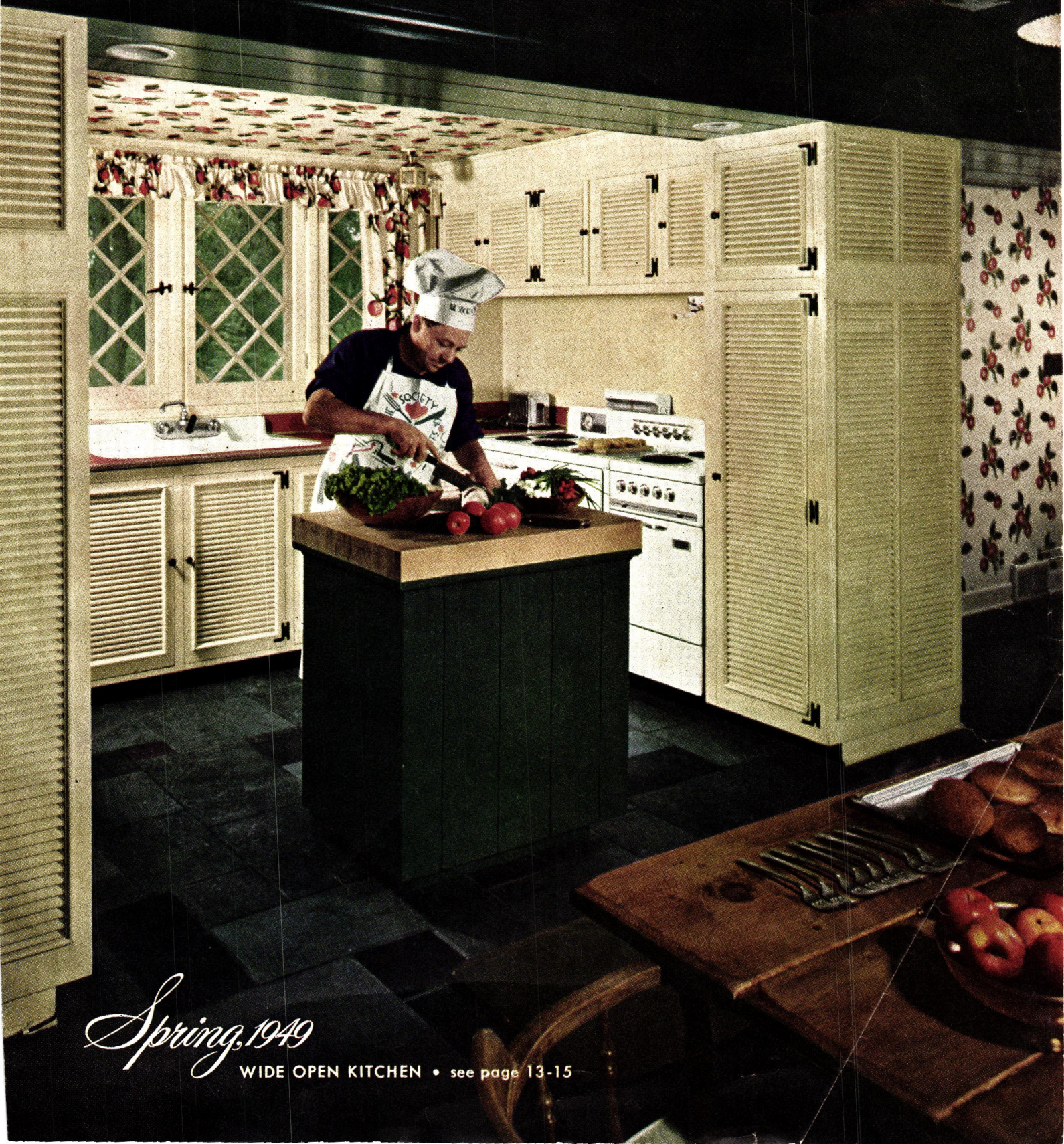


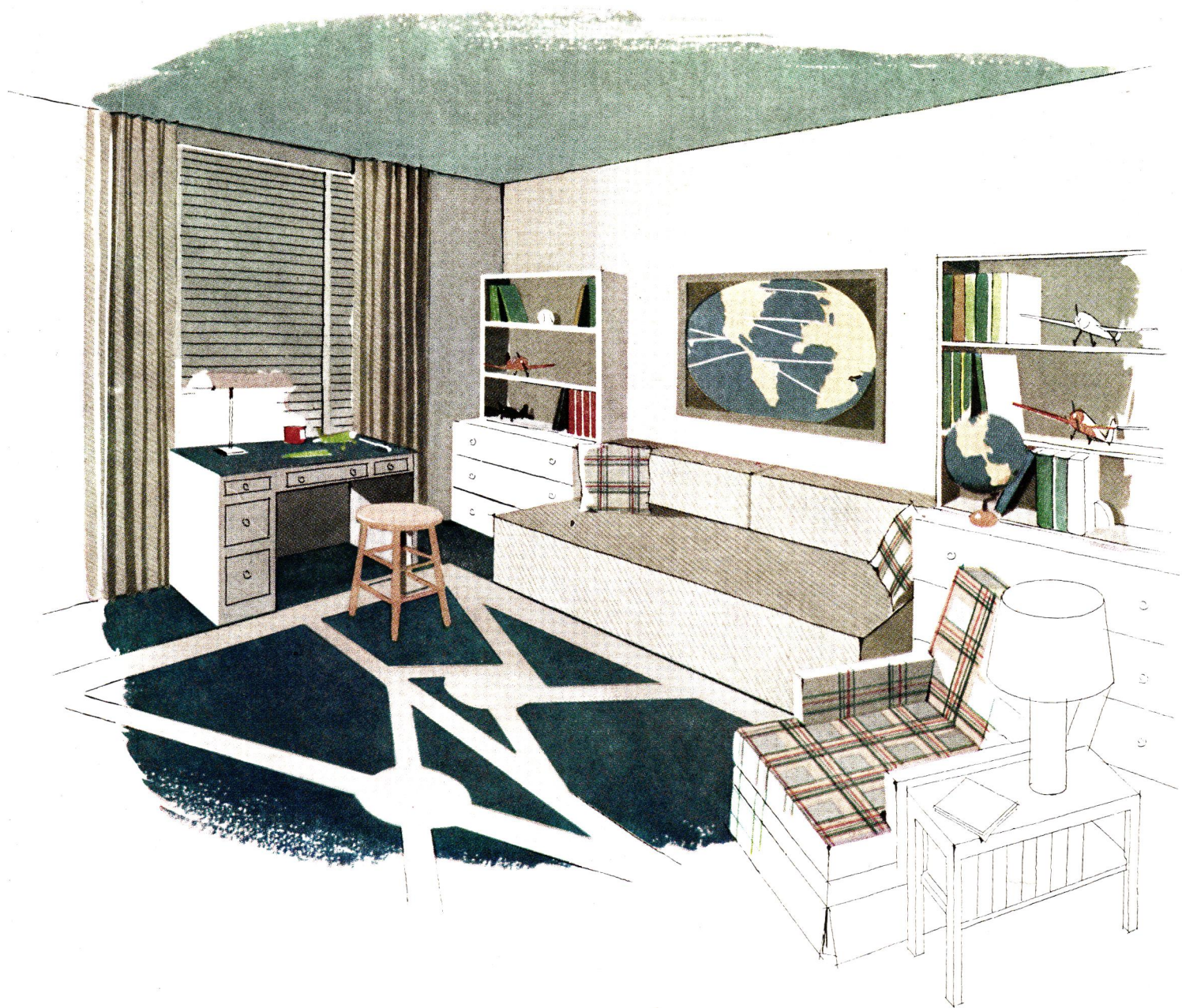
POPULAR HOME

MAGAZINE

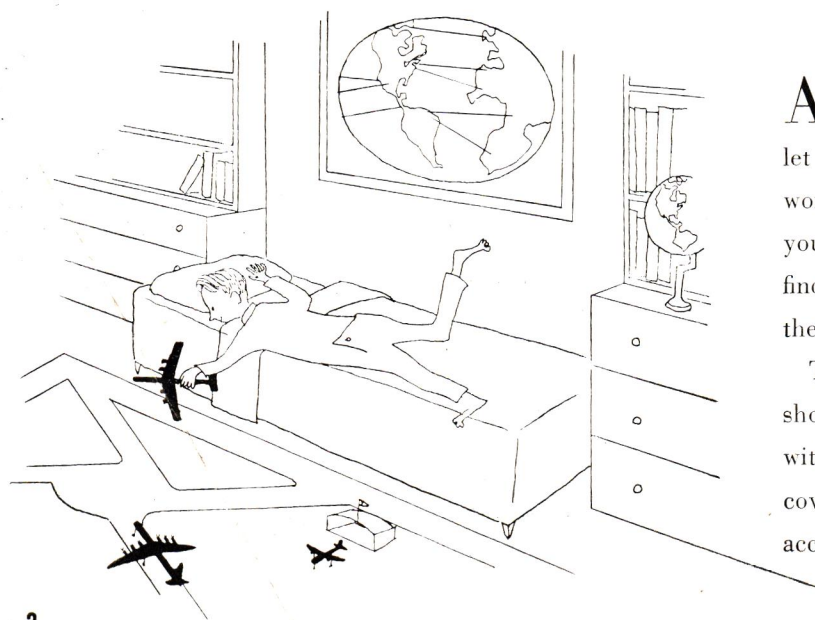


Spring 1949

WIDE OPEN KITCHEN • see page 13-15



A room for a boy in the Clouds



AN airport background is an ideal spot from which to let your thoughts and dreams take off and soar into a world that revolves around your own ambition. When you're young this happens often, and it's comforting to find a nice smooth runway handy when it's time to bring them back to earth.

There are no complicating factors in preparing the room shown above for your boy. Most of the effect is created with paint colors and proper fabric selection. Your floor covering dealer can estimate the cost of this special job accomplished with standard materials.

POPULAR HOME

MAGAZINE

SPRING, 1949—Volume 6, Issue 2—Mailing Date: March, 1949

SENT TO YOU EIGHT TIMES A YEAR BY THE SPONSOR WHOSE ADVERTISEMENT APPEARS 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.



the thrifty shopper

POPULAR HOME and its sister publication, **BUSINESS OF FARMING** are the only multi-million circulation magazines in America that have a local representative in every community in which they are distributed. Feel free to use this unparalleled personal service regularly to secure more information about anything published in **Popular Home**. There is no cost or obligation. Your local **Popular Home** sponsor is named on the back cover of this issue. Telephone him, or call in person with your questions.

Next issue will be **POPULAR HOME's** Small House Review Issue. The best of the least costly houses shown previously in these pages, plus several new appealing homes, will be brought together in this single issue, just in time for building this Spring and Summer. It will be a group of houses that has been carefully analyzed by **POPULAR HOME** consultants, and for which blueprints for building can be purchased through your local **Popular Home** sponsor (see back cover).

POPULAR HOME is prepared and published by
