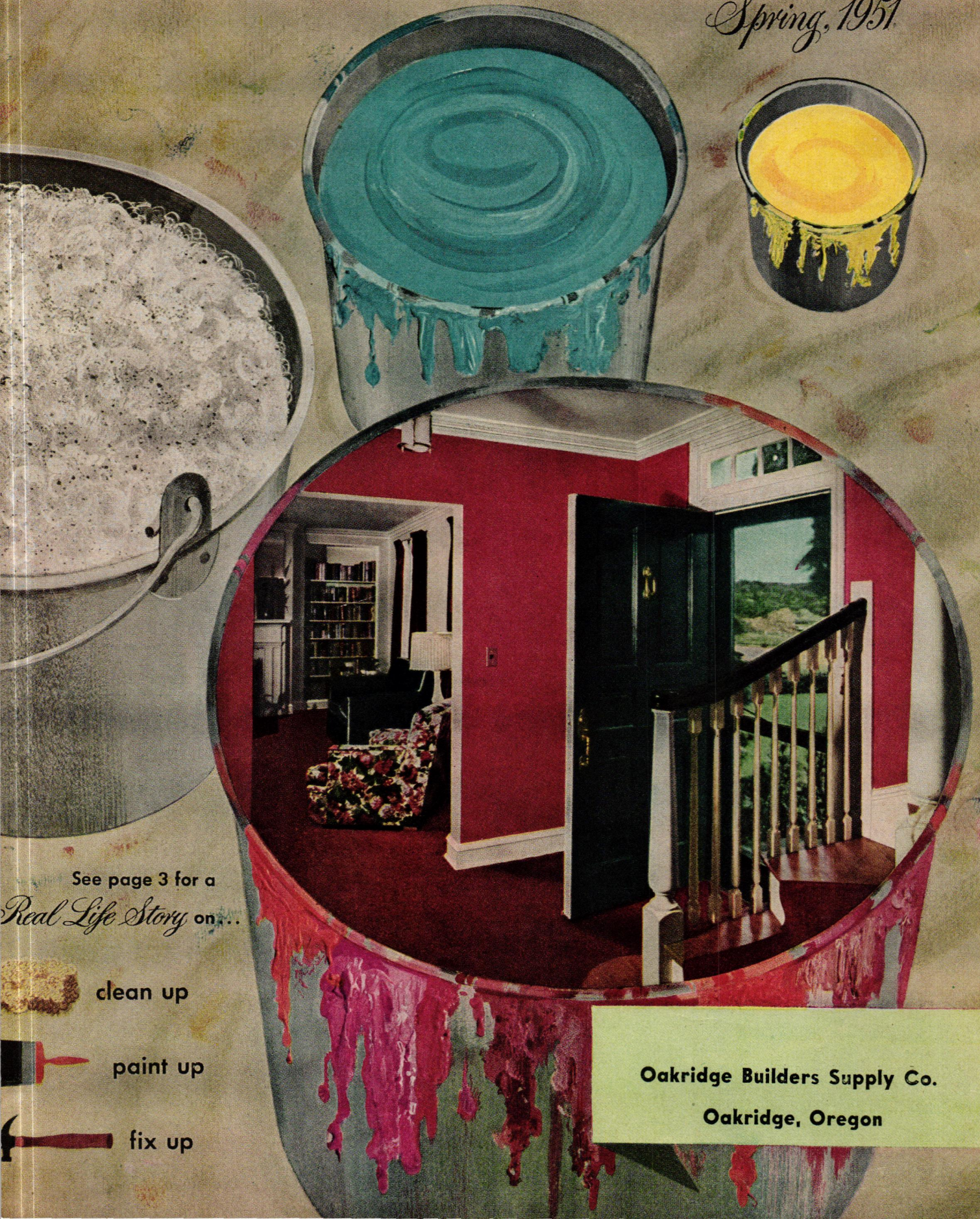


POPULAR HOME

Spring, 1951



See page 3 for a

Real Life Story on...

clean up

paint up

fix up

Oakridge Builders Supply Co.

Oakridge, Oregon



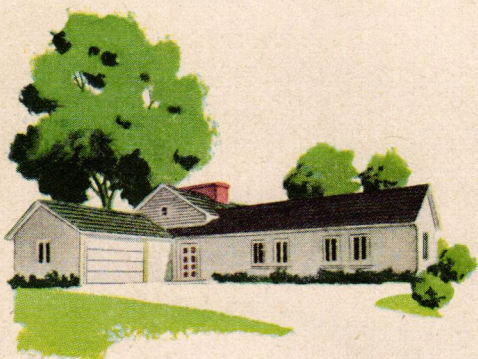
FREE

Information Service for Home Planners

**Here are just a few of the ways
we can help you**

Whether you're building, modernizing, repairing, or simply want to "talk house." Ask for free folders, booklets, bulletins.

Home planning is our long suit—and expert advice, down-to-earth estimates are yours without obligation.

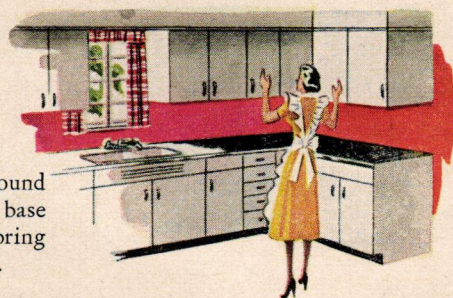


New Homes

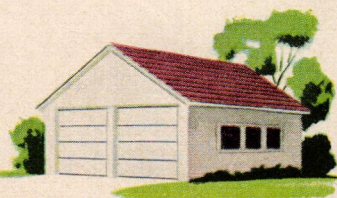
Bring us *all* your building problems—from planning and financing, through construction, to the finished job. We have valuable information on interior decoration, too.

Comfort and Convenience

See us about insulation and sound control. Full line of wall and base cabinets—and helpful plans—to bring your kitchen up to top efficiency.



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We'll recommend the type best suited to your needs. It might be an inexpensive car port, semi-prefabricated model, or a deluxe double garage custom-planned to your specifications.

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We've a complete line of paint products. Fine-quality asphalt roofing (outstanding colors and patterns!) is another beauty-protection specialty.



FOR FREE INFORMATION
See our name and address
on front and back covers.



Live better now!

before



Here am I
Anne Lewis

and my husband
Ted Lewis

This is mother
Marion Heuer

after



HOW *We* WHIPPED THE HOUSING PROBLEM

And gathered helpful hints
for cleaning, repairing, painting, furnishing
from our friends, the experts

... as told by Anne Lewis to Ruth W. Lee.

LIKE most young marrieds, we were faced with the housing problem. We chased the "ads," we listed our needs with real estate offices, we rang doorbells. Finally, our prayers were answered by an old garage apartment, the former residence of a chauffeur, at the back of an estate. Although the space needed repairs, cleaning and painting, it seemed like heaven to us. It boasted a living room, bedroom, bath and tiny kitchen.

