

POPULAR HOME

Serving more than 3,600,000 families in 4,800 communities

Late Fall, 1952



*6 Pages of
Attic, Bedroom
and Closet Ideas*

*2 Houses
for Low-Cost
Living*

**Wardwell Lumber Co.
Bristol, R.I.**

"Where has this been all our lives?"



This attractive living room has interesting random-width walls of WEATHERWOOD Plank in rich BLENDTEX* color. (It's also available in Hi-Lite Ivory.) QUIETONE Acoustical Tile on the ceiling gives sound control and high light reflection.

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

Where has it been? Why, perhaps right in your own home: the space you could have been using all this time for a game room, an office or den; a sewing room, another bedroom—or even an apartment that could be bringing you a sizable monthly income.

Let us show you how easily and inexpensively you can have new rooms, happier living—*right now*—with WEATHERWOOD, the “remarkable remodeler” that *insulates . . . as it quiets . . . as it decorates . . . as it builds!* Come in—let us tell you all about it!



FOR EXTRA PROTECTION AGAINST NOISE

(In a Rumpus Room, for Example)

QUIETONE ACOUSTICAL TILE

- Twin-Tile—two tiles go up as fast as one.
- Beautiful white finish for high light reflection.
- May be cleaned repeatedly. Paint it if you like!

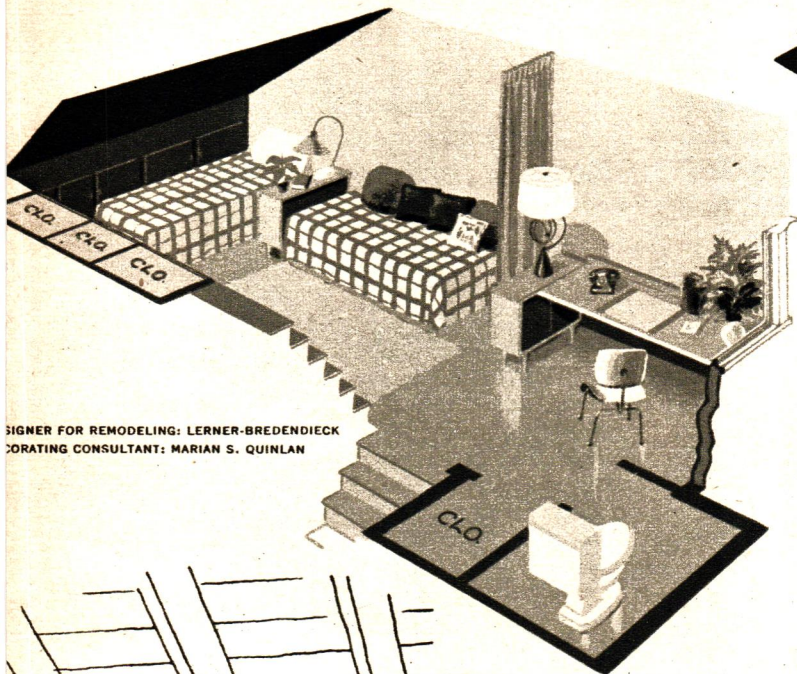
Visit Remodeling Headquarters

See our name and address on front and back covers.