UNITED STATES GYPSUM, 300 W. Adams St.
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Cynthia Montgomery, *Associate Editor*
Ione Shriver, *Art Director*

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TELEVISION AND THE AMERICAN FAMILY

Television is beginning to affect the family budget, the housewife's schedule, the social aspects of the family and the family living room.

Surveys prove that television sets are not being bought by higher income families as rapidly as by people with less income. Television is giving the family something which it previously had to buy. The initial cost kills several months of entertainment budget, but future entertainment costs show reduction.

Television and the Living Room: Some experts feel that this room will be changed by television. Furniture choice may turn toward that which is light and movable, so it can be shifted easily to make the living room a small theatre, and returned with equal ease to its original conversational arrangement.

Television Sets: Already these have dropped in price as much as 20 percent, and there will be sizable reductions in their costs this year.

THE NEW LOOK:

Dress designers this year plan no big change in style. So if you have the new look, you won't have to change your wardrobe. Better quality will go into dresses this year, both in workmanship and materials, and they will sell for less.

FOOD AND SUPPLIES:

Soap: Reductions have already been made on most lines, but there will be more reductions this year.

Canners and Food Processors have already reduced many table items. Retail stores are following suit, and this year you'll spend less of your income on foods, leaving more to spend in fixing your home.

HOUSEHOLD ITEMS:

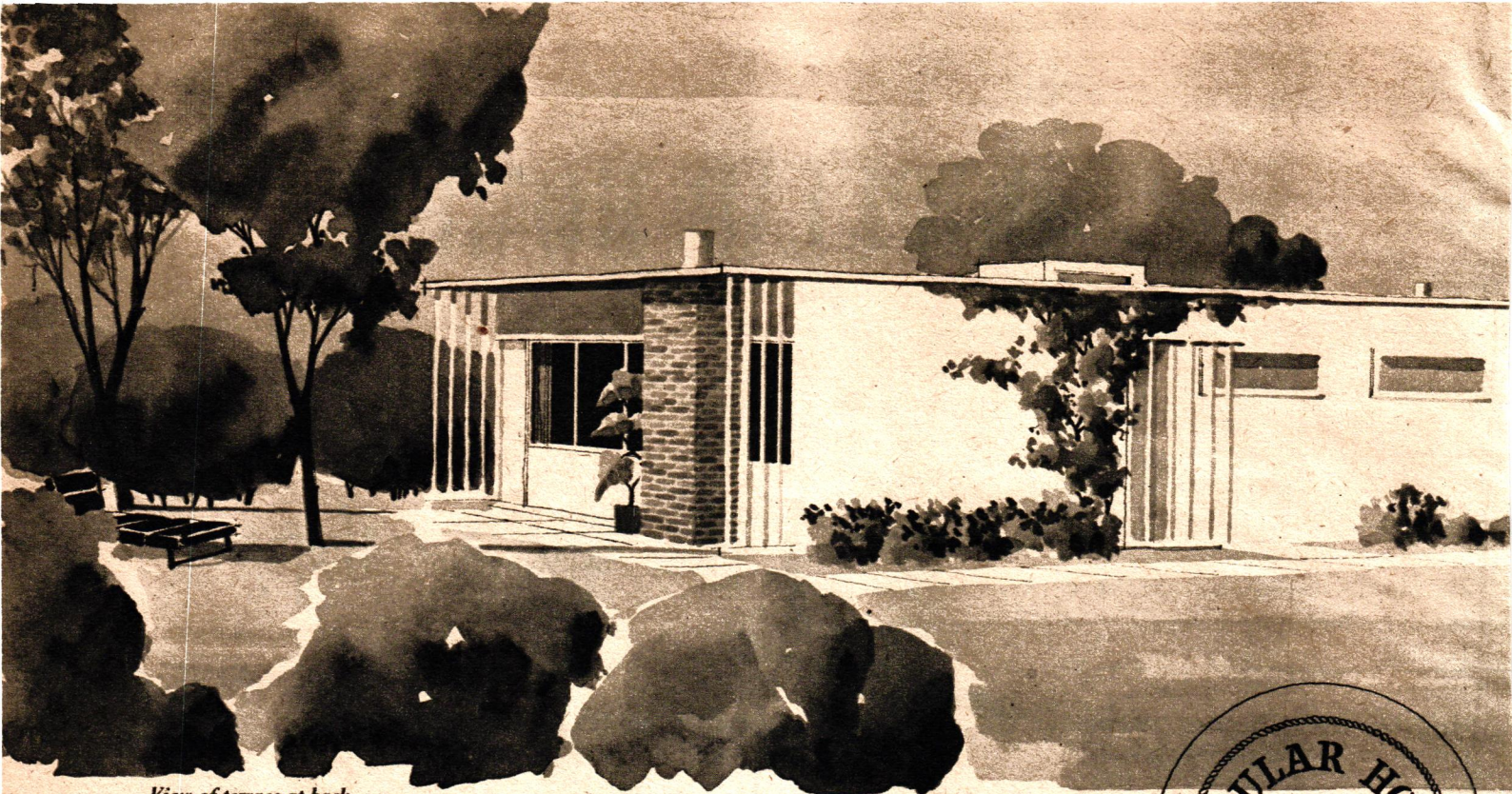
Baby's Bottle: A new type baby bottle is made of a plastic in roll form. Each bottle is cut off where perforated, filled, and nipple attached. When baby has finished, detach nipple and throw the bottle away. Washing and sterilizing bottles is eliminated. These are due on the market some time this year.