With some decided ideas of our own, and the advantage of having a mother who is a decorator, we started to transform the apartment into a home-of-our-own.

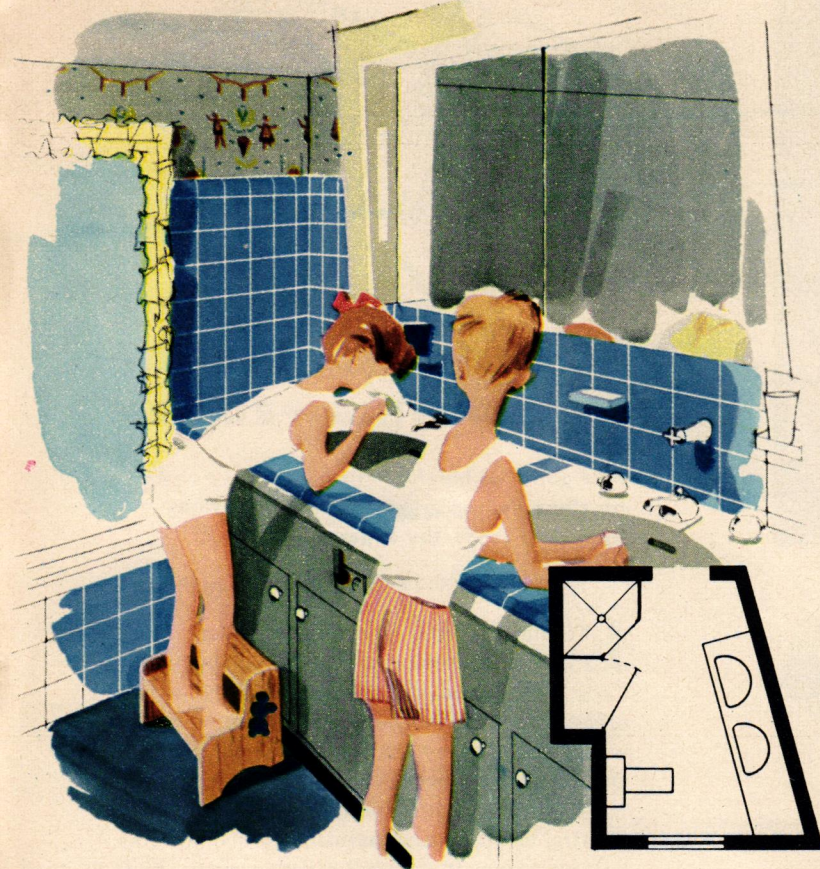
Our chief problem was storage space. This was solved by the lumber dealer who sends us POPULAR HOME. From him Ted ordered several stock kitchen cabinets that are shipped in knockdown form and can be put together quickly (see page 10). These now adorn our kitchen, living room and bathroom!

Complete story on pages 6 to 10.

Editor's Note: In April and May the annual wave of Clean Up—Paint Up—Fix Up campaigns will sweep across the country, with more than 3,000 cities and towns totaling 75 million population participating. The emblem at the top identifies participating organizations. Clean Up—Paint Up—Fix Up Week in your town is the time not only for sprucing up your neighborhood and grounds, but for giving new life and efficiency to the interior of your house. The story of Mr. and Mrs. Ted Lewis, continuing on Page 6, proves what can be accomplished. The Lewises were fortunate to have the generous help and advice of professionals in several phases of their work, but you're sure to recognize some of your own problems and plans. They learned a great deal, as you'll see . . .

Walls and ceiling in our bedroom are painted a dark blue-green, my favorite color, with matching woodwork. The old floor was painted black, spatter-dashed in turquoise and coral red. Draperies: beige wide-wale corduroy. Bedspread: textured beige, black and white cotton, with pillows of turquoise, black brown. Ted devised a wall lamp by using a piece of driftwood to conceal two light bulbs. The HandiTop at foot of bed is used as either a bench or table.

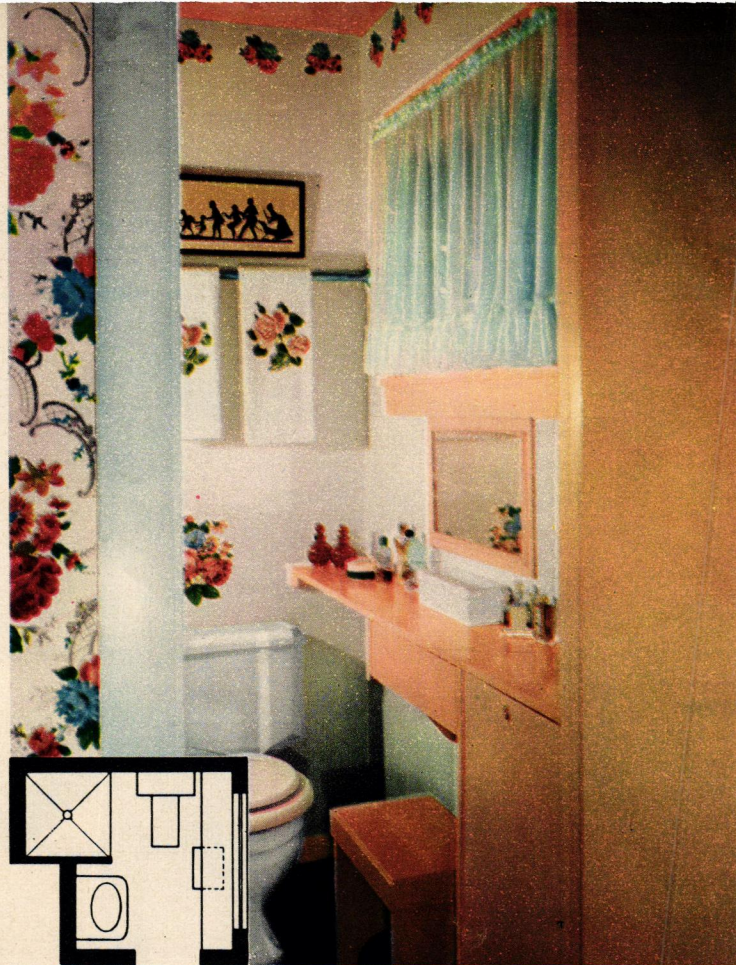
**BATHROOM PLANNING RULES
IMPROVE BEAUTY, EFFICIENCY**



🏠 **Twin lavatories** almost double the usefulness of a bathroom, and storage cabinets below make maximum use of floor space. Fluorescent lighting frame can be built simply with materials from your local lumber dealer. Night light is a good feature.