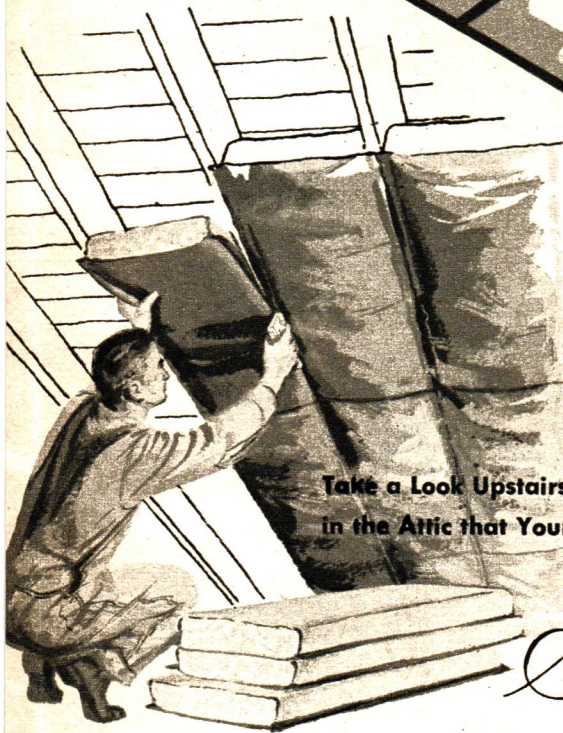


WEATHERWOOD

Decorative Insulation



DESIGNER FOR REMODELING: LERNER-BRENDENIECK
 DECORATING CONSULTANT: MARIAN S. QUINLAN



Take a Look Upstairs . . . For it's
 in the Attic that Your Family may

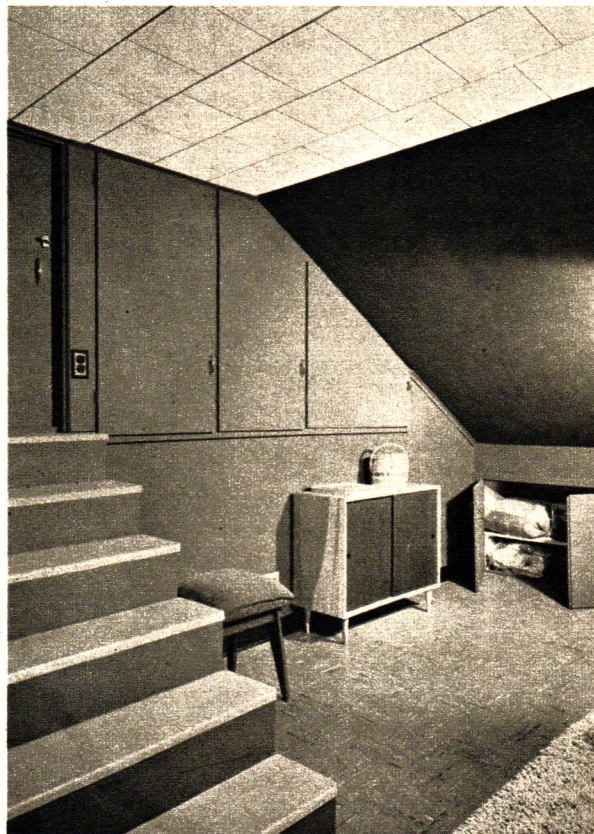
Get a bargain in Living Space



A REAL BARGAIN in living space is waiting for many families—upstairs in the attic. If your attic has sufficient headroom, a means of access, and provision for light and ventilation, it can be converted into comfortable living quarters at probably less than half the cost of the equivalent space in an addition or a new house. Do the work yourself, and your savings will be even greater.

The layout and use of the finished attic varies with the space available and the family's requirements. In the case of Mr. and Mrs. Milton L. Groban, the problem was the arrival of a second child in their two-bedroom house. The solution? Give up their bedroom

Generous in size and efficiently arranged, new attic room has wealth of storage space shown in drawing. Groban family occupies half of two-family building, separated by brick party wall. Children's bedrooms are down short flight of steps. Dormer was added for lavatory.



Built-in storage space lines two walls of attic room, with shelves extending back to eaves. High cabinets accommodate clothes on pull-out rods. Steps serve unfinished general storage area of attic. Slanting ceiling has smooth surface of SHEETROCK Gypsum Wallboard.

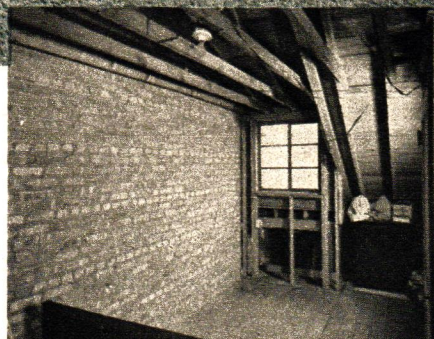
to the baby, and make the attic into a spacious, well-equipped master bedroom and study!

Results like these can be yours. The first step is to give your attic a thorough inspection. If it isn't already insulated, *do this now*—for winter's on the way and the difference in comfort and fuel savings will make you wish you'd done it long ago. You'll also be accomplishing the second step in your attic remodeling project: the roof and wall insulation necessary for the actual finishing. Get the advice of your local USG building materials dealer. He'll explain the importance of using high-quality, easily-applied materials that are made for *your* job. (Continued on next page)



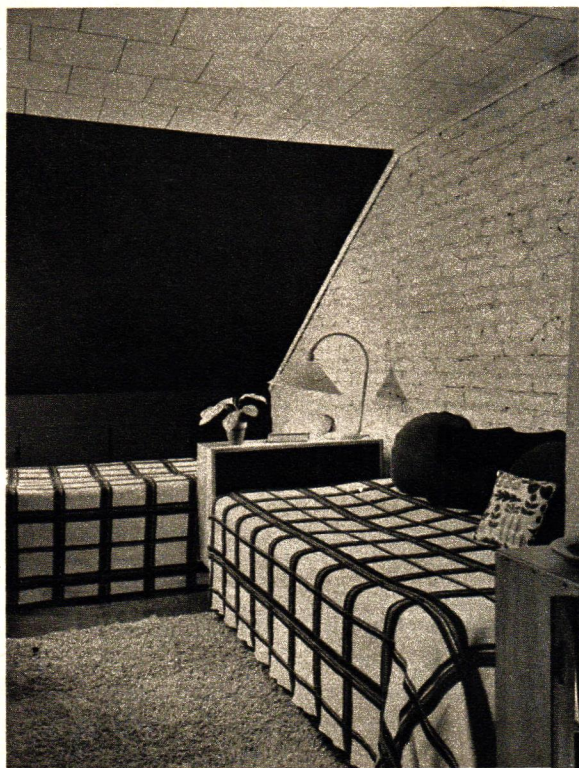
HEDRICH-BLESSING

Easy for mother to keep clean, a secluded retreat for father! Draw curtains sliding in track separate study, bedroom areas. Desk top is made of hollow flush door. **TEXOLITE CEMENTICO**, the cement base paint available in nine colors, is ideal material for obtaining rich painted brick effect like this.