Non-skid Rugs: A new rug is chemically treated to prevent slipping. The chemical does not stain the floor, and withstands washing.

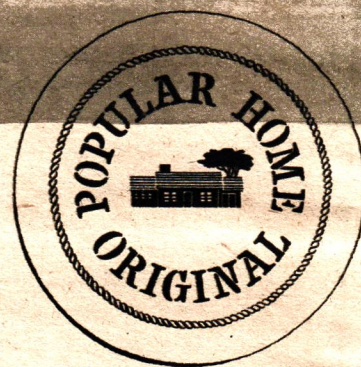
Quick Meals: Manufacturers will soon package meals to be prepared as a unit when you buy them. Items which took hours to prepare will be factory fixed for quick heating and serving. It is an answer to results of manufacturers surveys.

Wall Paper Remover: A new chemical wallpaper remover is applied by brush—paper falls off, making the change to painted walls easy.

Prepared for **POPULAR HOME** by the **HOME MANAGEMENT COUNCIL**, 332 Wesley Ave., Oak Park, Ill.



View of terrace at back



low cost and modern

Low cost was the requirement set before Architect Harry Weese when POPULAR HOME commissioned him to design this house as the second in the series of originals.

The roof structure is one example of how he cut costs. Steel beams span the width of the structure every eight feet, with a single steel post as additional support somewhere near the middle of the span. These posts are placed with partitions and furniture arrangement in mind. USG eight-foot steel roof deck units are laid flat, lengthwise of the house from beam to beam. An inch of WEATHERWOOD insulating board (two layers) is laid on top of the deck and a standard built-up tar and gravel roof covers this.

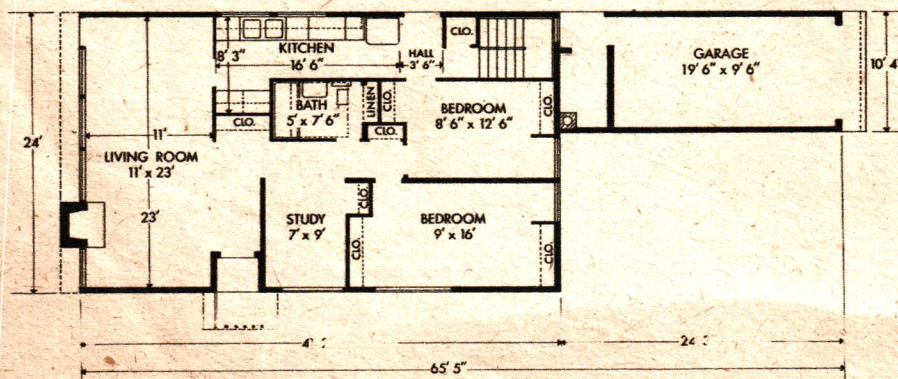
The ceiling of the rooms consists of the exposed beams (where they are not incorporated in a partition) and the under-surface of the steel roof deck, both painted with

TEXOLITE paint. Conventional roof framing may be substituted if desired for the steel system described.

Notice, too, the free standing fireplace chimney. This is an economical unit into which is slipped one of several types of commercial fireplace liners which increase utilization of the heat output of a fireplace.

The floor plan has many advantages. It provides two good bedrooms and a guest room-study. It may be built with or without basement. The heating plant replaces the stair well in the basementless version. Each bedroom has splendid storage. There is good circulation between rooms.

You can be among the first to build this house. It is a brand new plan designed especially for our readers. The POPULAR HOME office would appreciate hearing from any family who adopt it for their home.



HARRY WEESE, architect

BLUEPRINTS AVAILABLE

Complete blueprints for building this house may be purchased through the local company in your community named on the back cover of this magazine. They will come from the architect, Harry Weese, 612 North Michigan Avenue, Chicago, Ill.

988 square feet of habitable area
 988 square feet for full basement
 250 square feet for garage
 18,600 cubic feet including basement and garage at full cube
 11,450 cubic feet for utility room version and including garage



Submitted by **ROBERT W. GRIFFITH**, Omaha, Neb.
who receives *Popular Home* through **Holland Lumber Company**.

It was the morning of the eleventh a few Octobers ago that we were awakened by the shouts of "Land, land, ahead!" Half a month of bouncing on a rough angry sea was behind us as we jumped into our clothes and raced right past the chow line to the deck. There it was—more beautiful than painted by the travel folders.

The landing was made amid driving rain, knee-deep mud, and millions of bird-sized mosquitoes that hovered over us like hungry buzzards. The only signs of civilization were the half-built folles (huts) of the natives. These people had obviously never heard of F.H.A.

As the sun broke, our first thought was to locate a camp site. Hiring one of the local natives for a package of cigarettes and two used razor blades, we began our trek up a small mountain trail. Half an hour later we reached the top to be astonished by a beautiful, low-roofed stone house which overlooked our harbor, the nearby mountains and miles of broken shoreline that shaped the wondrous green mass of the island. Here was the most beautiful picture any of us had ever seen.

Alone, high on a hill, the house majestically surveyed the entire countryside, yet blended into the landscape, seeming to have been there always. We began to ask, "Who was this man who built a castle in the wilderness, who traded friends for native companionship, exchanged luxury for a beautiful but lonesome life?"

This was no time to plan a postwar home, but here was an ideal. Back home it would be more than a house; it would be my tropical mansion atop a mountain pedestal, crowning all the Island of Samoa. And on the highest point, overlooking the entire island, was the name of my architect. His grave read simply . . . Robert Louis Stevenson.

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 St., Chicago 6, Ill. No contributions can be returned, and *Popular Home* reserves the right to edit items published. Please mention the local *POPULAR HOME* sponsor named on the back cover of this magazine.

Submitted by **MRS. M. V. LEECH**, Tulsa, Oklahoma
who receives *Popular Home* through **Makravr & Co.**

A few years ago on a beautiful sunny day, my husband and I rented a sweet little house in a subur'. Everything was ideal until the first rain came. A slight dip in the middle of our concrete front porch filled to the brim with rain water, swept in by the wind.

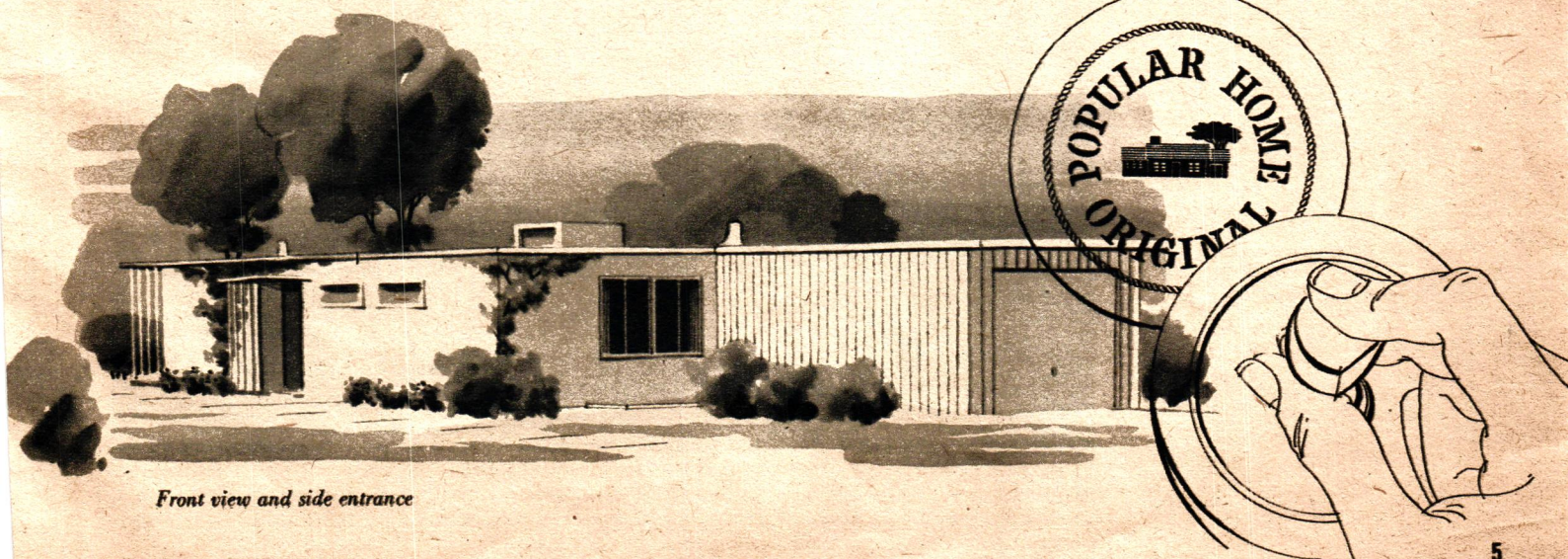
We notified the landlord. In a day or two, he assured us, workmen would be out to remedy the moat-like porch. But days stretched to weeks—rainy weeks at that. At first it was embarrassing to watch our well dressed friends leap the moat when they came to call. Then gradually our callers diminished until we had none, and we knew the reason.

