

# POPULAR HOME

MAGAZINE



WE'D LIKE TO DRAW YOUR ATTENTION

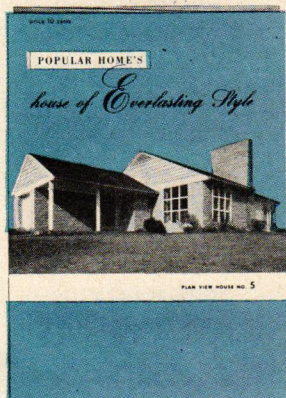
around the binding, to the name of the local company who can help you with all building problems.

EARLY FALL, 1949



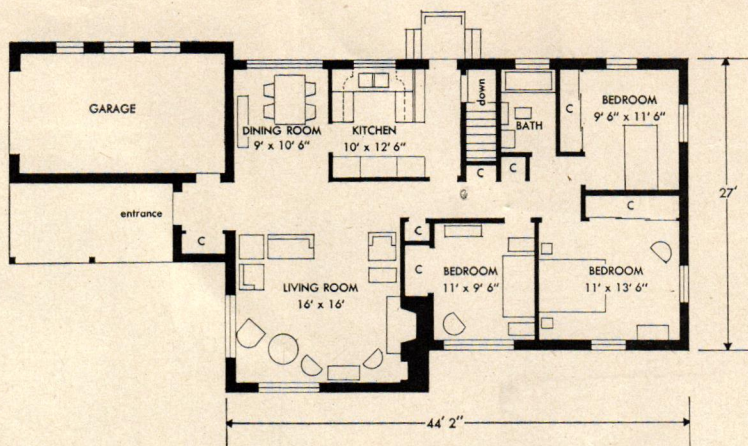


*Child's things in a child's room that is as bright in color as any child could wish. Interiors and furnishings by Wieboldt Stores.*



**A supplementary Plan View Sketch,** picturing and describing this house more fully, and a second version of the house built on the reverse of this plan, of brick instead of stone, is available from the local company named on the back cover of this magazine. Ask for Plan View Sketch No. 5 on "House of Everlasting Style."

**Blueprints** for building this house are available through this same company from the designer, Eric Wenstrand, sixth floor, 230 E. Ohio St., Chicago, Illinois.



Eric Wenstrand, designer  
1,300 square feet of habitable area  
1,266 square feet of basement  
28,410 cubic feet, including basement and garage







PHOTOGRAPH: SUTER, HEDRICH-BLESSING

**Simplicity**, good design and a marble fireplace combine for a touch of refinement. A built-in sofa and lamp table adjoin the fireplace. Notice how this fireplace is rightly located out of traffic lanes.

*Home of Mr. and Mrs. Samuel Stone*

*Architects: Eppenstein & Schwabb . . Data from Ruth W. Lee*



HEDRICH-BLESSING PHOTOGRAPH

**Here**, in color, is the living room of House Desirable, the feature house of Popular Home's Winter issue. This well designed fireplace has a slightly raised hearth, a convenience in tending the fire and in cleaning. The stone of the fireplace wall forms a decorative feature of the outside entrance to the house, located at extreme left of picture. Walls and ceilings are of RED TOP plaster applied over ROCKLATH plaster base and painted in a subtle color to harmonize with the stone, the textured rug and slate blue cabinets. Warm tones are introduced in chair covers and furniture woods. If you want to know more about this house ask the company who gives you Popular Home (their name is on the back cover of this issue) for the Plan View Sketch No. 1 for House Desirable.

*Home of Dr. and Mrs. Lee Gladstone*

*Architects: Ralph Rapson  
and Jon van der Meulen*



**Candlelight** and the glow of a woodburning fire make dining at home an occasion. Either CEMENTICO or Exterior TEXOLITE (both are water-thinned paints for masonry surfaces, for outdoor-indoor use) would be ideal for painting the brick wall surrounding the beautifully simple fireplace. The owners had the courage to paint their dining room furniture light blue, covered chair seats in deeper blue.

*Designed by Humphrey and Hardenbergh*

A treasured collection of blue and white china inspired the owners of this living room to mix their own wall color in paint. Slip covers are glazed chintz, curtains of sheeting trimmed with fringe. For an original and effective room color scheme, keep the color plan simple, emphasize one color and key others to it. You'll find the line of TEXOLITE paints offers wide color choice.

*Home of Mr. and Mrs. Fred S. Henschel*

*Data from Ruth W. Lee.*



PHOTOGRAPH: SUTER, HEDRICH-BLESSING

The color warmth of copper is introduced by a corrugated copper fireplace breast. It conceals the offset of the fireplace throat leading to the chimney flue. Colors used in the decorating enhance the burnished metal . . . copper reds, deep ice blue, chartreuse and beige. For fire protection, walls and ceilings should be of fire resistant materials. Plaster and SHEETROCK gypsum wallboard are fireproof materials and either is a wise choice.