After

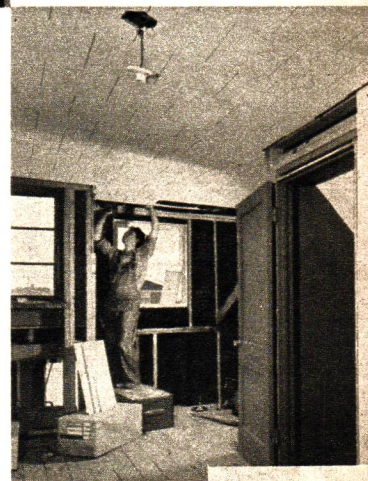
*Get a bargain in
Living Space*
(Continued)



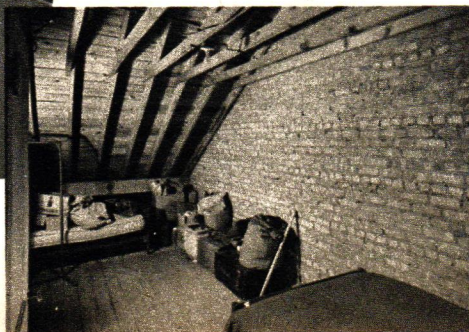
After

Before

Handsome ceiling of Groban attic was easy to put up. Workman (right) merely staples through flanges of **WEATHERWOOD** Twin-Tile panels to joists. Note blanket batts of **RED TOP** Insulating Wool between studs of new dormer. Outside corners like that beside stairway are given permanent protection by new **PERF-A-BEAD** corner reinforcement (below), designed for use with **SHEETROCK** Gypsum Wallboard interiors.



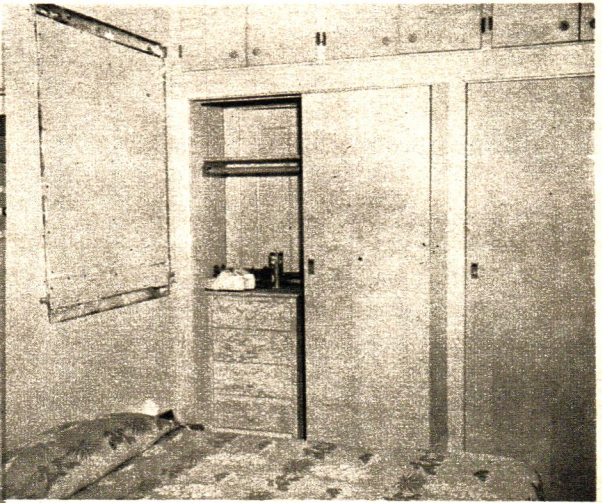
Bright contrasting colors lend gay accent to room, as sloping portion of ceiling (left) picks up dark green of stripe in bedspreads. View is of area opposite that shown above.



Before



Example of ingenuity was remodeling of former sleeping porch in home of Mr. and Mrs. Sidney J. Lewis. Useless connecting door was closed off by full-height closets incorporating built-in drawers, high storage cabinets, and sliding doors. Window was covered with SHEETROCK Gypsum Wallboard.



RUDY-KRANTZEN STUDIO



**Let Minor Remodeling Put All
Your Rooms on Full-Time Duty**

Extra Service from the bedrooms

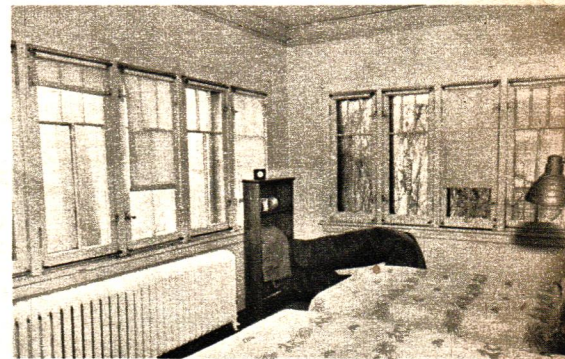
"BUT what can we do with the bedrooms?"

In bringing their homes up to the modern level of family service, people sometimes neglect the bedrooms. After all, they "spend little time there". Here's the thing to remember: that in this day of television, home entertaining and crowded living, every family needs *extra service* from the bedrooms—as a quiet retreat for study, writing, sewing or reading, or for the additional storage space that's the crying need of almost every house.

Usually, some minor remodeling can accomplish wonders in making the bedrooms do a full-time job—perhaps partition changes, built-in cabinets or closets, new windows. For *your* bedrooms, think about a window seat-storage unit with a hinged top; movable shutters for the inside of the windows; new sliding doors to make the closets more accessible; or a smart redecorating job that might include new cornices that you can make yourself. Take your choice of the ideas on these four pages—and see your local lumber dealer about turning them into reality for your family.

(Continued on next page)