Calls to the landlord brought only alibis, but finally he agreed to look at the porch if my husband would come for him in our car—a distance of ten miles.

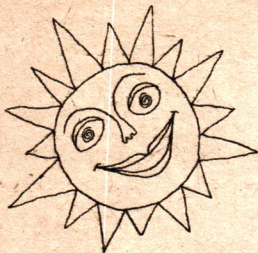
A nearby dime store was the source of about a dozen goldfish with which we "stocked" the moat on our porch. They swam about gaily. The little boy next door was hired to come over to our house at a certain time with a tiny fishing pole, and make a good show of fishing in our moat.

Even we were surprised when we returned from our trip with the grouchy landlord. There was a crowd of people around our front porch watching the goldfish. The neighbor boy was playing his role to perfection. With a poker face he stood with his tiny fishing pole, patiently awaiting a nibble.

The show was fine, but an off hand remark by a middle-aged woman who was leaving the crowd as we arrived put a new porch in the bag. "Imagine a guy building a house with a fish pond in the middle of the porch", she muttered, half aloud. "He must be nuts."



Front view and side entrance



Before remodeling



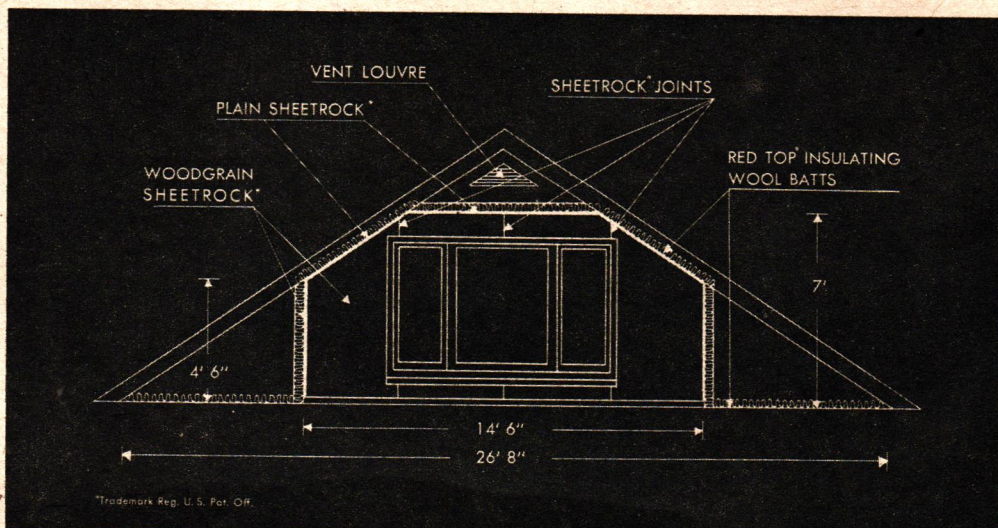
An access panel allows the lowest space below the eaves to be used for storage purposes. Built-in drawers and cabinets are another method of using this space.

More room under your roof

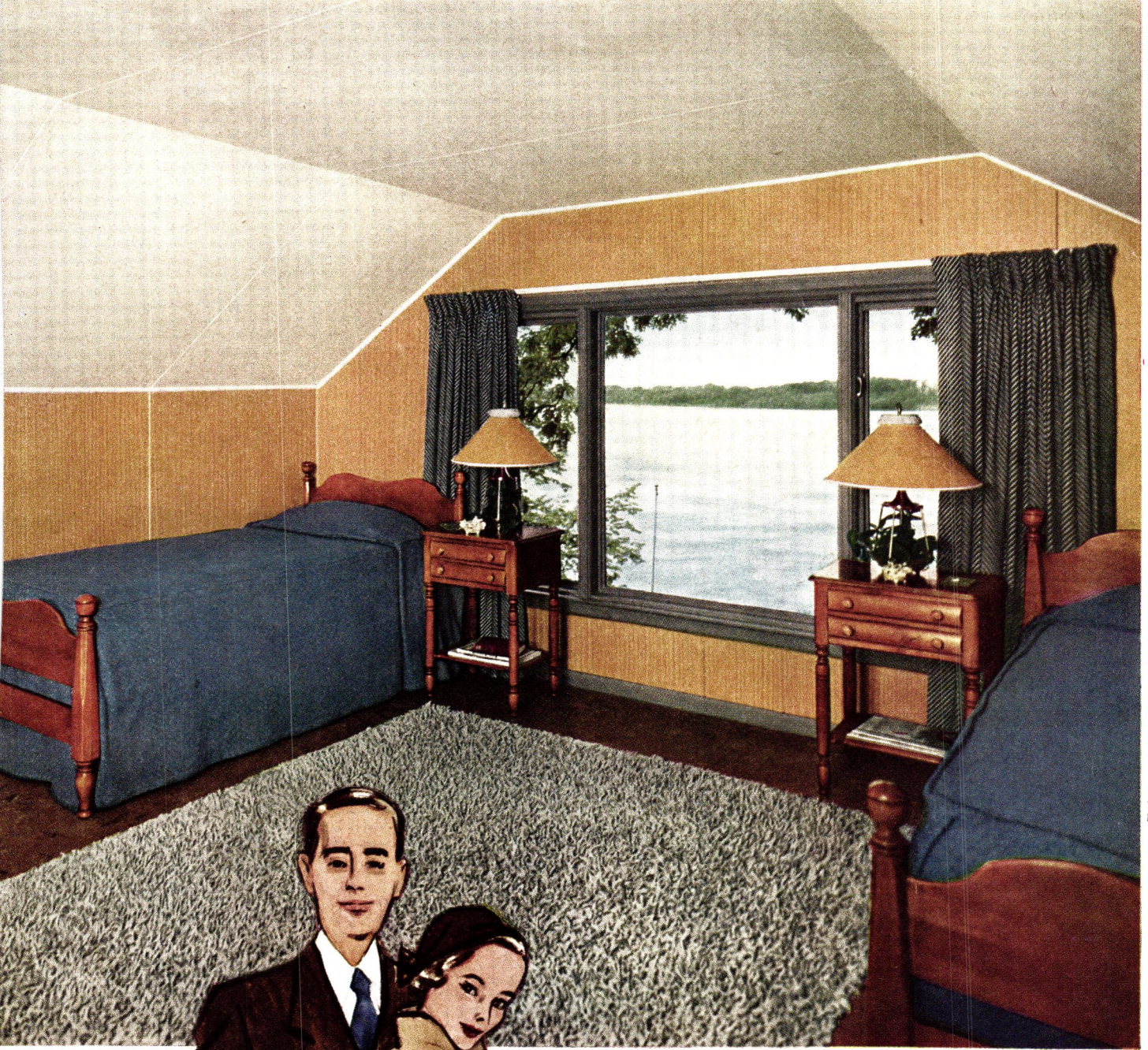
There's room under your roof for more handsome and comfortable living accommodations, if you have an unused attic. These pages show how a vacant hay mow-of-a-space was finished off to be a handsome bedroom.