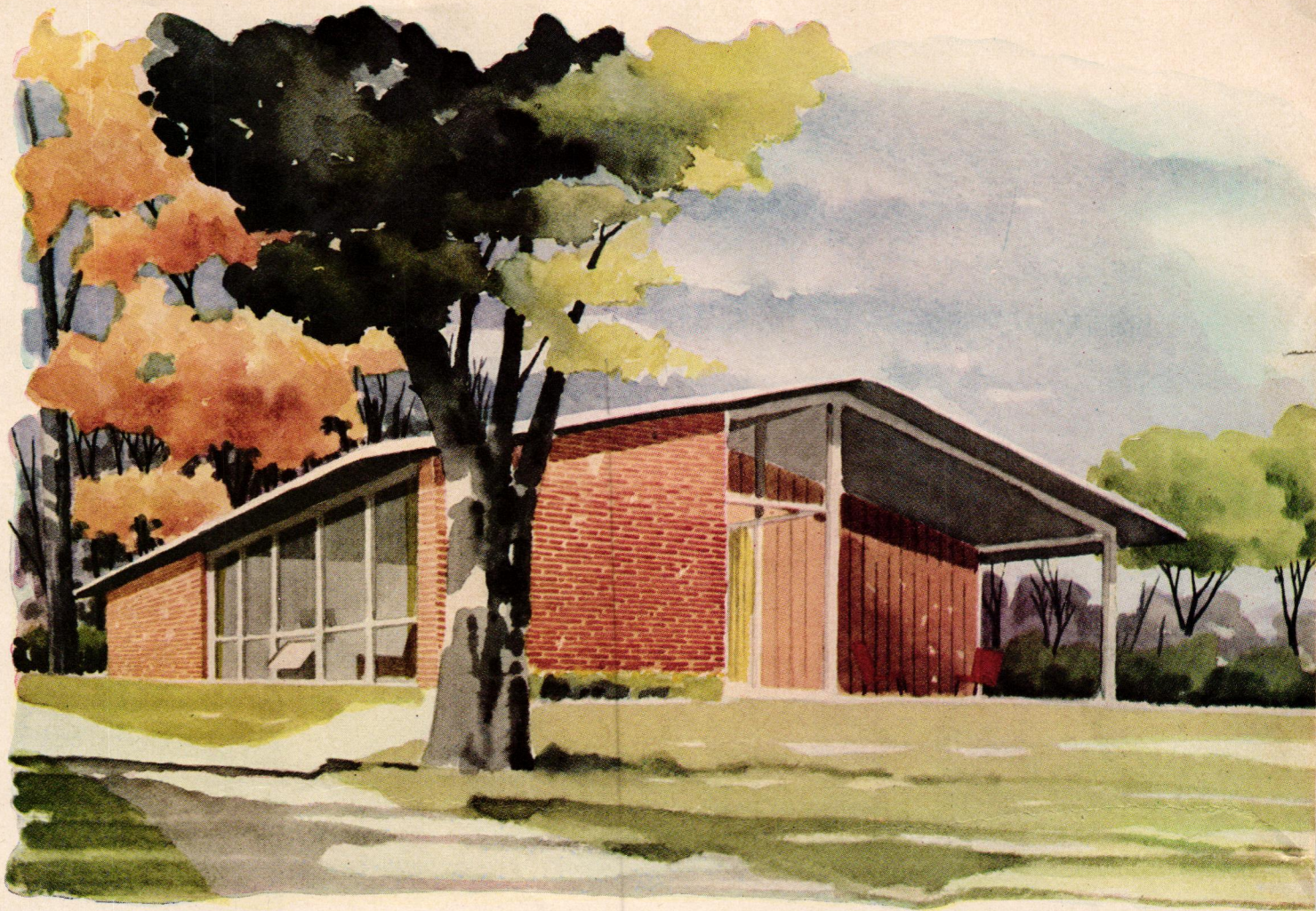
*Home of Mr. and Mrs. George Elin*

*Architect: Bruce Goff*

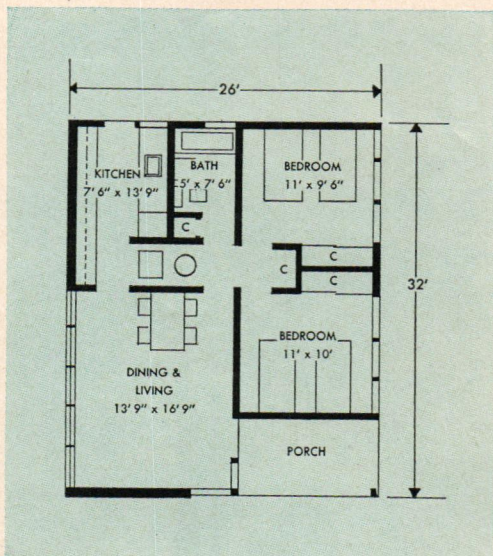
**More information** about these wall and ceiling materials and the paint that gives them beauty is available from the local company named on the back cover of this issue.







