls are likely to come to the home.

For Convenience, plan a time-and-step-saver telephone in or near the room where you will spend a large part of the time . . . usually the kitchen.

For Quiet, locate the telephone away from doors or halls where there is much coming and going.

For Comfort, plan a resting place for the telephone, and for the user.

Don'ts for the one telephone house—DON'T put your one telephone . . .

- in a hall that is too small for a table or desk and chair, or at least a shelf and chair. Some conversations are long despite efforts to shorten them;
- in a living room where you or your husband may have to talk before guests;
- in a bedroom where it is inaccessible without invading another's privacy;
- in a dining room unless there is a corner that is relatively private.

A breakfast nook, a den or study, or a sunroom are usually good locations because they often provide convenience, quiet and comfort, plus more or less privacy.

On the luxury side—Perhaps a bedside telephone seems a luxury today, but plan an outlet there for the future, especially IF . . .

- you will use the bedroom as a study, a sewing room or workroom;
- your business or social connections bring frequent night calls;
- one of the family may have prolonged or frequent invalidism;
- you are often in bed during daytime hours when others are active or at work.

A one-time "luxury" which is more and more being recognized for its comfort and convenience is the portable telephone. To a busy mother it can be a real energy saver when she plugs it into an outlet in the laundry or in the sewing room. To a big, active family, it can be a joy to plug into an outlet in a basement game room or on a screened or glassed-in porch that serves as summer living room. One portable telephone can be used at any number of portable outlets. The portable-outlet installation cost is a bit higher, but one portable 'phone can do triple or quadruple extension duty.

If your lot is wooded, consider the advantages of underground service to your residence from the pole or manhole. It is fairly simple during construction, but disruptive and expensive later. This permanent type of installation minimizes service interruptions caused by wind and sleet storms and protects against wire tampering. More important, it eliminates periodic trimming of your beloved shade trees where they may touch the telephone wire.

Whether you need one telephone or several extension telephones in your new home, outline your family's living pattern and, before you build, plan the telephone locations for growing needs. Your architect or builder will advise. Or your telephone company's service department will counsel without charge.



A roof over your head... that's Built for **LONGER WEAR**

You get extra roof protection—extra roof beauty... when you use **USG* Thick Butt** asphalt shingles.

These "extras" are in **USG Thick Butt** shingles because a tough extra layer of asphalt is added to the exposed weather-end. The heavier tab defies prying winds and rains... adds longer wear. Its extra thickness forms a deep shadow line. This,



plus the traditional lines of the shingle, makes a roof of rugged, striking beauty. Deeply embedded

mineral granules resist fire.

Available in attractive wood-grain texture or plain surface, in colorful blends or solid colors.

Your U. S. G. dealer will give you a free roofing estimate covering **USG Thick Butt** shingles. Call him today.

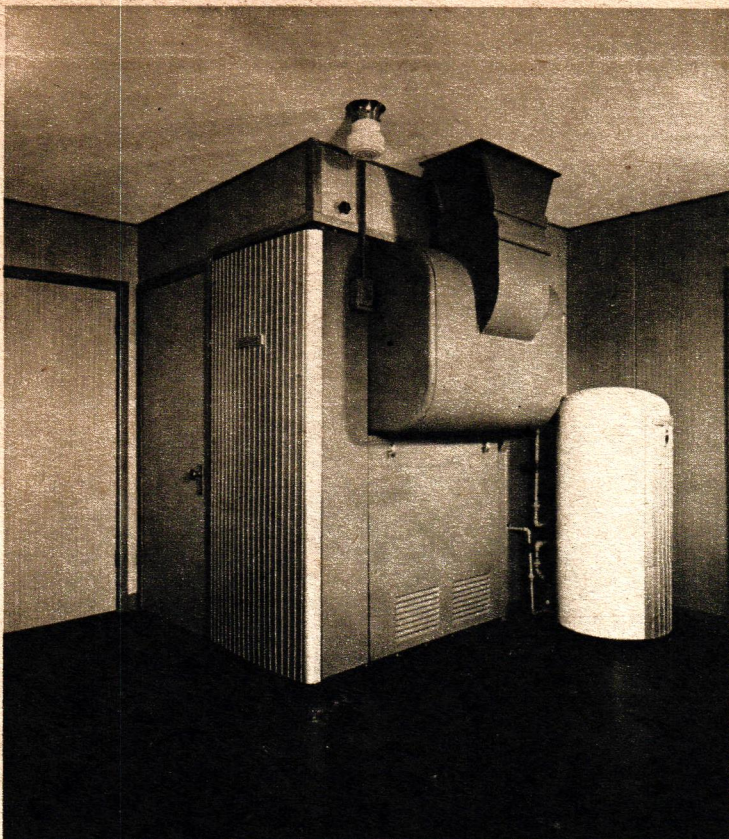
*T. M. Reg. U. S. Pat. Off.