Color makes this bathroom. A linen closet like this may be installed by the home handyman—as shown on opposite page. Sound-deadening can be built into a bathroom with a ceiling of SABINITE 38 acoustical plaster, or an adjoining closet.

HOME OF MR. & MRS. WILLARD A. SOUTH JR., MINNEAPOLIS, MINN.



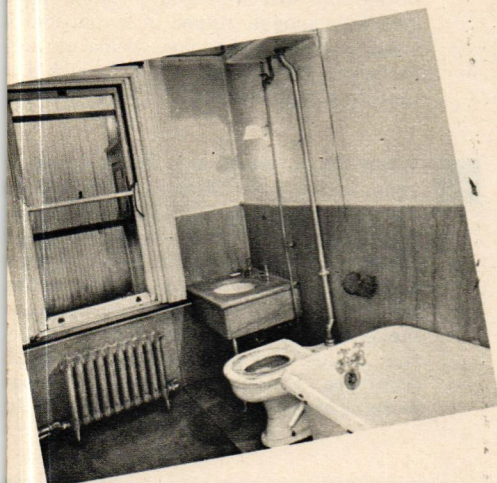
HOME OF MR. & MRS. PETER B. NICHOLSON, GARY, IND.

🏠 **Minor remodeling** can accomplish wonders in older bathrooms, by simple installation of built-in dressing table and hamper. Another economical modernizing idea: line walls with WEATHERWOOD DURON Tileboard, ready to paint or enamel.

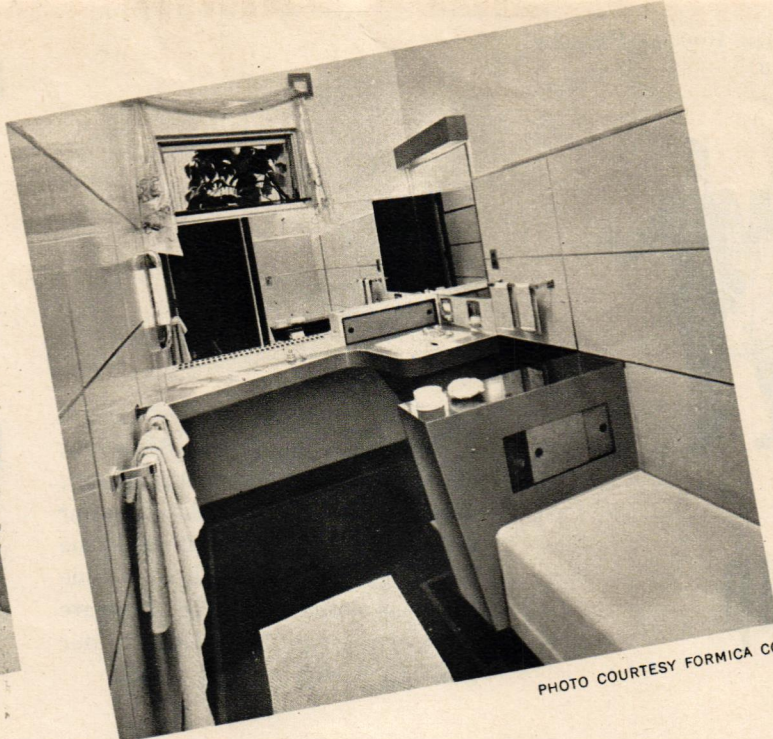
A shower stall saves space in a narrow bathroom, and often makes a second bathroom possible. Here, the utility of base cabinet drawers is added to the beauty of a highly-polished marble lavatory top. End mirrors conceal two medicine cabinets.

HOME OF MR. & MRS. G. GAMWELL, SEATTLE, WASH.





Before



After

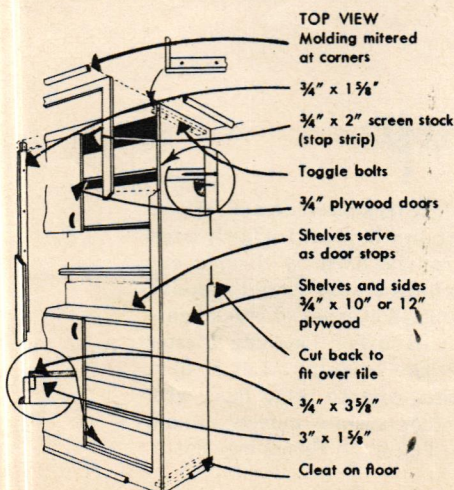
PHOTO COURTESY FORMICA CO.

This transformation was accomplished without moving piping for fixtures. Counter and angled lavatory are especially handy for baby baths, cabinet at foot of tub holds bathroom supplies while concealing water closet. High strip windows increase privacy, save wall space.



Old fixtures can be modernized as dramatically as was this bathtub, simply by installing false cabinet work topped by linoleum and a wood scallop frame. Small door at rear of tub gives access to handy storage space. How to do this in your home? Ask your POPULAR HOME sponsor for Photo Plan 51-2—drawings and step-by-step directions on How to Enclose a Bathtub are included—price 10 cents.

HOW TO BUILD A LINEN CLOSET



Bathrooms

Needn't be Bottlenecks

FIRST priority in the spring paint-up clean-up campaign of many families goes to an overcrowded, inadequate bathroom. Whether it's a simple paint job, a complete modernizing, or planning the bathroom facilities in a new house, the same basic rules apply for success in meeting a family's particular needs.

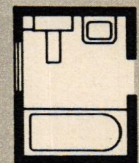
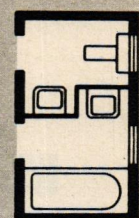
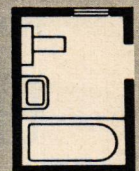
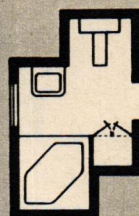
Complete bathrooms can be provided in an area as small as 25 sq. ft., but they should be large enough to accommodate two people—powder rooms in 18 sq. ft. There are four important rules of planning: locate fixtures for piping economy; never locate the tub under a window; place the bathroom door to shield the water closet when open; and provide plenty of electrical outlets—away from the tub.

A closet, pantry, or hallway end often can be converted into an extra bath or powder room. Separate partitions or compartments may ease the traffic jam; likewise an extra wash stand in a bedroom.

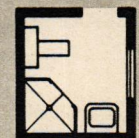
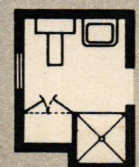
Choosing the fixtures is a matter where your local dealer's advice is invaluable. Colored fixtures are now generally available in six colors, at a premium of 10 to 35 percent over white in price. There are three basic types of water closets and shower stalls—and 4-ft. square bathtubs as well as conventional ones. Extra features you won't want to overlook in your planning include a dressing table; dental lavatory; ventilating fan; wall heater; built-in sun lamp; safety grab-bars near tub; shower mixing valve; adjustable shower arm; built-in hair dryer.