## House of TODAY can be the house of TOMORROW



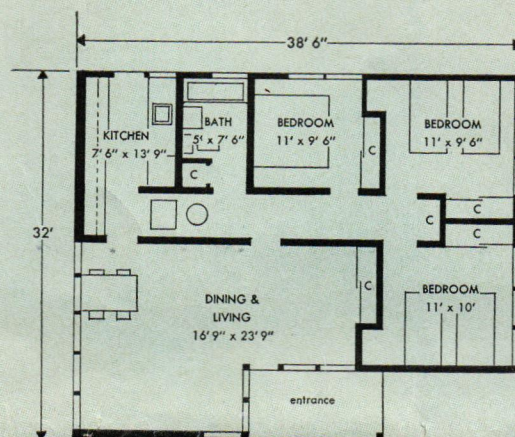
Right: Three bedroom floor plan  
1,090 square feet including porch  
Approximately 10,900 cubic feet including porch

Above: Two bedroom floor plan as illustrated  
791 square feet including porch  
7,910 cubic feet including porch

*This house, designed by Architect Charles Goodman of Washington, D. C., for Hollin Hall subdivision, Fairfax County, Va., appears in the space usually devoted to a POPULAR HOME Original. It was just too good to pass up. Blueprints for construction may be purchased through the local company named on the back cover of this magazine from Charles Goodman, 814 Eighteenth St., N. W., Washington, D. C.*

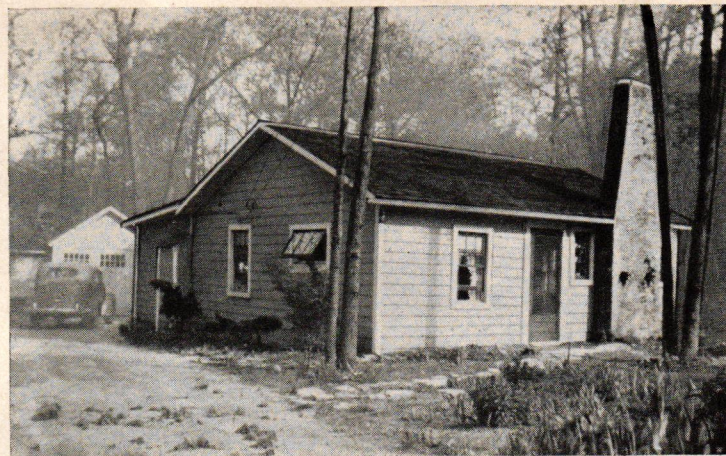
A GROWING family needs a house that can match its growth. This house is tops in design, minimum in dimension, and thus low in cost in its original, two bedroom version. It can grow, beautifully, to three and even four bedroom proportions, and yet maintain a total size that is almost unheard-of for those accommodations.

The expanded plan shows a three bedroom version, feeling that living-dining dimensions must be enlarged as shown to accommodate the family the house can sleep. It is possible to have four bedrooms by leaving the original two bedrooms untouched, and adding the two new ones as shown. But eating space and living space for a four bedroom family becomes a problem in such a living room, a sacrifice that must sometimes be made under restricted budget conditions.