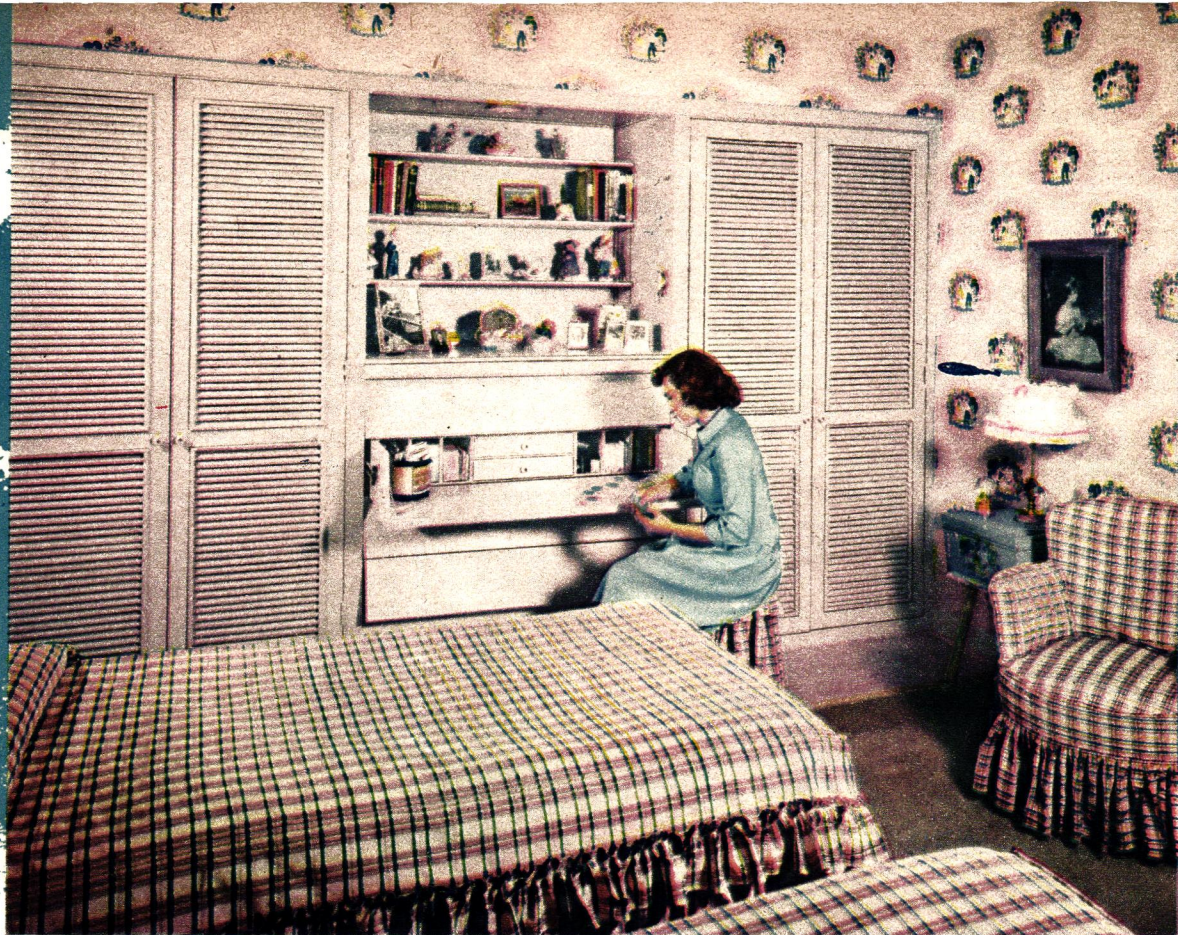
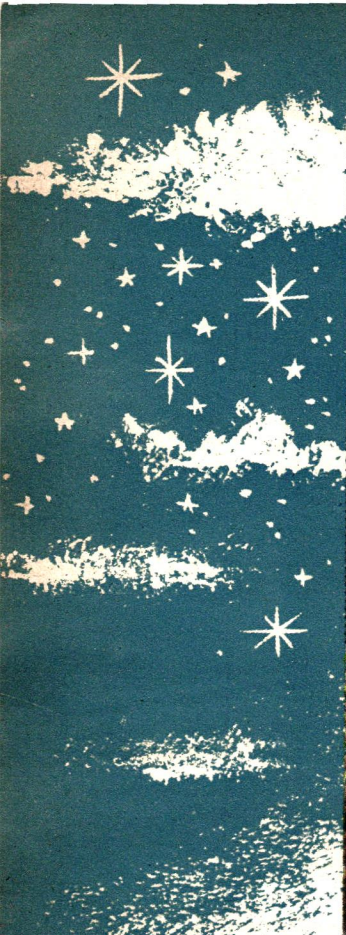
DECORATOR: MARION HEUER



Big results from little change give utility, warmth and size to Lewis' new master bedroom, with opposite corner shown here. Sill-height shelf forms part of radiator enclosures, becomes a corner dressing table between banks of windows. Draw draperies of striped floral chintz unify awkward windows.

NOWELL WARD & ASSOCIATES

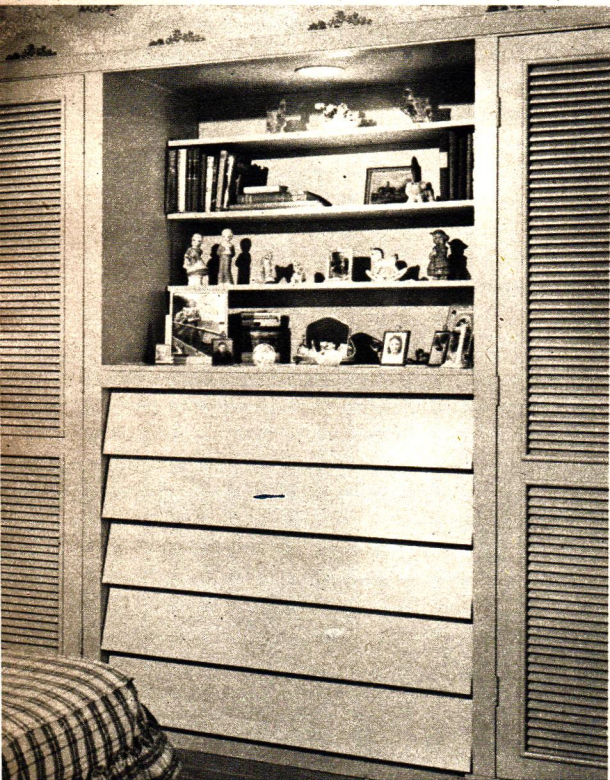




HEDRICH-BLESSING

HOME OF MR. & MRS. DONALD ALT, WAYZETA, MINN.

Almost everything a girl could want is incorporated in this charming bedroom. Storage wall combines twin closets, drawers, shelf recess and flush light fixture. Second drawer in specially-made chest (closeup view, left) has drop front to form desk-vanity. Louvered doors get ventilation into closets, are stocked by many local lumber dealers. Twin closets, desk like this can be used to frame window in other bedrooms. Pink, gray and white plaid chintz bedspreads are basis of decorating scheme.