If you're building a new house, no investment is wiser than to have piping laid to a future second bathroom so the fixtures may be installed later.

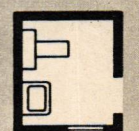
3-fixture bathrooms



Bathrooms with shower stalls



2-fixture powder rooms





HOW TO clean up

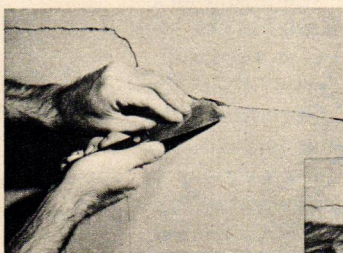
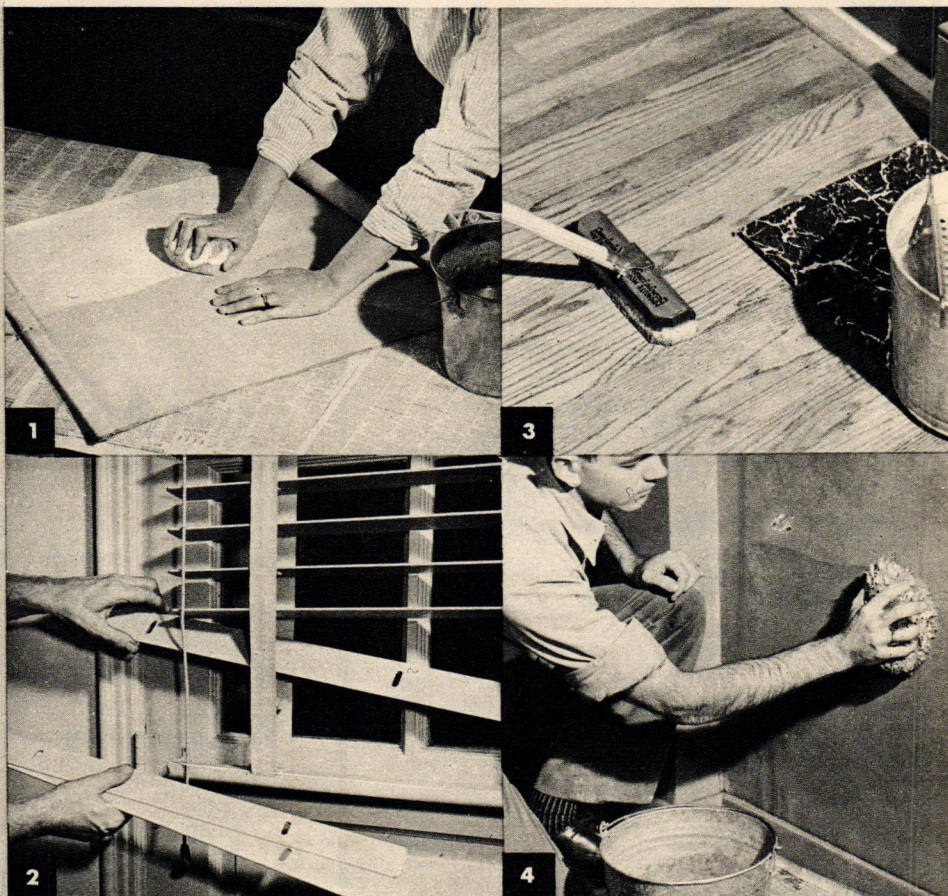
1 A washable window shade cleans beautifully, we learned, if first wiped lightly with wallpaper cleaner "dough." Then use a mild cleaning solution, on a sponge, soft brush or piece of Turkish toweling. Wipe off with clear water, dry with cloth. Do small area at a time. Roll up shade only when it is dry. If slat at bottom is broken, replace. If bottom needs replacing, cut it off, sew a new hem for slat. Cellophane tape mends tears along top edges.

2 When washing Venetian blinds, the tapes and cords won't get soiled if you remove the slats, which is easy. First, loosen the cords where they are fastened to the lower cross-piece but don't loosen the cords up through the slats and slip the slats out of the tapes. Reverse the procedure when reassembling, being sure to run the cords between the staggered cross ribbons. Worn and soiled tapes and cords should be replaced. For painting Venetian blinds, tapes and cords are removed.

NEXT, we faced a complete cleaning-scrubbing ordeal. Somehow, this chore took on an almost glamorous aspect because it was related to our first home (in time we'll have the house of our dreams built to include the ideas in our scrapbook). Here are some of the tips that helped in our association with the scrub pail!

3 Wood floors, in general, should not be scrubbed with a solution of water and cleaning powder. However, this treatment is permissible prior to revarnishing. Routine cleaning of finished wooden floors is best done with a dry mop, dampened with a mixture of 3 parts kerosene, 1 part paraffin oil. For the spring cleanup on varnished and seal-impregnated floors use a synthetic sponge dipped in a solution of water and flax-seed soap, wrung out before using. Our old floors were in such bad condition that we decided to paint them.

4 Wash UP on walls, not down, to avoid stains caused by solution running through dirt. Use a large sponge and a mild cleaning solution. We used a brush on rough surfaces. Clean about a 3-foot square area, wipe with cloth or sponge wrung out in clear water. Before washing, remove curtains, draperies, shades, Venetian blinds, hanging fixtures and small furniture. Cover everything else near working area—a painter's dropcloth is best.



HOW TO Patch up

Ted learned how to fix a plaster crack. Where no structural strain is indicated, a fairly large plaster crack can be fixed by digging out the opening to form a wider base to receive patching material. Wet edges of crack lightly and knife in RED TOP Patching Plaster to nearly fill the opening. Let it dry, then add another coat to bring flush with surface. For minor surface defects around the crack use TEXOLITE Spackling Putty.



HOW TO

paint up

OUR FRIENDLY PAINTER was a traveling information bureau. We studied the TEXOLITE paint color chart endlessly, changed our minds constantly, finally made a decision and stuck to it. We love the results!

With TEXOLITE paint, use a large brush and long curved strokes. Apply just enough paint to flow on surface easily—not so much that it runs and sags. Use light finishing strokes.

In painting walls, start at corner of ceiling and work down, not up, in 3-foot strips. Work toward right or left. Stop only at corners or edges.

Walls can be painted with a 7-inch

lamb's wool paint roller (right above). Paint is held in a shallow pan (left above) with sloping bottom and clamps that attach to a ladder. The roller is barely immersed in the paint, rolled back and forth over bottom above the paint level. Apply in slow strokes after nearby edges and corners have been "cut in" with a brush.