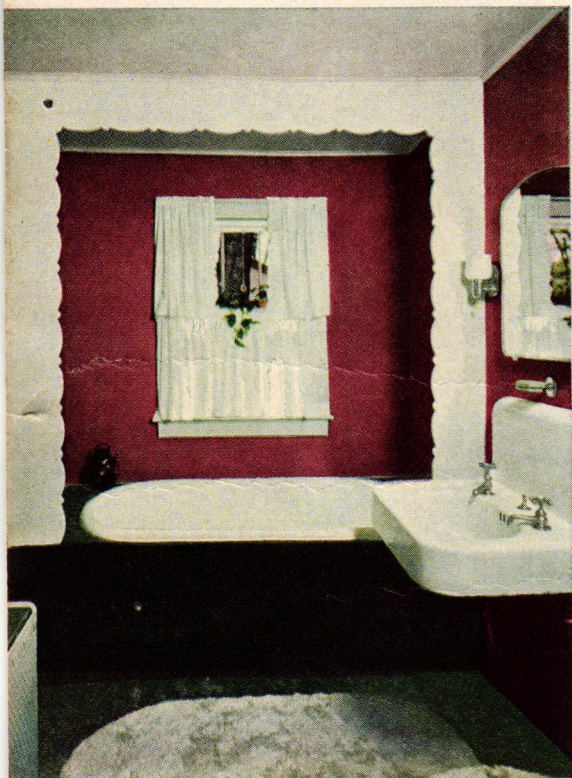




# When a shack



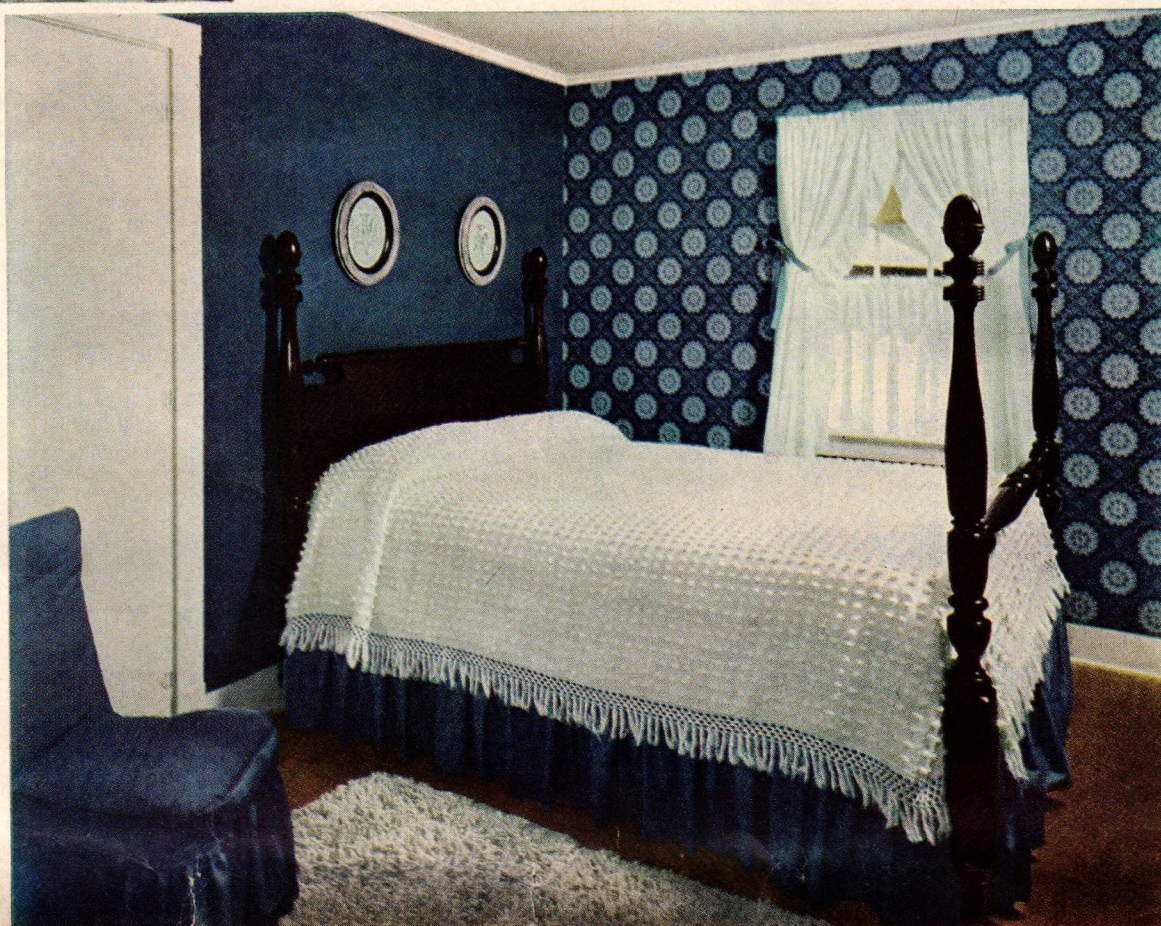
BEFORE



→  
The Hansen mailbox carries the same rich colors that distinguish the interiors of this cottage and reflects the Scandinavian heritage that the name Hansen would imply.

←  
This bathtub isn't a youngster, but its antiquity is effectively minimized with the false cabinet work around it, and the wood scallop frame. Space around the tub is used for storage.

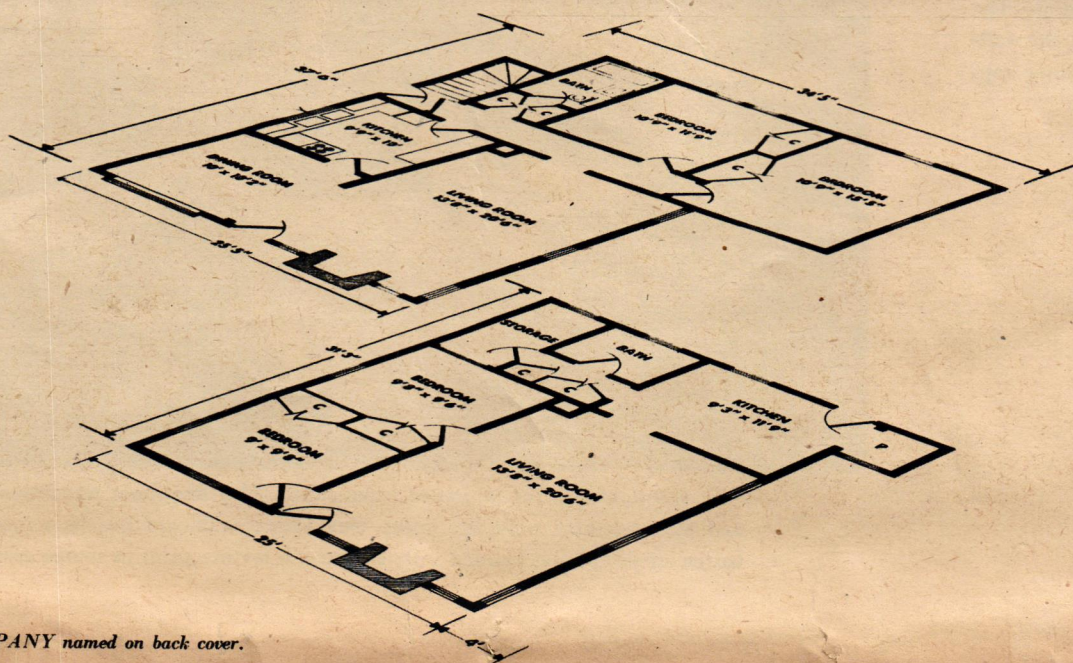
↓  
This bedroom was an addition for the most part. Walls and ceiling are of SHEETROCK gypsum wallboard, with the joints between the panels concealed with PERF-A-TAPE joint reinforcement. The owner selected a wall paper and picked up its basic color for paint on a plain wall.