United States Gypsum

For Building • For Industry

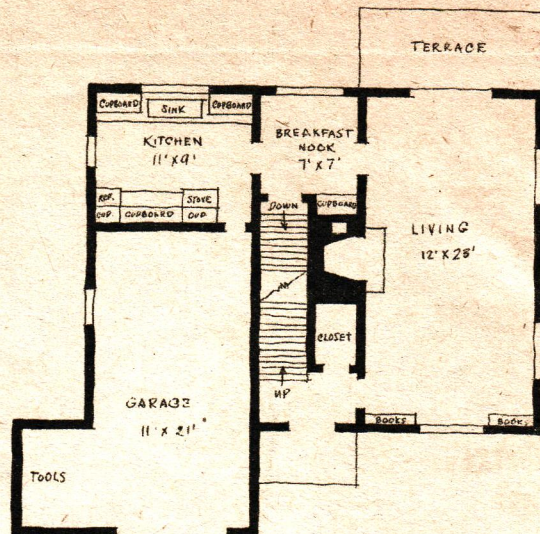
Gypsum • Lime • Steel • Insulation • Roofing • Paint



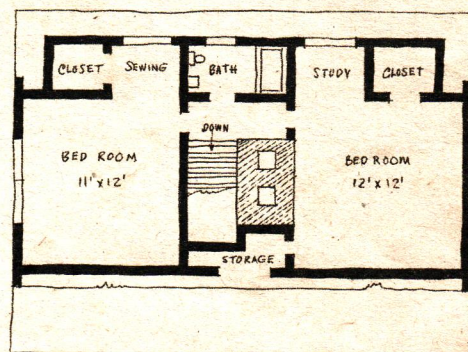
FURNACE IN HIDING

NOW you see it—now you don't. That's the way it is with this gas furnace which melds into a landscape of Woodgrained SHEETROCK wallboard walls. By notching the furnace into a corner it does not rob a small utility room or recreation room of as much space as if it were completely enclosed in a room of its own. Yet its bulk is minimized and it actually becomes a decorative part of the wall area.

The natural woodgrained appearance of the SHEETROCK is a big factor in diverting attention from the furnace. SHEETROCK wallboard is the safe way to bring woodgrained appearance near a heat source. Its gypsum core is fire-proof, and the board itself is a fire retardant, which recommends its use where heat and fire are present.



First floor—reader's suggestion



Second floor—reader's suggestion

Just today, the mailman said "These bags are bursting at their seams. Popular Home readers must have lots of ideas."

If YOU have a good "Idea of a House"

... make a rough drawing of the floor plan, attach a short letter listing the features you want in your house, the reasons why you think your plan is good, and the approximate amount you would spend if you were going to build the house.

If your plan is chosen for publication, it will be studied by a skilled architect who will suggest practical changes, and design an exterior to fit the final plan.

Please take your entry to the local firm in your community whose name is on the back cover of this magazine and ask them to send it to Popular Home Magazine, "My Idea of a House" Dept. 5 300 W. Adams Street, Chicago, 6, Ill. Entries must be made through these local sources. The material will be acknowledged but not returned, so keep a copy!

Suggested building materials.