HOME OF MR. & MRS. WILLIAM F. LORTON, DENVER, COLO.



Here's what decorating can do for a bedroom. Scalloped valance and contrasting wallpaper give illusion of recessed bed alcove in this enchanting French Provincial room. Dramatic wall colors, like this deep green, are yours for easy application in **TEXOLITE DURAVAL** rubberized paint.

Extra Service from the bedrooms (Continued)

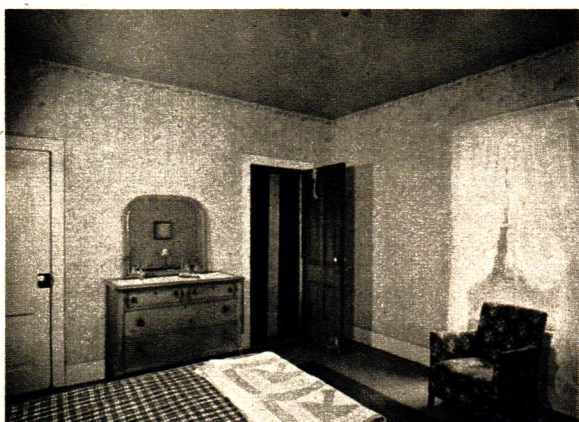


Let Closets end your troubles

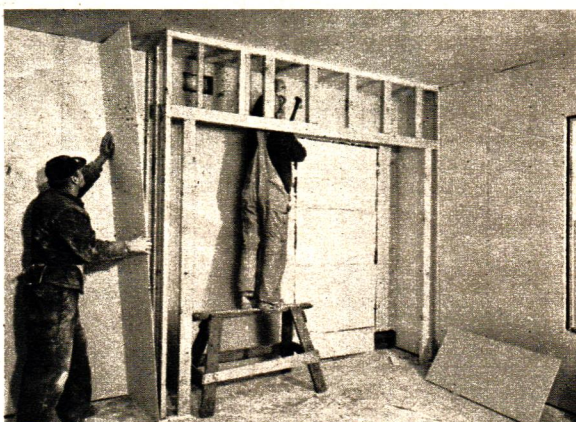
CLOSET convenience is a prime requisite for contented living. The sparks fly when someone else crowds into *your* closet space. There's just one way to restore enduring harmony: have enough closets. You'll get them by using the space you may have overlooked, in the bedrooms as well as other spots in the house. Added rewards will be better cared-for clothing, and a house that's easier for mother to keep clean and orderly.

You're almost certain to have space in at least one bedroom where a closet can be built out from a wall or corner. If not, look at the space overhead, where useful cabinets can be hung. Perhaps there's a nook that can be equipped with drawers or cabinets, or space behind a top-floor knee wall that can be put to storage use. You probably can improve the shelf and rod arrangement in your present closets—for ideas on exactly how to do it, see the local firm named on the covers of this magazine and invest 10 cents in POPULAR HOME Photo Plan 52-7. You'll find a special feature included on 12 Ways to Solve Closet Problems.

While you're there, let your POPULAR HOME sponsor help you line up the materials you'll need to build in some storage space. He may be able to put you next to a reliable carpenter or cabinet shop that will make the job even easier.