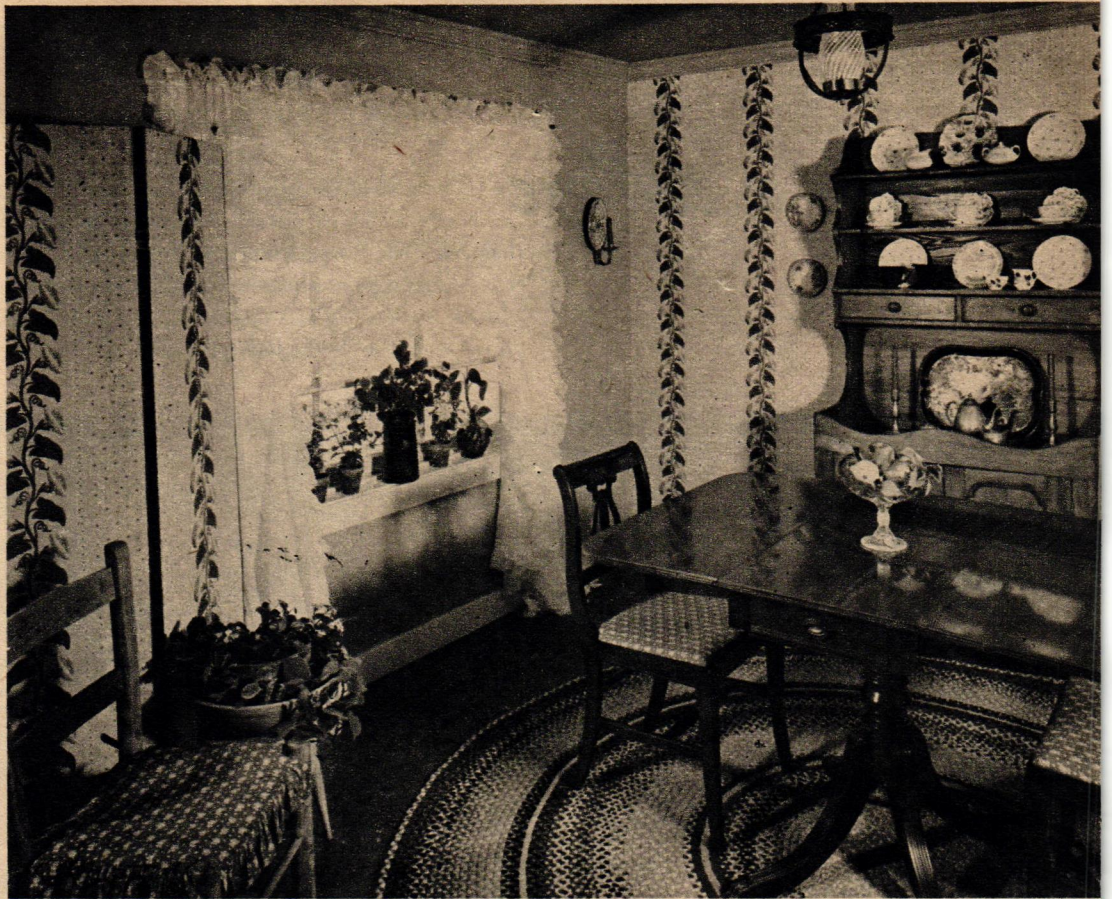


## *becomes a cottage*

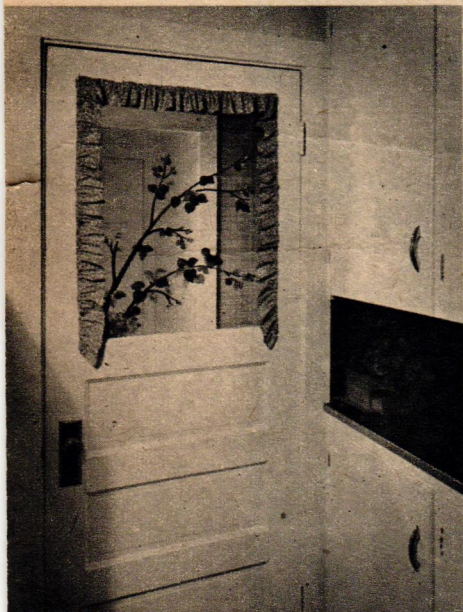
A very modest cottage whose chief asset was its possibilities, became the comfortable and attractive home of Mr. and Mrs. Richard Hansen of Highland Park, Ill. SHEETROCK wallboard played a major role in covering and concealing sagging ceilings and walls. It was also used for the extended space that was enclosed to make an extra room, and to enlarge others. A reorientation of rooms made the floor plan more convenient.