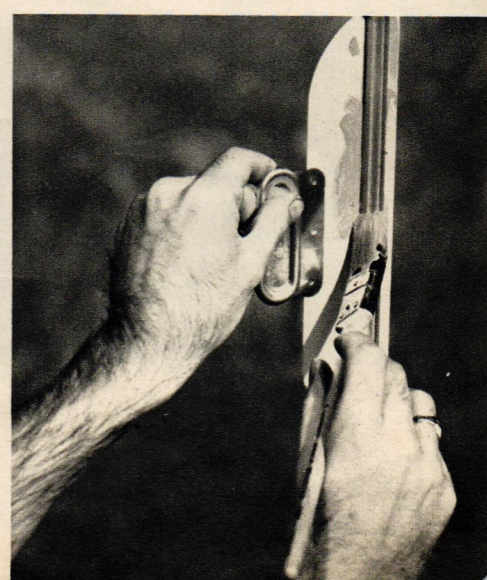
Unsightly old plaster walls like ours can be magically restored by a coating of USG TEXTURE PAINT or TEXTONE. This thick plastic paint comes in powder form, is mixed with water and can be tinted before application, or painted afterward.

(continued on page 8)

Spatter-dash. Ted and I both caught the spatter-dash habit. To spatter-dash a floor, apply background color, let dry thoroughly. With contrasting color, dip brush into paint, hold stick firmly, tap brush sharply against stick. Protect baseboard and wall with newspaper held in place by masking tape.

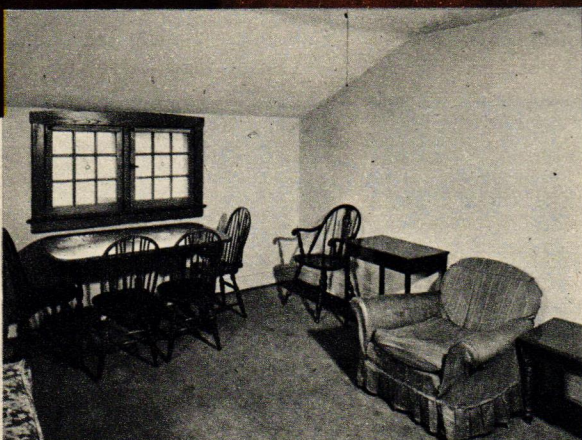
HandiTop. Here you see me painting a HandiTop (see page 14). It's best to set the piece upside down on a table to get at the underside first. Paint up to the edges, not over them. Last, turn right-side up and finish it. A tip: Stick a paper plate or cardboard to the bottom of the can to avoid dripping.

Muntins. Before painting muntins of your windows, clean thoroughly, scrape off loose paint. Start at top and work down, using a paint guard to protect glass and a 1 or 1½ inch sash brush. Don't paint muntins in damp weather, as condensation will run into paint and prevent drying.





PHOTOGRAPHY: SUTER, HEDRICH-BLESSING



Before

Our most important purchase was the curved sectional sofa. Covered in a nubby chartreuse cotton fabric, it blends with the chartreuse TEXOLITE painted walls and ceiling and beige shaggy cotton rug. We built a curved wooden shelf into the corner and covered it with tortoise shell paper, lacquered for protection. In it is a lamp, our special pride, with a base made of driftwood picked up out west and a shade of burlap, speckled in gold. The dark green coffee table is space saving, holds four glass trays to use "bottoms up" for fruit, cheese, candy. Draperies repeat the room scheme of dark green, chartreuse and persimmon in a stylized leaf pattern that's much admired by friends.



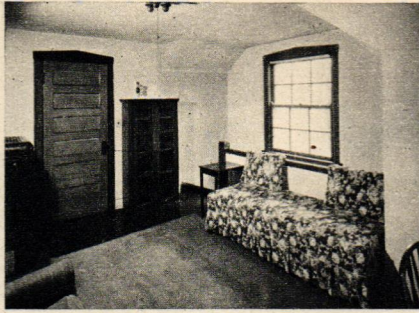
DARK blue-green and chartreuse were our favorite colors and so we started by looking at fabrics and wallpapers. Then, came furniture and rugs; and to enhance our new possessions, TEXOLITE paint colors mixed to just the right shades. We feel that every color in the apartment is harmonious and yet there is no monotony. In the overall color scheme (no one room uses all colors) we have dark Blue-Green, Chartreuse, Gray, White, Beige, Persimmon, Reddish-Brown, Turquoise and Coral Red. Each adjoining room displays a different, yet harmonious color.

When it came to furnishings, we were helped by both of our families. The maple drop-leaf table, bench and Windsor chairs, (not new but we like them) came from Ted's family. My mother's decorating shop helped us to buy our few essential needs: sofa, shaggy cotton rugs, bedroom chests, some tables. We made two lamps out of driftwood, found on a trip out west. The important purchase was a sectional curved sofa—a "down payment" toward our home of the future.

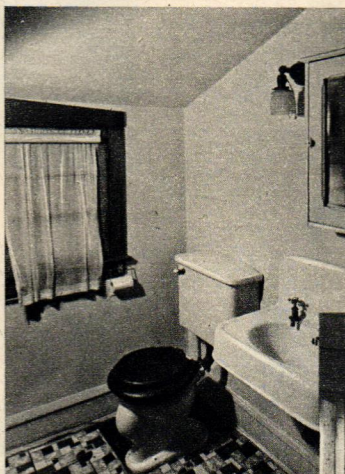
The plan was our own, but we consulted with my decorator-mother at every step to avoid mistakes. While we've mixed modern and provincial furniture, the contemporary feeling we wanted was achieved through color, accessories, and fabrics. Although the space is small, we have every comfort we need. It took planning, lots of hard labor and many hours. Our reward is a home that is our pride and joy, and one we love to share with our families and friends.

(continued on page 10)

Before



The stair wall's scenic paper in dark green, gray and white was the start of our decorating scheme. We curtained the window with dark green. At head of stairs is our wonderful new storage cabinet with open shelves holding pottery pieces. The drop-leaf maple table and Windsor side chairs are family attic castoffs. New shutter doors lead to kitchen. The floor is painted black.



Before

With bad surfaces to camouflage, spatter-dashing method worked wonders on our bathroom walls and ceiling. You should have seen Ted spattering the ceiling, garbed in a shower cap to protect his head! Walls and ceiling are painted coral red to match the rug, spattered with black and gold. Curtains are home made of coral red chintz which I trimmed with sequins. The cabinet is our linen closet.