Before

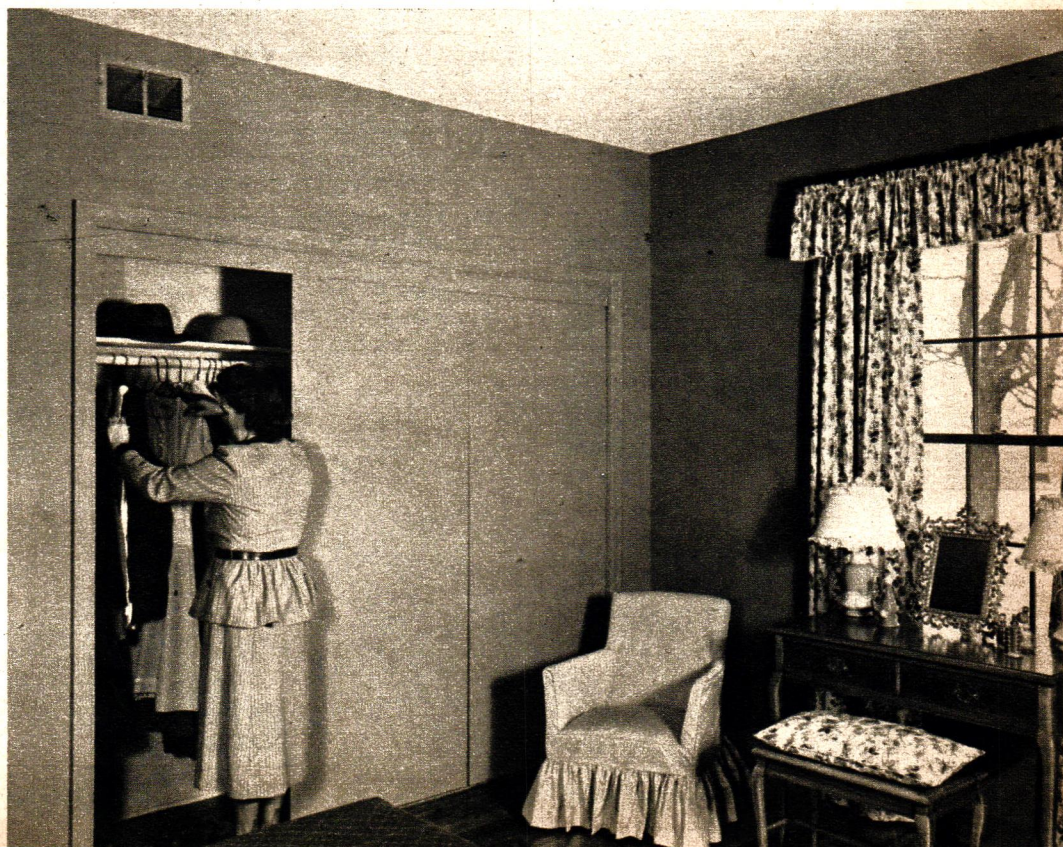


After



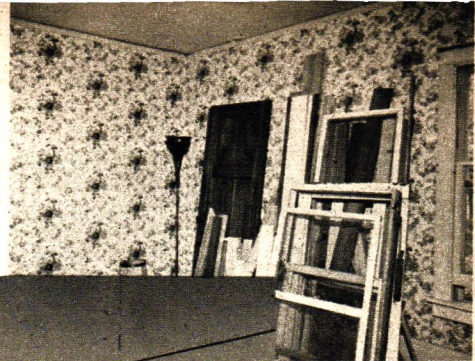
Old houses are worth saving when they yield handy closet space like this. Along with new window, wall and ceiling surfaces, bedroom remodeling included closing of unneeded door, building of sliding-door wardrobe with simple 2x4 framing (right, above). Stock wood moldings face closet opening, overlap doors made of DURON Hardboard. SHEETROCK Gypsum Wallboard is finishing product used here, but combination of ROCKLATH Plaster Base and RED TOP Plaster is equally practical.

(Continued on next page)

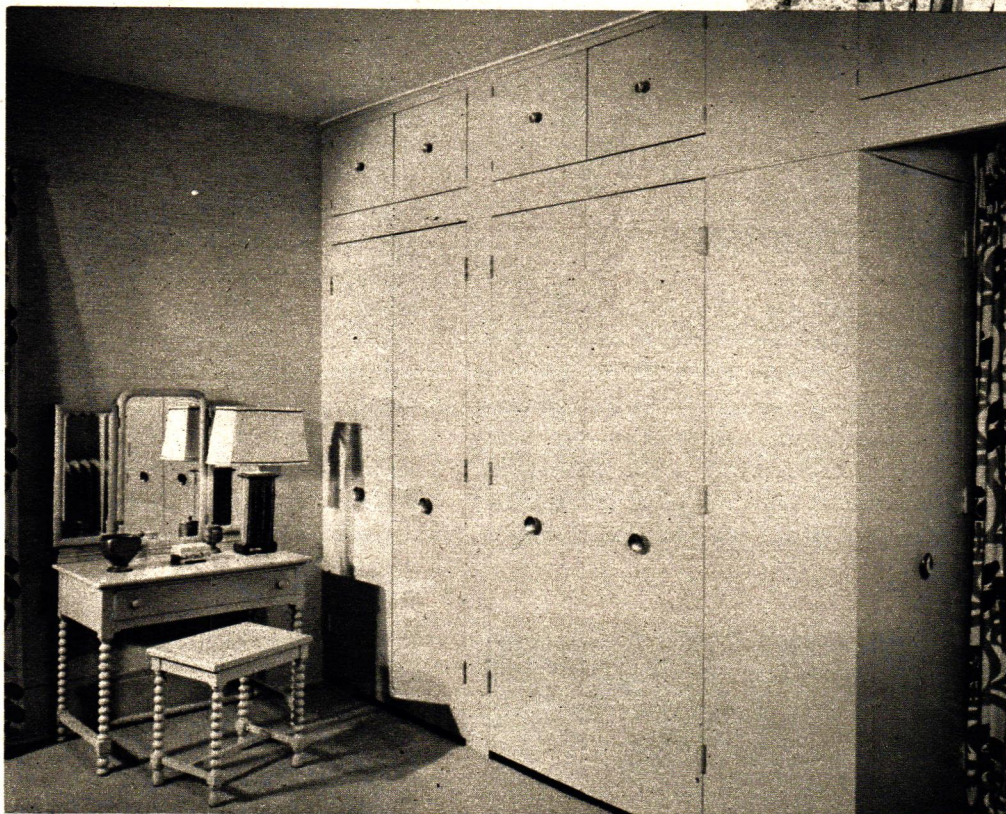




Something from nothing is what you get when complete closet wall is built out from original wall and around window. Double hinged doors give access to clothes-hanging space below, with cabinets above. Shallow linen compartment is reached from side door at right. Opening at bottom of large doors aids ventilation.



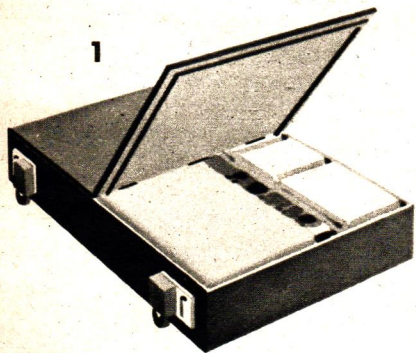
Before



After

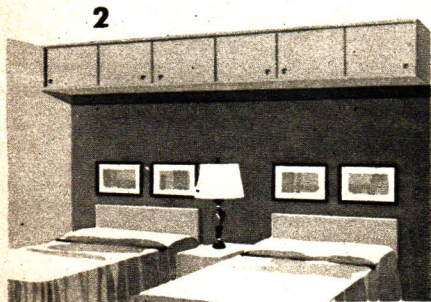
HOME OF MR. & MRS. L. M. HAMBURGER

Surprise Storage Tricks



1

1 Under-bed chest on casters, designed to slip neatly under a double bed, is ideal for bedding storage, has effective dust seals. You can build it yourself from complete directions in POPULAR HOME Photo Plan 52-7, available from firm named on covers.