It was less costly to replace the one little window at the end of the room with a big picture window, than to cut dormer windows into the roof for additional light. Walls of woodgrain SHEETROCK wallboard, and plain SHEETROCK ceiling are most attractive, and provide beauty that will not warp or crack or be a fire hazard. The V-joints between the panels add to the decorative effect and require no finishing expense.

The drawing shows that RED TOP insulating wool batts surround the room to keep it cool in summer and warm in winter.



Stories like the above are sent to you through POPULAR HOME by the local company named on the back cover because, being located in your community, they can help you to accomplish this type of improvement in your home. Call them to investigate and suggest the possibilities of your unused attic space. No obligation.



***Guests can move right in** to this attic room which features woodgrain SHEETROCK wallboard in bleached mahogany pattern. Their stay will be a comfortable one because the room is protected from heat and cold by RED TOP insulating wool batts, wrapped around the ceiling and sidewalls.*

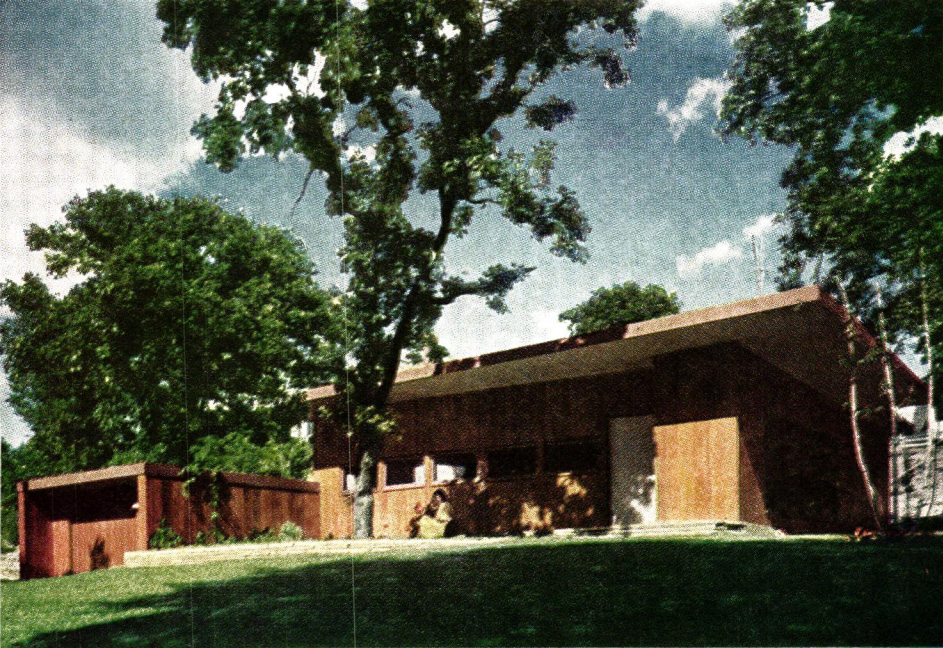
EUGENE VOITA, architect

POPULAR
HOME'S

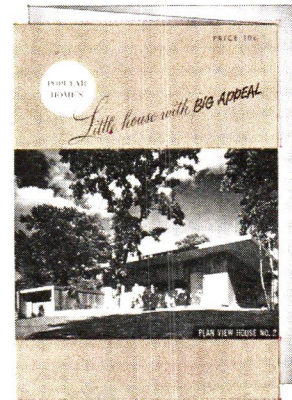
Little house with BIG APPEAL



PLAN VIEW HOUSE NO. 2

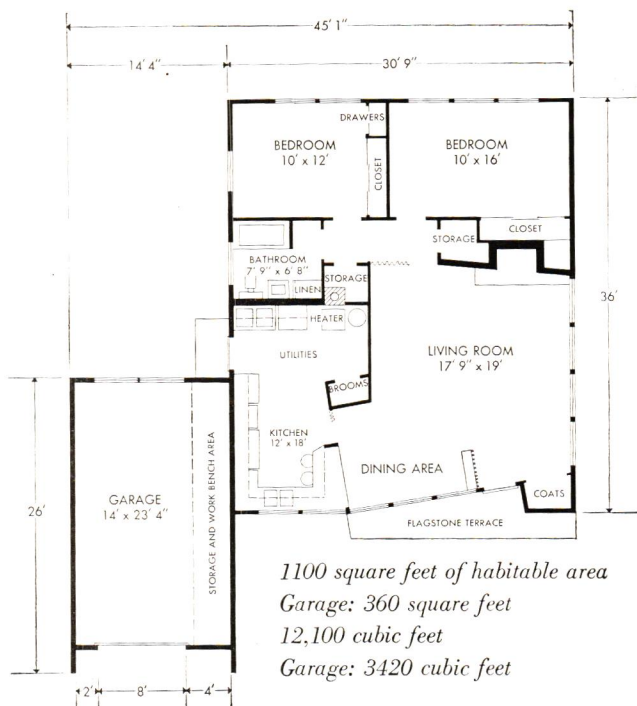


More photographs and information
about this house
from your Popular Home sponsor



A Plan View Sheet containing more photographs and information about this house, and featuring its floor plan at full 1/4 inch scale, is available from the local company in your community who sends Popular Home magazine to you regularly. Their name is mentioned in the advertisement on the back cover of this issue. Through this same company, blueprints for building this house may also be purchased. Ask them about Popular Home's "Little House with Big Appeal."

Plans developed from sketches and ideas by the owners, Mr. & Mrs. Willard South. Available through your local Popular Home sponsor from E. J. Becchetti, architectural engineer, 125 S. Tenth St., Minneapolis, Minn.



PROSPECTIVE owners who want to build a good small house at moderate cost can take a cue from the young owners of this one. The house was planned from the inside out. The good exterior design evolved from a floor plan, created to serve the owners' needs, not in blind adherence to tradition.

Windows on the front of the house are placed high for privacy and are angled toward south light. The living room's picture window faces south. This type of plan should be built close to one side of property to gain maximum lawn on the picture window side.

Storage space is generous, in relation to total floor area, and is well located. Bedrooms and bathroom are at the rear for privacy and quiet, and access to them is down one side of the living room, away from furniture arrangements. The colors and original decorating ideas were planned by the owners, Mr. and Mrs. Willard South.

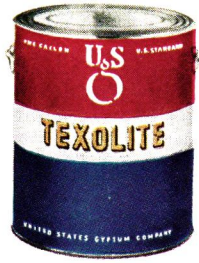
by Cynthia Montgomery



HEDRICH-BLESSING PHOTOGRAPHS

Dramatize your Rooms with Color...

THIS QUICK, EASY WAY



Texolite paints are decorator-styled—they play up your other

room furnishings!

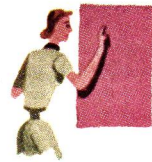
Easy to Apply



with quick mixing, speedy damp-cloth clean-up. Just one gallon

does an average-size room—one coat hides most surfaces and wallpapers.