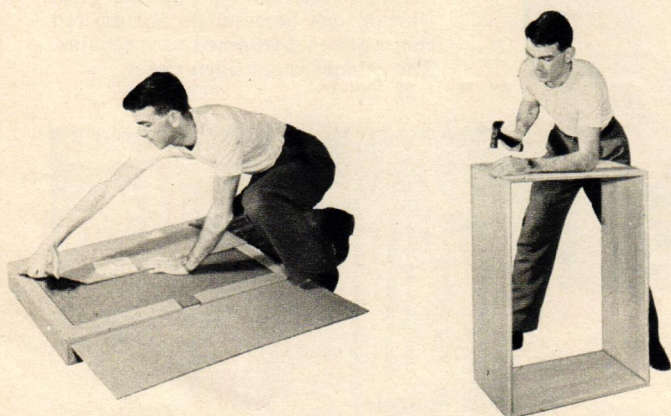
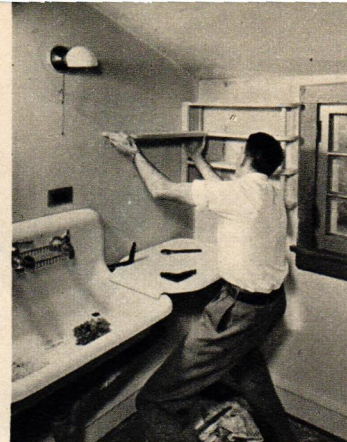
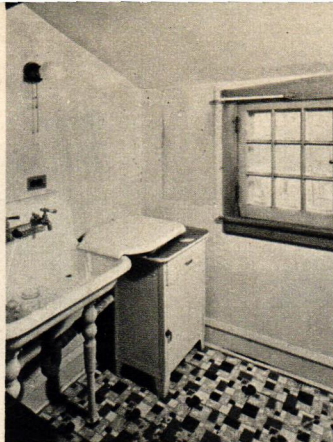




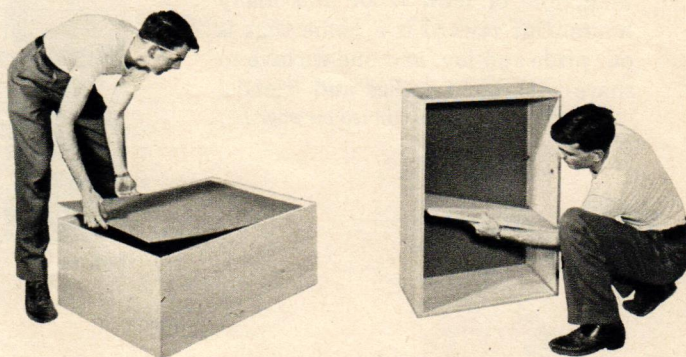
HOW TO fix up

WE LEARNED that it saves time to make minor or major alterations *before* painting . . . windows and doors that stick or squeak, a wobbly stair rail, a loose baseboard, countless house-ills should be put in order. Efficient tools and cleaning equipment are important, and we quickly realized that keeping them in an orderly arrangement saved us time. The purchase of a safe stepladder paid dividends in mishaps that didn't happen.

In the kitchen, too, our problem was storage space. Our temporary needs are well taken care of by the handy shelves that Ted built on each side of the kitchen for only \$4.00, and the cabinets he assembled (see below). We covered the cabinet top and floor with beige linoleum (\$11.00) and painted the walls a reddish brown. I made the curtains of marquisette and chartreuse ball fringe.



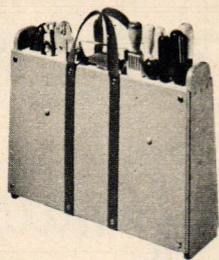
We ordered some cabinets (usually used in kitchens) in knock-down form from our building materials dealer. Placing them in the living room, kitchen and bathroom solved the acute storage problem. We found them surprisingly easy to put together, and discovered that they fit in nicely with the furnishings throughout the house if they're finished and arranged with imagination.



The first picture shows how the knockdown cabinets arrived. Ted, ambitious soul, assembled each cabinet before opening next carton. Each carton contains precut parts for a cabinet, grooved for accurate assembly. Sides are fitted to top and bottom, a frame glued to front, the hardboard back attached, and finally the doors are attached with hinges included in the package.

tools

and how to use them



Illustrated above is the **POPULAR HOME** tool kit, available in knock-down, pre-cut form at modest cost through the dealer named on the cover. It's a perfect companion for a good set of tools!

screwdrivers

Four sizes of good quality screwdrivers are adequate for almost all household jobs. Sizes are shank lengths. Various kinds are useful for speed and special purposes.

Use both hands for driving a screw; rounded end of handle in palm of right, blade guided by left. Don't hammer a screwdriver, or use it for punching, prying or scraping.

Select right size screwdriver so tip fits screw slot full depth. Too narrow tip lacks leverage, becomes burred. Too wide tip may mar the work. Insert tip fully into slot.

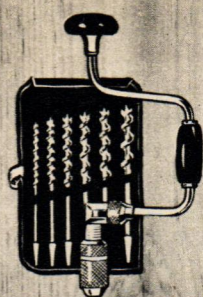
Worn tip is reground; edge straight and at 90° to the shank; sides nearly parallel for 1/8 in. from end; tip thickness unchanged. Keep tip cool when grinding.

Centerpunch exact screw position, especially on hardwood. This also helps start screw. On softwood, screws may be tapped slightly for starting only; must use care.

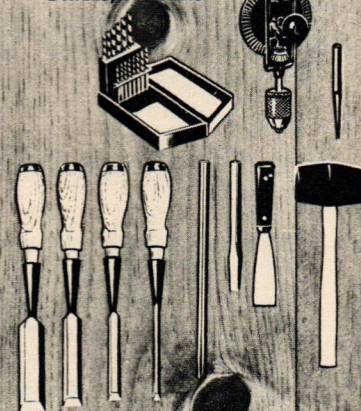
Drill hardwood for screws. Counterbore for screw body above threads; drill pilot hole smaller than threaded end. Countersink holes for flathead wood screws.

Soap the screw threads for easier driving, especially in hardwood. Then screwdriver is less likely to slip out of slot, or to break off the screw and mar the work.

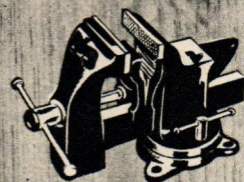
Wrench—not pliers—may be used on square-shank screwdriver to remove a tight screw. First turn in both directions. Loosen tight screws in metal with penetrating oil.