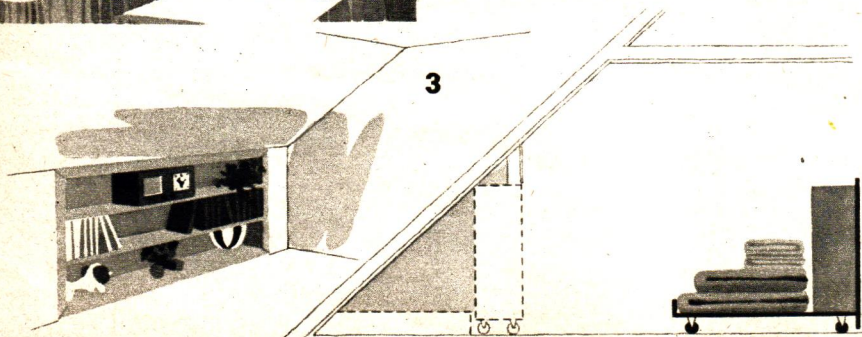
2

2 Balcony cabinet idea of Lillian P. Seale, Hot Springs, Ark., is storage salvation for small bedrooms without floor space for closets. Attached to ceiling and wall, cabinets have sliding doors of DURON Hardboard that make out-of-season bedding readily accessible.



DESIGNED BY WILLIAM JAMESON

3 Mrs. Silas Eudy, Canton, Ohio, gains access to valuable storage space behind knee wall in finished attic room by use of bookcase on casters that fits into wide opening. Case can be attached to a movable platform, if desired.

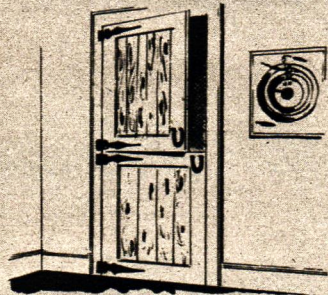


3

Space-saving accordion-fold door gives access to this deep closet. Pull-out rods are used for clothes, with built-in drawers below for additional storage. Around the corner, linen closet is excellent example of arrangement for maximum use, extra convenience.

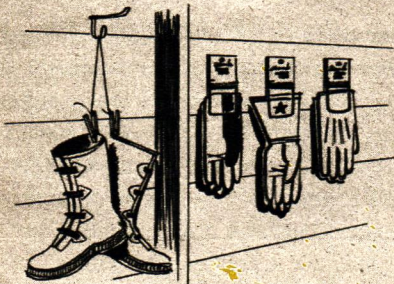


THE HOUSEHOLDER'S
Pride and Joy
 COLUMN
 Bright Ideas for the Home



Rumpus room door in this reader's basement achieves rustic effect by use of barn door hinges hammered and enameled to resemble wrought iron. Old horseshoes for handles complete authentic Dutch door treatment. Wood-grained SHEETROCK Wallboard can be used for panels, stock lumber for framing.

Mrs. Parker Van Dien, Kenilworth, N. J.



These two simple tricks help restore order around the house. Denver housewife uses spring-clip clothes pins joined with cord to keep galoshes off the floor. Similar principle is used by Texas family, with mouse traps fastened to wall serving as glove holders.

Mrs. Charles C. Frye, Denver, Colo.

Mrs. M. F. Brown, Tioga, Texas

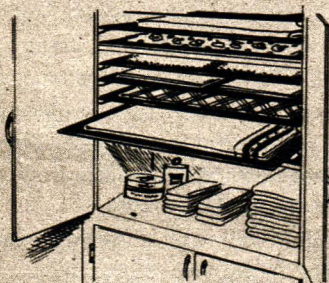
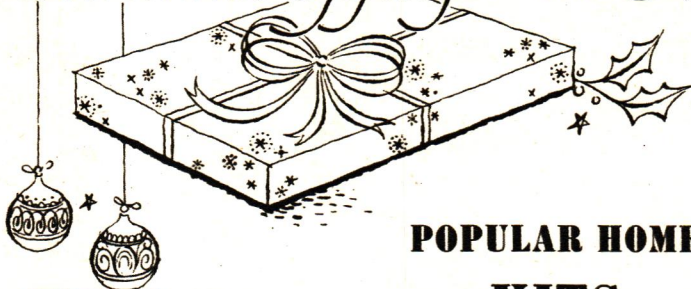


Table linen storage rack eliminates wrinkles, saves time and trouble. Sides with small cleats are built into space between linen closet shelves. Thin hardboard shelves are removable, can be carried to ironing board and finished linens placed directly on them.

Mrs. R. C. Zimmerman, Madison, Wis.

\$20 Each for Contributions published in this column! Enclose sketch or snapshot, address Pride and Joy Column, POPULAR HOME Magazine, 300 W. Adams St., Chicago 6, Ill.