Dining room walls are the same smoke grey, excepting for one wall papered in predominantly yellow paper with grey and green pattern. Here is where a small window was changed to a big one. This was formerly a bedroom. Old floors usually respond to paint of dark color. These are dark green with a spatter dash treatment in red and yellow.



A kitchen door has a branch motif painted directly on the glass. This same type of effect can often be achieved by the less talented with decals. The ruffle is green chintz, the walls yellow and the counter tops black linoleum.



This was not a job for unlimited expenditure. The fireplace was retained unchanged, and most windows were left intact. SHEETROCK wallboard had its joints covered with batten strips and was painted with TEXTONE, a texture paint in smoke grey.





by Bess Ritter

## Speaking of Flowers

Now, while your garden is at its best, bring some of the blooms indoors, to brighten your home as well.

Here are some tips that prolong the beauty of cut flowers.

**R**EMOVE blooms from the garden before the sun rises or after it sets. Flowers severed in the heat of the day aren't able to absorb water. To increase water-absorbing capacity, cut each stem diagonal to prevent the newly exposed area from resting flat.

Roses, lilacs and chrysanthemums have woody stems which do not absorb water readily, so need a little help. Crush stem tips about an inch upward. Do this daily, snipping off the part doctored the day before, and change the water.

Blooms like poinsettias, poppies and dahlias have stems with a milky juice that must be sealed in quickly after cutting. Burn the stems shut with a match flame, or graze quickly with very hot water. After that, like every other type of stem, put into water that is deep and cool, with the whole stem length below the surface. Keep in water for a couple of hours, or overnight, to allow plenty of moisture-absorbing time.

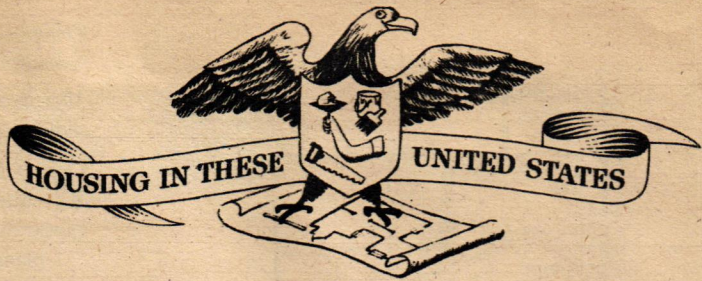
A small piece of sugar or a few drops of camphor or a couple of thin slices of mild soap, if added to the water in which you put cut flowers, makes them last.

To make garden blooms last longer . . . cover them at night with damp oiled paper and set in a cool room. If stems need to be shortened, do so *under water*. Otherwise, the air rushing in through exposed ends will hasten wilting. Remove all leaves that are completely immersed or they'll foul the water.

Cut off a diagonal quarter inch of stem every other day.

When flowers begin to wilt, immerse the stems halfway up with very hot water, and allow them to remain until water cools. Then cut off scalded portions and change to cold water.

Short stemmed flowers can be made longer for flower arrangements by inserting the ends in drinking straws.



Submitted by NORBERT ENGELS, professor of English, University of Notre Dame, South Bend, Ind., who receives POPULAR HOME through Indiana Lbr. & Mfg. Co.

**O**UR good friend had been flat on his back for two years, and his house needed painting. So half a dozen of us Notre Dame professors got together early one bright summer morning during our vacation, lined up extension ladders, paint buckets, scrapers, putty, and brushes, and started in to do a job.

With two ahead doing the scaling and rubbing off the dust, and three painting siding and one the trim, we went all over that two-story square house in one day, dawn to dusk, believe it or not! Of course there was a fine lunch and supper served by the missus, and plenty of tall talk going on, and no small amount of advice from the passers-by, but the painting went on without a hitch.

The professor of entomology had a lot of fun identifying the gnats and



spiders and ants and fleas that got caught in the bright new paint. The professor of economics figured that the union and the contractors shouldn't object to our helping out a pal; besides, if we didn't do it, it wouldn't get done anyway, so nobody was out. The professor of Latin blessed the brushes and buckets, and the professor of literature wrote a classical sonnet for the occasion, and delivered it from half-way up the ladder,

just as the job was getting under way. Here is the poem:

SONNET ON A HOUSE-PAINTING BEE

Methinks this manse a lady who hath lain  
Too long within her lover's sun-sweet arms;  
A pining maid whose unrequited pain  
Peels now her milk-white throat and breast-pure charms.