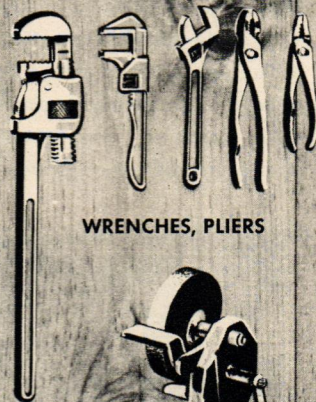
DRILLS, AUGERS



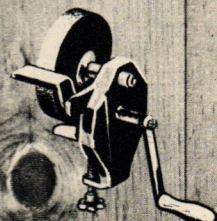
CHISELS



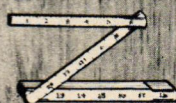
VICE



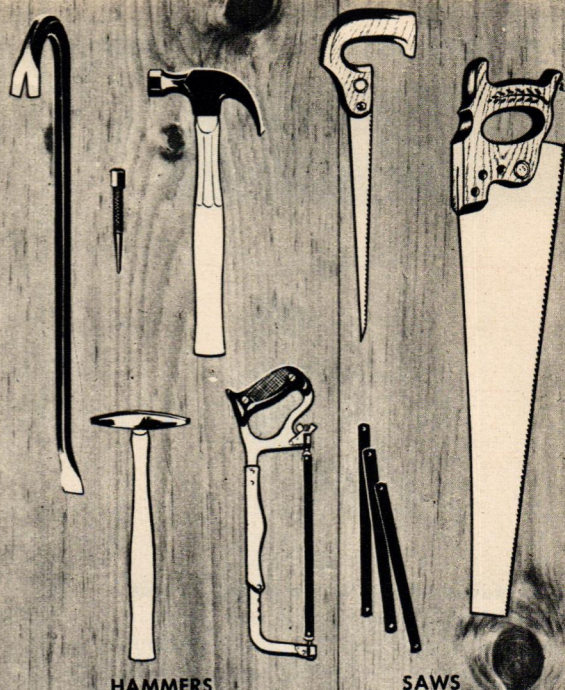
WRENCHES, PLIERS



GRINDER



MEASURING TOOLS

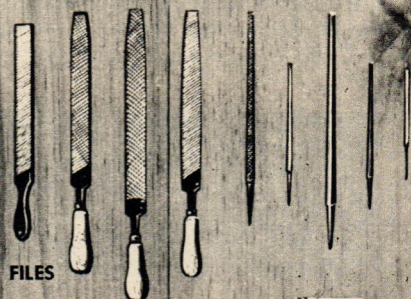


HAMMERS

SAWS

do it yourself with these household tools!

Being handy with tools means amazing savings in home-upkeep costs. On this page are the hand tools needed for a complete home workshop. The column at left is the first in a new **POPULAR HOME** series on how to use the correct sizes and types of each tool.



FILES



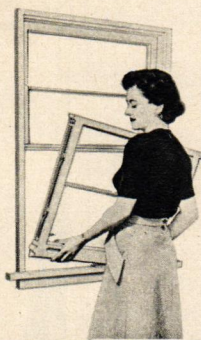
CLAMPS



PLANES



it's just the thing



Window-cleaning is simplified by this new pressure-seal window unit with an operating principle that allows instant sash removal. Wedge-like action is controlled by thumb levers, which eliminate counterbalancing devices and side weatherstripping. Easily lifts from frame.



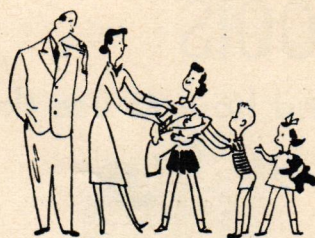
Outdoor rubbish burner has been developed to dispose of papers, boxes and other burnable waste without creating a neighborhood nuisance. Consists of a heavily-galvanized steel outer casing, welded steel rod grate basket which hangs on hooks inside, and a tapered smoke hatch which can be tilted back on hinges. Basket holds two bushels of trash and can be lifted out. Top of hood is equipped with fine screen.



Enlarged surface is of SABINITE 38, a float finish acoustical plaster specially prepared for efficient sound conditioning in ceilings subjected to high moisture conditions, such as bathrooms (Pages 4 and 5). An incombustible white mineral material, it may be cleaned with vacuum cleaner attachments and is readily painted as desired with TEXOLITE Imperial paint.

Consult your local dealer named on cover for further information, or write to POPULAR HOME, 300 W. Adams, St., Chicago 6, Ill., for names of manufacturers of above products. Please specify issue in which the item appeared, enclose self-addressed envelope.

POPULAR HOME'S



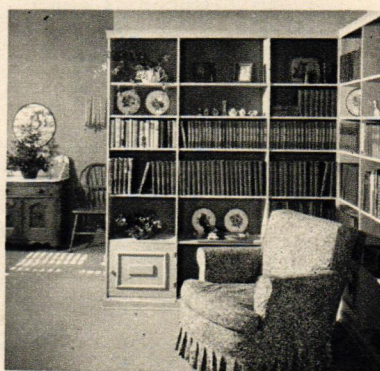
House for a growing family

Open Plan Lets Texas House Expand With Its Occupants

TODAY'S high-cost economy is fast compressing America's new small houses into a standard pattern of rectangular, box-like monotony that offers maximum floor space for the dollar. There are many families, however, who are willing to make the relatively slight additional investment required for the increased privacy, distinctiveness and expandability of the one-floor open-type plan.

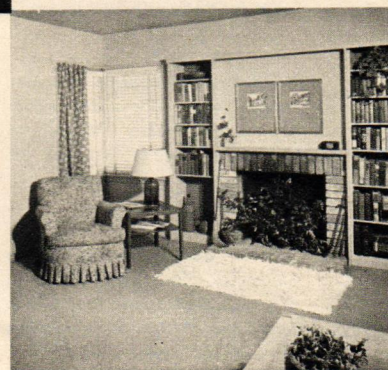
For these families is POPULAR HOME's House for a Growing Family, adapted from the residence built by Mr. and Mrs. E. C. Wintz in Houston, Texas. It has a second bedroom that can begin as a den or study, become a nursery that expands into a larger play room, and later be joined by a third bedroom added with a minimum structural change. And while the greater number of corners and longer exterior walls serve to raise the square-foot cost above that of the unbroken rectangular plan, it remains in the low-price bracket of well-designed American homes. A cost-saving virtue is its adaptability to a narrow lot, a 60-foot frontage being sufficient if the carport is included and only 50 feet needed without the carport. Its other chief features:

- Cross-ventilation in nearly every room.
- A commanding view of the rear play yard or terrace from the kitchen.
- Expandability of child's bedroom through use of folding louvered doors.
- Ease of enclosing carport by installing overhead door and frame.
- Simplicity of cutting pass-through between kitchen and dining area.
- Accessibility of children's room to play yard, through door in hallway.




Bookcases in living room to right of entrance provide interesting corner for relaxation. Corner could contain much-needed guest closet, easily built-in from lumber and DURON hardboard available from your local dealer.


Corner windows in living room admit more light than if center-placed and release wall space. SHEETROCK gypsum wallboard is used with good effect on walls and ceiling.