Exterior: RED TOP Insulating Wool in walls and top-floor ceiling. Built-up roof. Outside walls of used brick, painted with Pebble Gray CEMENTICO water-thinned masonry paint. Wood siding painted white. Alternates: GLATEX asbestos cement siding, (or stone substituted for brick).

Interior: Walls and ceilings SHEETROCK wallboard, joints covered by PERF-A-TAPE reinforcement. Decorated with TEXOLITE water-thinned paints and wallpaper.

"My idea of a house"

*Suggested by reader R. F. Grobosky of Syracuse, New York.
Submitted through Onondago County Savings Bank*

On these pages are shown the plans sent to Popular Home by Mr. Grobosky—the same plans as they were revised by Architect Charles Martini, and the exterior which evolved. Study the plans and read on for the explanation of how Mr. Grobosky's good plans were improved.

First floor plans

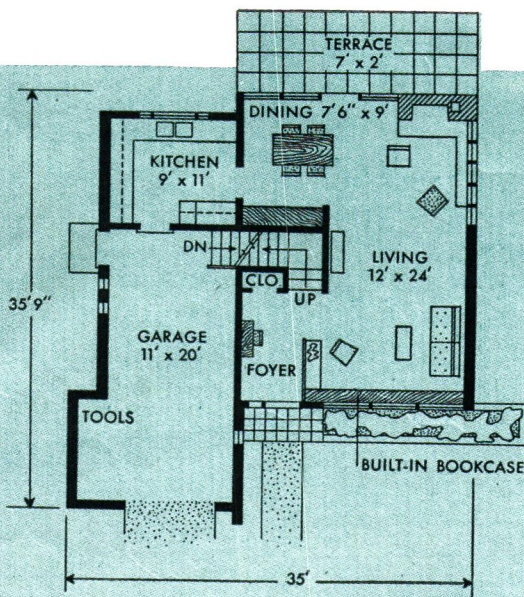
READER'S SUGGESTION: *Mr. Grobosky wants "a commercial heat-circulator fireplace to warm the living room on chilly days; double French doors to the terrace; an outside cellar door for access from the yard."*

SOLUTION: Fireplace has been moved to take it out of traffic lane, the terrace wall is many windowed, with single door to increase dining space; two windows are united to gain unbroken wall for furniture; open dining area is less confined yet retains privacy; hall closet requires less area but has 9" more hanging space; stairway is less conspicuous, and closer to kitchen; inside stairway to basement is accessible from kitchen, garage and lawn, (less expensive than outside stairway).

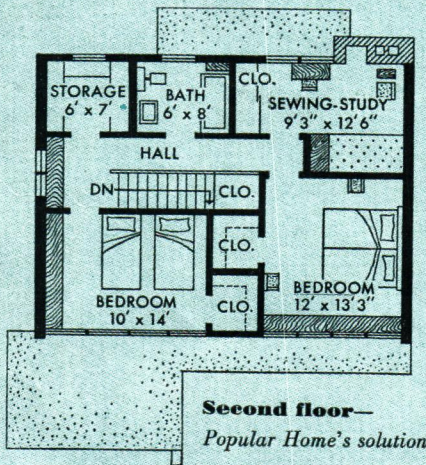
Second floor plans

READER'S SUGGESTION: *"Storage space, sewing and reading-writing areas."*

POPULAR HOME'S SOLUTION: By raising the roofline (reason for flat roof instead of pitched), space is gained for an extra room to serve better than two small alcoves marked "sewing" and "study", and to provide a guest room; storage room need not be finished; fireplace in sewing room-study is optional, uses same chimney as main fireplace for economy; bedroom closets can be made half-depth, full length, if desired.