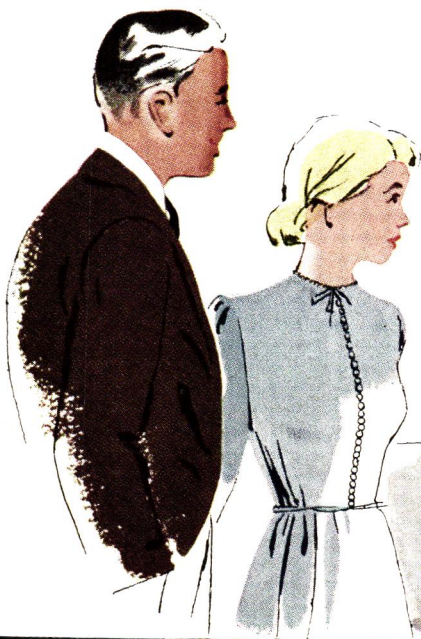
Dries Fast



within an hour,

leaving no "painty" odor. See all the beautiful colors in the new free TEXOLITE Color Selector. Ask your TEXOLITE dealer

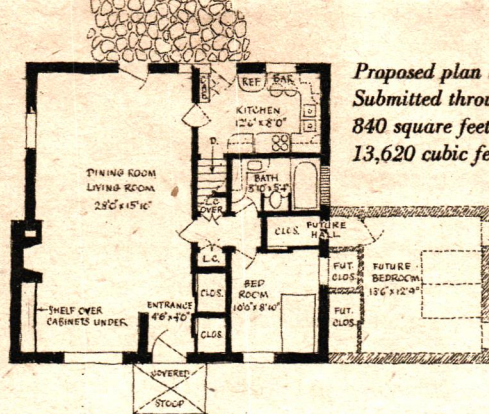
for it today—then enjoy your *Beautiful Results*



For Quality...For Color
buy **Texolite**



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



*Proposed plan of Mrs. W. E. Warren, Louisville, Kentucky.
Submitted through Boland-Maloney Lumber Company
840 square feet of habitable area
13,620 cubic feet including partial basement*

"My idea of a house"

A home for Mr. and Mrs. W. E. Warren must be a small home—probably a three-roomer, to fit their needs and pocketbook. Mrs. Warren writes, "The living-dining space must be large to give large house roominess and provide for entertaining."

"In case of an addition to the family the plan must provide for the addition of another bedroom. It would be nice to have a basement to contain the heating plant, laundry section, storage section, and the possibility of a recreation room added later."

"The exterior design we want to be cozy, inviting, but simple and modern."

"The back door of our living room opens onto a patio of some terrace material that will be attractive and economical."

"Here principally, is what we are aiming for. We must have economy, but don't want to sacrifice quality of materials or erection or livability or convenience. The more storage space the better."

Architect Bert A. Tucker of Tucker, Shields & Terry, Seattle, had this to say of the improved plan he and his colleagues developed for Mr. and Mrs. Warren:

"Mrs. Warren's entry represents the needs of a large number of veterans and young couples seeking good housing. Although Mrs. Warren's plan is on the whole a good arrangement, there are certain in-

herent faults that make it a good example.

"Primarily the relationship of the rooms to the out-of-doors is poor. Whether or not one wants to live indoors is immaterial. A minimum size house can achieve a feeling of spaciousness through relating inside living areas to outside terraces."

"In our early studies we worked with the kitchen in the position shown on the Warren plan, but after continued failure to maintain privacy in the bedrooms and living terrace area, it was decided to move the kitchen to the front of the house. Now we are able to attain privacy, a direct service entrance, and provide for a one or two bedroom addition without aesthetic damage."

"We have assumed a fifty foot lot, and rearranged the expansion program of a future bedroom so that it would fit on such a lot, although Mrs. Warren's arrangement

required a larger lot."

"Notice, too, that there is no wall to tear out when the new bedroom is added. The addition of a clean, easily installed SHEET-ROCK wallboard partition is the only necessity. The second closet then becomes a general household closet opening off the hall."

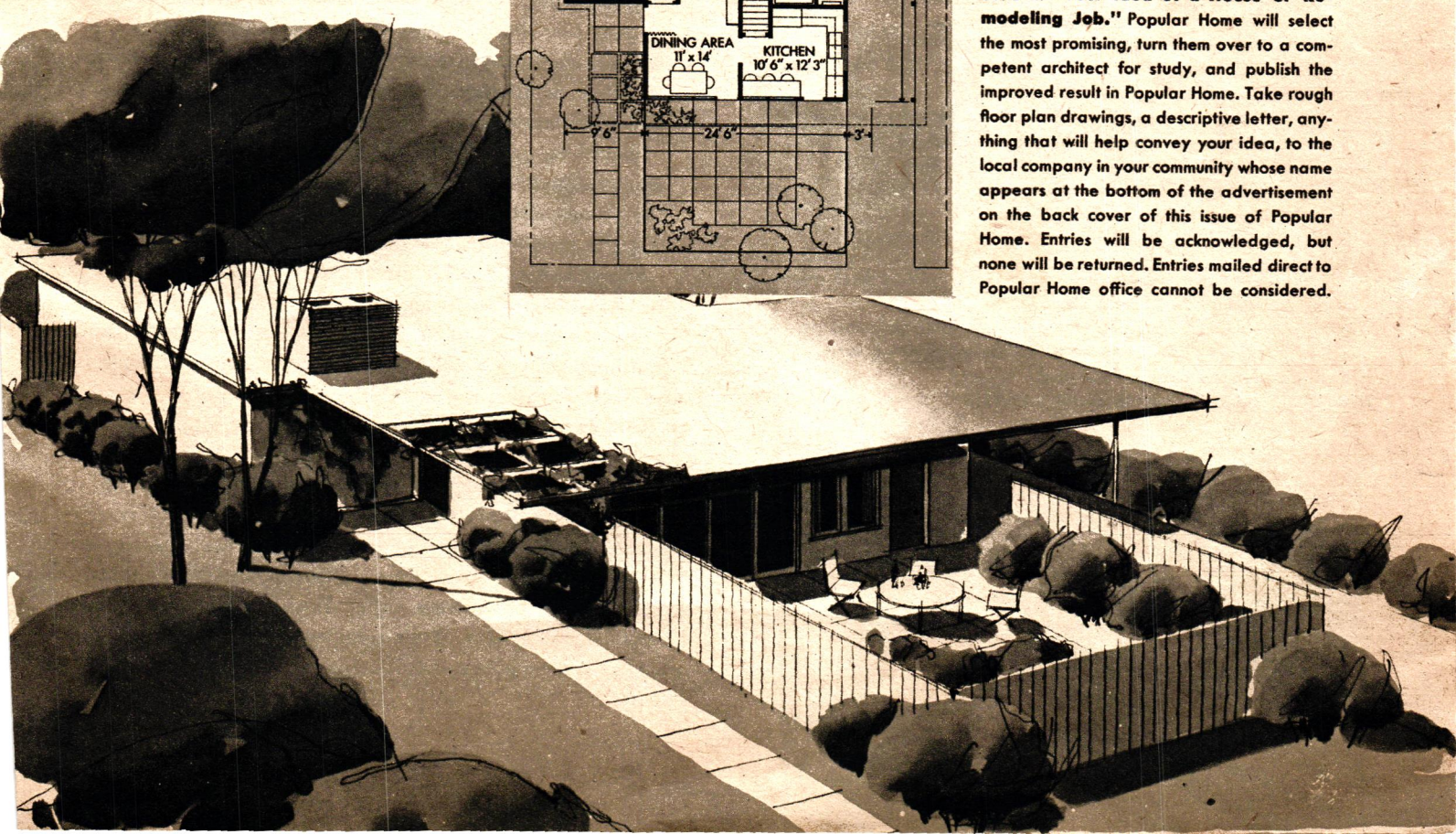
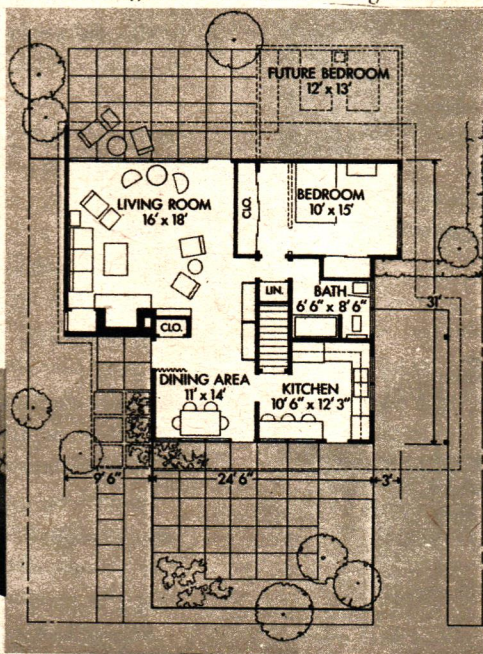
"Our floor plan, like Mrs. Warren's is about 950 square feet. The basement could be full or partial, but even with full basement the house is less than 18,000 cube."