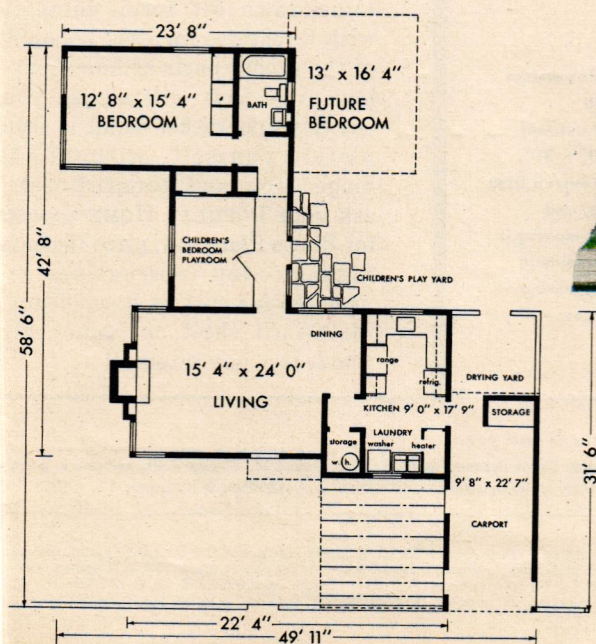




PHOTOGRAPHY: KEN HEDRICH, HEDRICH-BLESSING

 **Side view** shows generous roof overhang and skill with which architects made house curl under huge pine. Eave details reveal good use of car siding. Recess in wall line creates a patio effect in side yard.

A backdrop of tall pines and Texas sky lends sharp contrast to Houston house. Low-lying fence, gate, and trellis are integral parts of the design. 



For complete information about this house ask your local dealer named on cover for POPULAR HOME Photo Plan 51-2, price 10 cents. He can also order building blueprints for you if desired. Extra features in the same Photo Plan are How to Build a Soilless Gardening Unit and How to Enclose a Bathtub.

House for a Growing Family has 1,012 square feet of habitable area, exclusive of carport; 13,450 cubic feet. Architects: Wilson, Morris & Crain, A.I.A., Houston. Present owner: Seaborn Eastland, Jr. Type of floor, heating system can vary with climate.

POPULAR HOME'S WORKSHOP



Large redwood unit (8" x 31" x 6') is equipped with pump and timer which automatically feed plants three times a day. It is marketed ready to assemble (left photo) by Modern Methods Home



Hydroponic Unit Company., P. O. Box 1866, Riverside Station, Miami, Florida, "10 E.M." plant food is sold by Flagler Hydroponics, 3255 West Flagler Street, Miami 35, Florida.

Growth without Soil

two ways
to start

POPULAR HOME'S brief introduction to soilless gardening in the Autumn, 1950 issue brought a flood of inquiries from every corner of the continent, including Wrangell Island, Alaska. We were told that hydroponics as a science dates back to the 1850's, that hydroponic farms are common throughout Florida and California, and that yields from hydroponic methods "may be expected to surpass similar yields in soil."

Despite differences of opinion as to exact growing techniques, one thing is certain—the meteoric growth of hydroponics since World War II. For people who wish to seriously augment their vegetable supply there are pump-fed units on the market like the one shown above. And, for people who would like to experiment before getting into this fascinating new field "with both feet," POPULAR HOME has planned a portable flower-box type of unit shown at right. How-to-build instructions are a feature of POPULAR HOME Photo Plan 51-2.

If you're still interested, look up a book on the subject: Dr. William F. Gericke's *THE COMPLETE GUIDE TO SOILLESS GARDENING*, Ellis and Swaney's *SOILLESS GROWTH OF PLANTS*, or Purdue University's circular *NUTRICULTURE*.



For the experimenter, this flower-box type of unit is designed to hold gravel and about 2½ gals. of nutrient solution. Box measures 8" x 10" x 30", is asphalt-coated wood, can be moved from window to window or outdoors, and is manually operated. Plans for making it yourself are included in the Handyman Section of Photo Plan 51-2—available from your POPULAR HOME sponsor, price 10 cents.

it's HandiTop for your house!

**Stool-Table, Built at Home,
Captures Public Fancy**



THE POPULAR HOME parade of home-assembly kits has a new champion in the making—the HandiTop stool-table introduced in the Early Spring issue.

No one knows how many more uses will be discovered for the HandiTop, but already it's found a place in every room of houses across the nation. You make an upholstered cushion, snap it into place, and there's a smart-looking television or dressing-table stool. Up swings the top and you have a convenient compartment for storing a host of small articles! Leave off the cushion and it's a chairside table—group two or three together for a very unusual coffee table.

Through the local dealer named on the cover of this magazine your HandiTop may be ordered in knockdown kit form, complete with directions for easy assembly of the pre-cut parts at home—at a low price that will amaze you. Or, if you'd rather build it completely yourself—without the hinged top and compartment—ask your POPULAR HOME sponsor for Photo Plan 51-1, price 10 cents. Step-by-step instructions are included for cutting it out from a 24x36-inch sheet of ¾-inch plywood. Get yours today!

POPULAR HOME • Spring, 1951 • Sent through courtesy of Local Company named on front and back covers

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never a dull flat  never a glossy glare 

it's

**COLOR
RICH**

THANKS TO NEW

DISPERSION MAGIC OF TEXOLITE

HERE'S HOW Dispersion Magic of TEXOLITE makes walls and ceilings color-rich:

Diagram A, right. Pigments protrude above binder, disperse light; make surface dull flat.

Diagram B—pigments buried. Binder above them reflects glossy glare.

Diagram C—pigments so dispersed and pigment-binder ratio such that pigments touch surface without protruding and are covered with only a minute film of binder. Light rays absorbed . . . reflected . . . diffused—all in proper proportions. Result: IT'S COLOR-RICH!

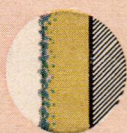


Diagram A
DULL FLAT

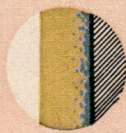


Diagram B
GLOSSY GLARE

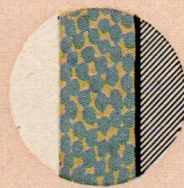


Diagram C
COLOR RICH!



REMEMBER...IT'S
REALLY SCRUBBABLE



TEXOLITE *Seven Star Imperial* . . .

Gives you color-rich walls and ceilings—yes! Thank the new Dispersion Magic of TEXOLITE for that—and for other advantages, too. Seven Star goes on so *evenly*, it seems to spread all by itself . . . so *easily*, your paint brush simply *glides* along.

Seven Star is scrubbable, of course: wash it again and again—it's still color-rich! And look at these other Seven Star advantages: it comes in newest trend colors, is an oil finish, is *ready to use*, goes over 'most any surface, dries in an hour, leaves no "painty" odor, a gallon covers the average room.

Better see *your* paint dealer about this color-rich "beauty paint"—*real soon!*

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INTERIOR PAINTS

UNITED STATES GYPSUM COMPANY • CHICAGO 6



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Real economy! Both these fine paints come in paste form. Thinned with water, gallon makes 1½ gallons of ready-to-use paint.





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