First floor—Popular Home's solution



**Second floor—
Popular Home's solution**

Square footage of habitable area

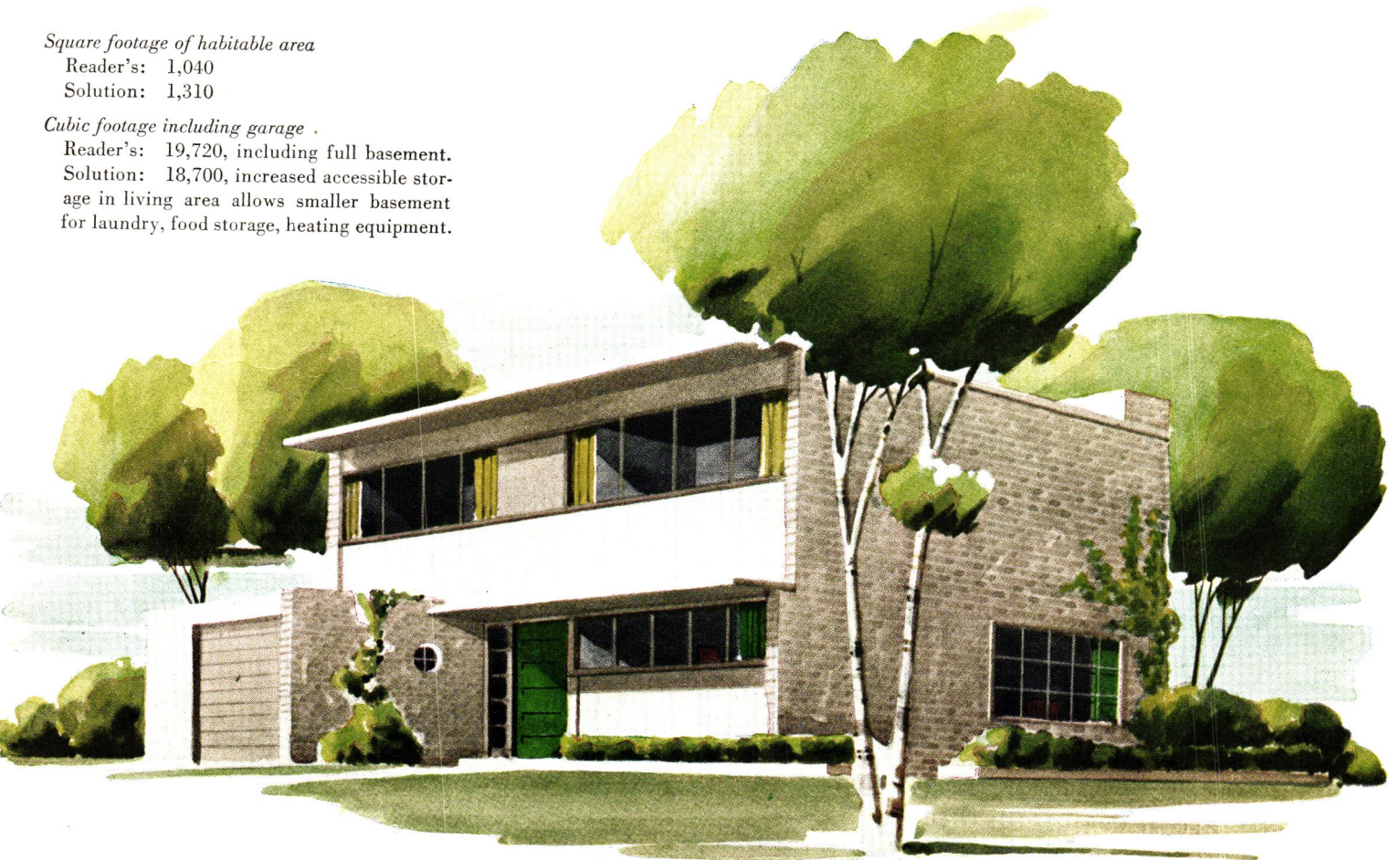
Reader's: 1,040


Solution: 1,310

Cubic footage including garage

Reader's: 19,720, including full basement.

Solution: 18,700, increased accessible storage in living area allows smaller basement for laundry, food storage, heating equipment.





If you're planning a
NEW HOUSE
or want to
REMODEL
see us

*We have the services
and
the "know-how"
to help you*

Fidelity Federal Savings & Loan Association

Loans on Homes

407 Union Street

Phone 5-1155

NASHVILLE, TENNESSEE

Member of Federal Savings and Loan Insurance Corp.