Methinks the graceful sweep of windy elm  
Can never cool the burning of thy dreams,  
For blistering tears thy beauty quite o'erwhelm  
(You're getting scaly, Babe, along the seams).

Pale bride, we shall with gentle ointment heal  
This blighting mange that pocks once-loveliness;  
With soothing brushes we thy hurt conceal,  
And with cosmetic grace thy wanness bless—  
(Whilst we essential man with brew reveal,  
With unguent paint thy nakedness shall dress).

Submitted by MRS. DON BRESNAHAN, Chicago, Ill., who receives POPULAR HOME through Warner Paint Co.

**W**E have been in our new home for just three weeks, yet in that short time we have had at least 100 visitors, only a few of whom we know personally!

The first day in our house three young couples dropped in. Naturally, being proud of the ranch home we had hoped for so long, we showed them around with ill-concealed pride. The couples would thank us warmly, and we usually offered them some tea to show our appreciation of their interest in our property.

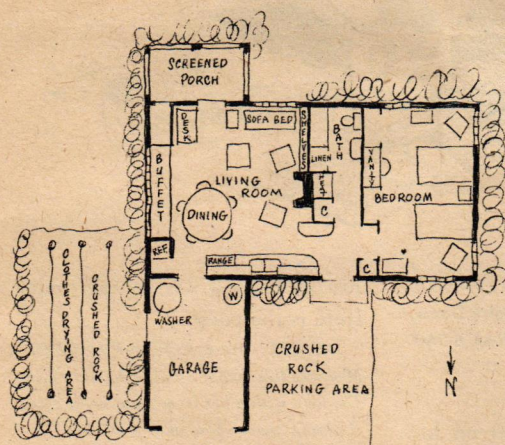
More and more people came and asked endless questions about the roofing material we had used, the insulation, whether we thought picture windows were practical, etc., etc. We decided that we had a most unusual house to attract so many eager home buyers. But it all was becoming a little tiresome, until one day as my husband was driving home from work, dreading a houseful of strange people, he spotted a small sign at the side of the highway: "Model Home, Now Open for Inspection, 200 Feet Ahead."

Down it came, and we haven't had a strange visitor since.

**YOUR housing experiences 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, word it simply. Address your story to the 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 Popular Home reserves the right to edit items which are published. Include the name of the local Popular Home sponsor from the back cover of this issue.



# "My idea of a house"



**MISS MURRY'S plan**  
Approximately 930 square feet  
Approximately 9,300 cubic feet including garage and porch.

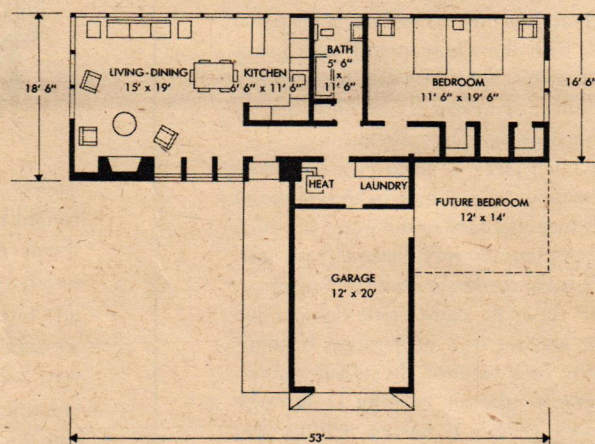
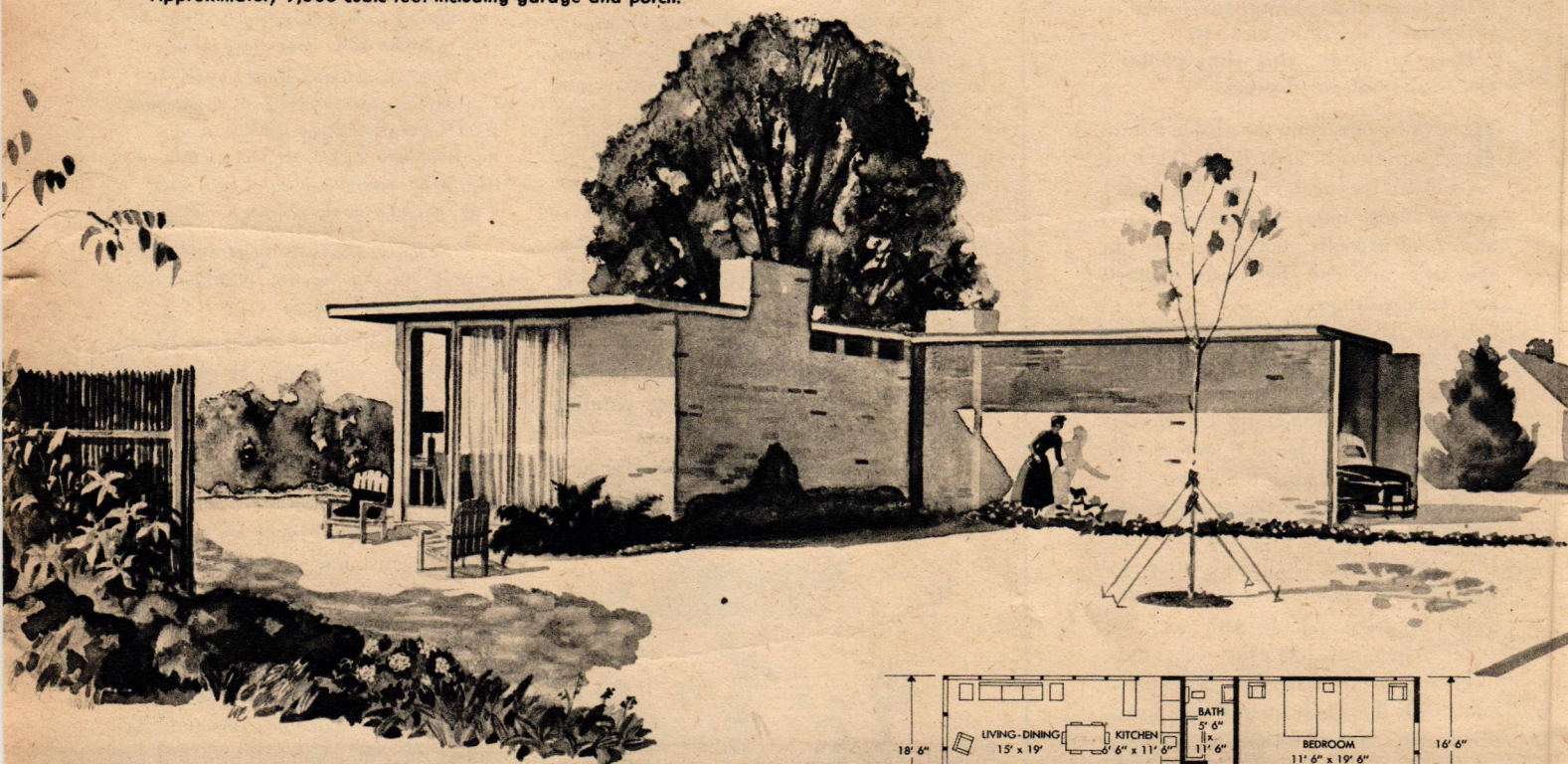
*Proposed Plan of Miss Bernice C. Murry, Indianapolis, Ind.  
Submitted through Fletcher Avenue Saving & Loan Assn.*