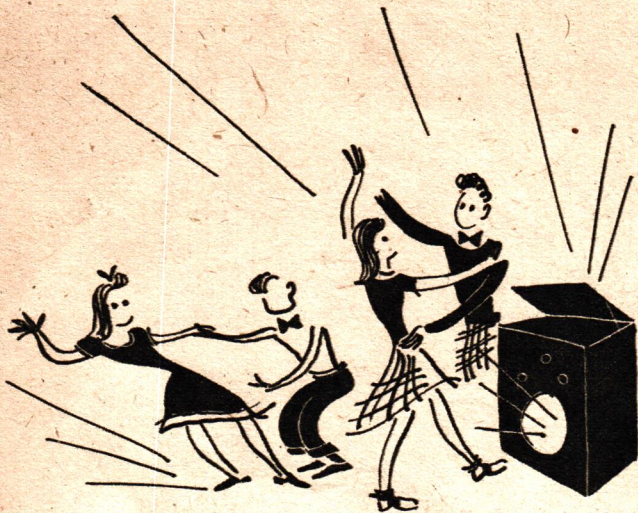
"The flat roof is in the interests of economy, requested by Mrs. Warren. The house can also be roofed with a gable or hipped roof. Exterior wall finish could be plywood or cedar boards over USC gypsum sheathing, or a more economically permanent and fireproof finish like GLATEX asbestos cement siding shingles."

"For the terrace paving we have indicated a pattern of two by fours on edge with concrete poured between. The wood forms can be removed, and moss planted between, or they can be left in place."

Plan revised by Tucker, Shields & Terry, architects, 914 Lakeview Av., Seattle, Wash. 949 square feet of habitable area 15,711 cubic feet including partial basement, but excluding carport

Send in "Your Idea of a House or Remodeling Job." Popular Home will select the most promising, turn them over to a competent architect for study, and publish the improved result in Popular Home. Take rough floor plan drawings, a descriptive letter, anything that will help convey your idea, to the local company in your community whose name appears at the bottom of the advertisement on the back cover of this issue of Popular Home. Entries will be acknowledged, but none will be returned. Entries mailed direct to Popular Home office cannot be considered.





SOFTEN THE SOUNDS OF LIVING

Home isn't home if a body can't find a little peace and quiet there.

Of course you can muzzle the dogs and gag the youngsters, and try to grow fur on the dishes and kettles. That's doing it the hard way, and most folks prefer to learn about how sound quieting substances can be built into the structure of a house.

Rugs and draperies and upholstered furniture absorb some sound reflected from hard, flat surfaces. There are rooms like recreation rooms, or workshops, which are not so heavily furnished. In some houses the main rooms have large glass areas, or blank wall space which make sounding boards for noise. Dining rooms or living rooms are often the center of family noise that would be more acceptable in subdued volume.

SABINITE-M acoustical plaster is designed for the ceiling of just such rooms. It has a porous surface which

soaks up 60 percent of all sound striking its surface, instead of bouncing it back. It is the most economical of acoustical treatments.

SABINITE-M is manufactured in four shades and white, so no decorative treatment is needed after application. It may be cleaned with wallpaper cleaner or sprayed with TEXOLITE paint when it becomes soiled. It can also be applied over existing plaster or cement ceilings without applying new lath. Simply apply a special asphaltic binder to the old surface and follow with SABINITE according to directions. The company which sends POPULAR HOME to you, and whose advertisement is on the back page of this issue, can give you more information about this. Application methods on new construction are similar to those for regular plaster and can be done by a plastering contractor.

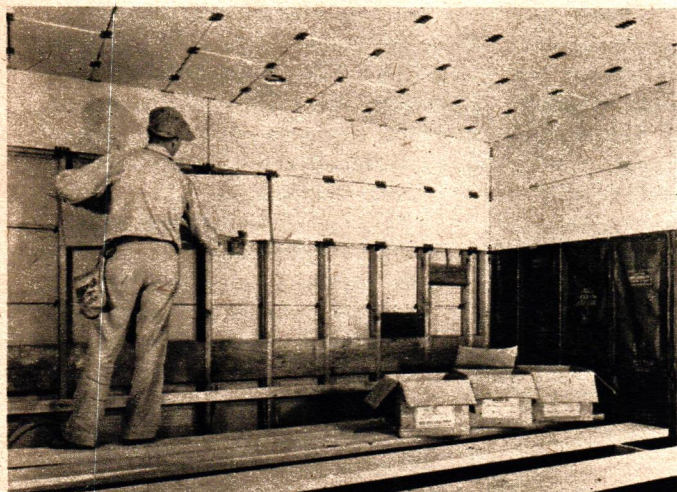
Sound is also disturbing when it passes from room to room or from floor to floor. Very often it is carried right through the structure of the house. Walls and ceilings suspended on "springs" help solve this. The "springs" dampen the sound waves instead of passing them on through the framework to the adjoining room, or from one floor to another. The action is much like that of automobile springs absorbing road shock.

Special spring clips have been developed (see illustration) to support ROCKLATH, the gypsum board plaster base. The prongs of the clip hold the panels of ROCKLATH, and only the steel spring is nailed to the studs or joists.

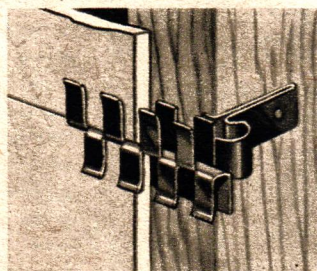
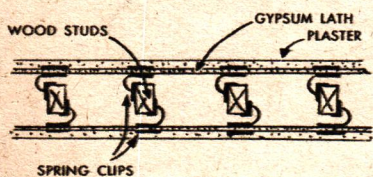
Plaster is applied over the ROCKLATH plaster base in the usual manner. The spring clip not only helps to absorb sound vibrations, but also takes up minor movement of framing members which might otherwise damage the plaster. This is called the ROCKLATH resilient lathing system.

Sound resistant wall structures must be supplemented by cushioning plumbing pipes and ventilating ducts in insulating wool, to assure an effective job. "Soundproof" doors and windows should be used in openings for more nearly complete quiet. The system is especially desirable in bedroom and bathroom partitions and in ceilings.

These are advantages every home builder or home remodeler can have. Your local company named on the back cover can give you the details, or secure them for you.



ABOVE: A workman is slipping ROCKLATH into resilient spring clips shown close-up below. Only the steel spring is nailed to the house framing. Plaster is applied over the ROCKLATH plaster base.

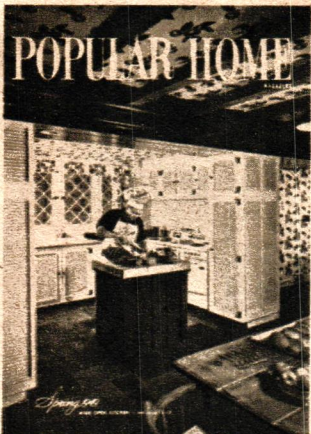


ABOVE LEFT: Cross section of partition with walls on both sides of studs being supported on spring clips.

ABOVE RIGHT: Close-up of clip nailed to stud and holding two pieces of ROCKLATH. Two more pieces will fit at this joint, meeting the two shown over the center of the stud.

BELOW: Workmen applying SABINITE acoustical plaster to a ceiling.





◀ **ON THE COVER**, and on the following two pages are views of the interior of the new kitchen wing which was an addition to this aged house. The cover view is of the U of modern kitchen equipment which opens directly into the carefully casual dining area.



▲ **BEFORE**

The old house has gone through three phases in its appearance, but these are the last two, showing the addition of the new kitchen wing to the left of the original structure. Bedroom facilities were provided in the second floor of the addition.

◀ **AFTER**



▼ **KITCHEN ENTRANCE**

A close-up of the new entrance, which is clean in design and carries the feeling of the original house.

DINNER GUESTS
ARE AT EASE
IN THIS
HOUSE
WITH A
WIDE OPEN
KITCHEN

by Elmer H. Johnson, EDITOR



The evolution of family living has changed home design. The war-born scarcity and high cost of domestic help has had its effect on kitchen planning.