*Miss Bernice C. Murry, a business woman, sent us this rough floor plan showing her living needs, with a letter saying (in part):*

**W**HEN I come home from my office each evening I'm not fired by any enthusiasm for housework. Still I want the neat, orderly, cared for appearance in my home that comes from daily attention.

I planned my house with just two rooms and a bath, plus utility room and garage. If it were larger, too much time would be spent in its care. If it were smaller it wouldn't satisfy my requirements.

The bedroom is generous in size and will provide for twin beds. The second room is more than generous, as it should be to accommodate living, dining and kitchen functions, and serve as an auxiliary bedroom. Rather than say that my house has a kitchen in the living room it would be more accurate to say that it has a big comfortable kitchen, complete with dining table, fireplace, a couch, and rocking chairs. The kitchen end of the room must close up so that the breakfast dishes which I won't have time to wash before I go to work, will be out of sight.



Plan revised by ARCHITECT PAUL BEIDLER & COLLEAGUES, Northeon, R. D. 4, Easton, Pa.  
Approximately 927 square feet of habitable area. Garage: 300 sq. ft.  
Approximately 12,270 cubic feet including garage.

**Remodeling Ideas are now eligible** for the "My Idea of a House" department. Send snapshots (extra ones which need not be returned) of your present set-up, and your proposals for improvement. This can be a single room or entire house. Take all material, rough drawings or pencil floor plans, and letter of explanation, to the local company named on the back cover of this magazine with the request that it be submitted to POPULAR HOME'S "My Idea of a House" department. The most promising entries will be revised by a top-notch architect and published in POPULAR HOME.

*Architect Paul Beidler, Northeon, R. D. 4, Easton, Pa., has this to say of Miss Murry's plan, and of the revised version which his organization prepared upon assignment from POPULAR HOME.*

**I**T was gratifying to receive an idea for a house so conceived that the living room is a room in which real and genuine living can be carried on. As the writer suggests, it is not a living room in the conventional sense but a "kitchen complete with dining table, fireplace, a couch, etc.," planned around the life of the occupant. Miss Murry analyzed her needs carefully.

In offering an alternate solution the architects have been careful to maintain the essence of the original idea while achieving a somewhat better organization of space. Three criticisms of the original plan were the arrangement of the kitchen equipment, the lack of a kitchen exit to the other side of the house, and the lack of provision for a possible future second bedroom. In the revised scheme no terrace has been indicated although it would be a simple matter to provide one at the east end of the living room, and another opening off the bedroom.

**Blueprints** for building this house may be secured through your local company named on the back cover, from Paul Beidler, architect.