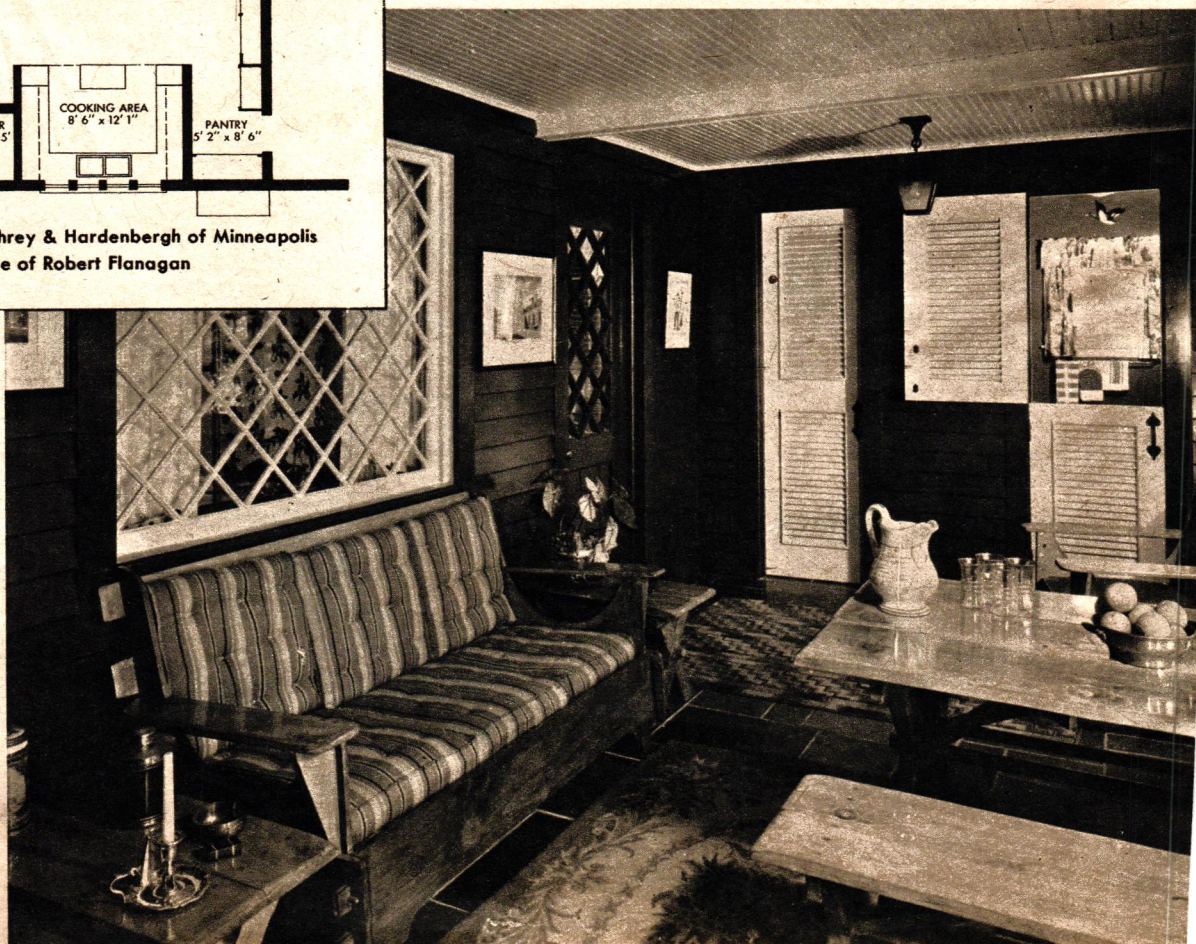
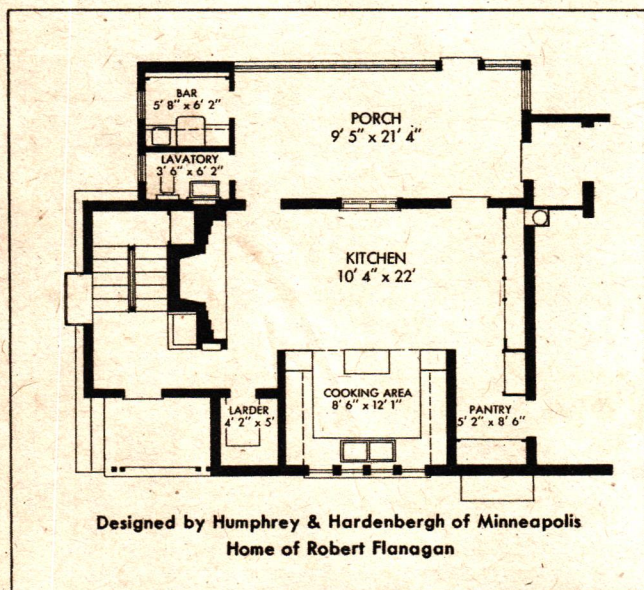
The trend is toward a breaking of the barrier between the kitchen and dining space. Breakfast corners in the kitchen are becoming larger, and finding increasing use. New home plans often provide for at least a service opening, counter height, between kitchen and dining area.

In addition to its step-saving convenience, the device has sociological importance. It permits the housewife who is doing her own kitchen work to maintain contact and conversation with dinner guests, even when she must return to the kitchen to prepare the dessert for service.

The cover of this issue of *Popular Home*, and these pages, describe an example of this type of planning carried to its extreme. It is a whopping combination country kitchen and dining room built as an addition to an ancient farmhouse for an owner who enjoys staging big dinner parties. Here the guests enjoy an open-hearth, beamed-ceiling atmosphere, while they dine with the assurance afforded by a sparkling modern food preparation area in full view.



The floor plan shows the location of this new rear entrance stairway to the basement, and second floor. The dark lid, right foreground, is a woodbox. The sheer beauty of simple design is admirably expressed here. The wallpaper is the same as that used in the dining area.





HEDRICH-BLESSING PHOTOGRAPHS INCLUDING COVER

The modern working kitchen shown on the cover is just to the left of this rugged dining area (see plan).

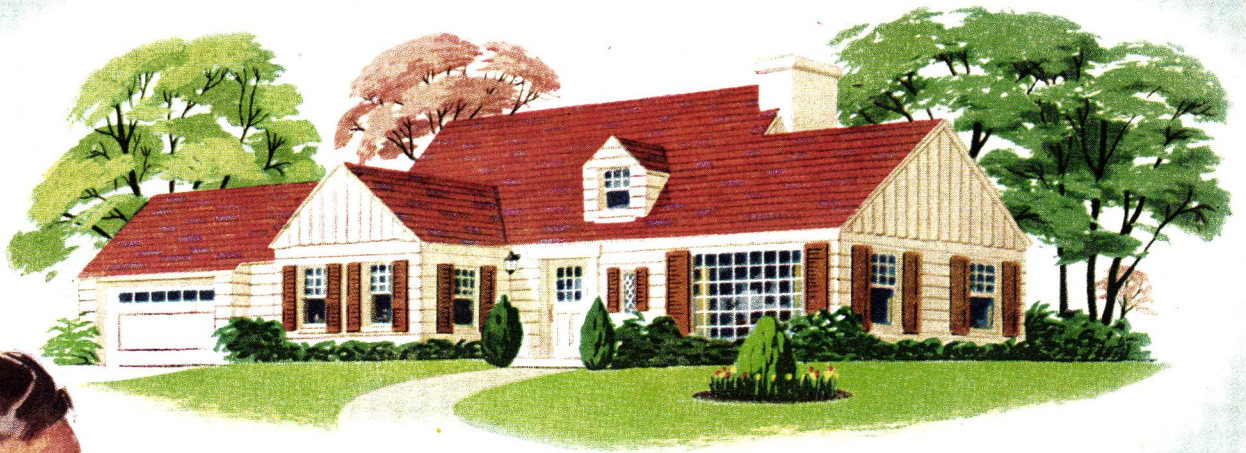


This porch is just outside the big country kitchen, and is convenient for outdoor service in the warm months.



A china cabinet for display pieces is just to the left of the kitchen U, and maintains the character of the room.

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