Christmas Gifts for the Home

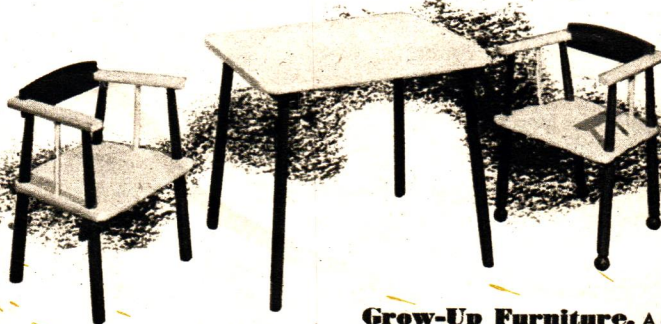
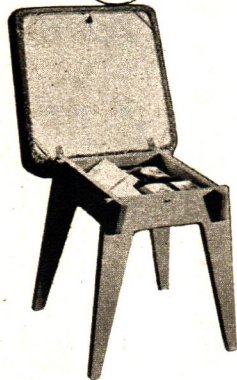


POPULAR HOME KITS

So Easy to Assemble... Order now!

Kits include pre-cut, pre-drilled parts, all hardware and simple directions. Get several now for Christmas giving—a grand value.

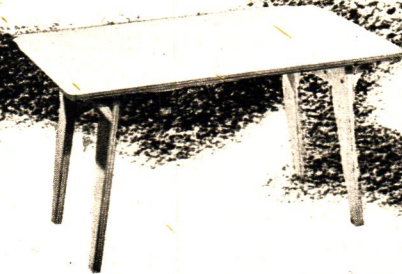
HandiTop. It's a table, a stool, a handy storage space! Up-to-the-minute modern, with 16½" square plywood hinged top. It's 16" high.



Grow-Up Furniture. A child's dream come true! Wood knobs adjust captain's chair from 9" to 10¼". Table is 19" x 24". Tots from 2 to 6 love 'em.



Shadow Box. Designed with usable depth of 4¼" and inside dimensions of 10" x 15" — plenty of room to show off favorite curios and souvenirs.



Coffee Table. A fine gift for Mother! Strong, durable 32" x 20" top—18" from floor. Built of hardwood plywood.

Hi-Lo Table. Easily adjusted from a 30" high card table to an 18" coffee table. 32" square top. Really handy!



Wall Desk. Attractive, compact, hanging wall desk with drop-leaf writing surface 28" x 16¼". Three drawers, letter file, hardboard writing surface.

ANY TINKERS ON YOUR GIFT LIST?

Give 'em the fun of putting these kits together themselves. Give Popular Home Kits this Christmas!

P.S. See our name and address on the cover . . .

We're YOUR POPULAR HOME KIT HEADQUARTERS



Painting Tips

Your Paint Brush...

How to Use It

A new look for the holiday season can be yours for little expense if you start now to decorate your rooms with easy-to-apply TEXOLITE DURAVAL, the rubberized paint. Whether you're expert or amateur, you can get good results with either a roller or a brush. Use a mohair or short-nap lambs wool roller; or a nylon or pure bristle brush. Beware of brushes with horsehair fibers. Nylon maintains its life, is more economical, easy to clean and applies paint smoothly.

For brush painting you will need: 5" or 6" Dutch calcimine brush; 2" or 3" enamel brush for corners and woodwork; a dampened rag to wipe up spots.

To keep your brush in good, usable condition and for better results:

- **Dampen** brush in water before dipping into paint. It will be easier to clean.
- **Paint** out a brushful or two on newspaper or cardboard before starting.
- **Work** with a full brush but don't overload. Avoid dipping more than one third of bristle length into paint.
- **Flow** paint on freely, don't brush out too far. Important.
- **Apply** paint by working to the wet edge of the paint just applied.
- **Don't** push your brush into the surface but carry it across with moderate pressure to help eliminate brush marks and distribute paint evenly.
- **Don't** scrape excess paint off on edge of can, tap it off into can.
- **Don't** deform brush by digging into corners. Use small brush for tight spots.
- **Always** work with a clean brush. For easier cleaning, wash immediately after using in sudsy solution of lukewarm water and soap or detergent. Work paint out of the bristles with hands. Rinse brush thoroughly in clear, lukewarm water. Too hot water will shorten life of the brush. Shake out excess. Hang up (drill a hole in the handle) to dry thoroughly.
- **If** you stop painting for short periods, avoid brush stiffening because of hardened paint by suspending it in warm sudsy water. Don't let tip rest on bottom of can. Rinse thoroughly.
- **Before** storing brush, comb out bristles (add a bristle brush to your painting equipment). Wrap in original wrapper or heavy kraft paper.



This is
another in our
series on

How to Color-Decorate
Your Home



Look around you for
Your color scheme
Inspiration

The starting point for a beautiful color scheme may be at your fingertips . . . so simple, so familiar that you overlook it.

ONE OF THE BEST WAYS to achieve a successful and satisfying room color scheme is to use something that is familiar and favorite as your color guide inspiration. Choose something that is beautiful to you, or, if you don't trust your own taste, select an object that has gained the approval of the experts. A picture or a painting by a good artist is a safe choice. However, the "artist" may be a homemaker with a flair for turning out pretty-as-a-picture food, or it may be Mother Nature herself.

After you have made your selection, study it carefully to decide *why* you like it. You'll probably find that it has a definite character with a definite color scheme, that it is not a hodgepodge of little scraps of every color. In using your color guide, repeat the colors in your room, paying attention to the *proportions* of color. The amount of each is as important as the combination of colors. Avoid the use of equal amounts of many colors. Mother Nature, a specialist in combining colors in pleasing proportions, covers vast areas with eye-ease blues and greens, introduces excitement by vivid color used sparingly.

Your inspiration might be: (1) a freshly mixed salad; (2) the prettiest fabric you've ever seen; (3) a favorite painting or water color. These are illustrated on the opposite page. Look around you for an inspiration for your own color scheme which might be the Autumn scene from your window, a rose against a white painted wall, a piece of old china or colorful pottery.

by Cynthia Montgomery



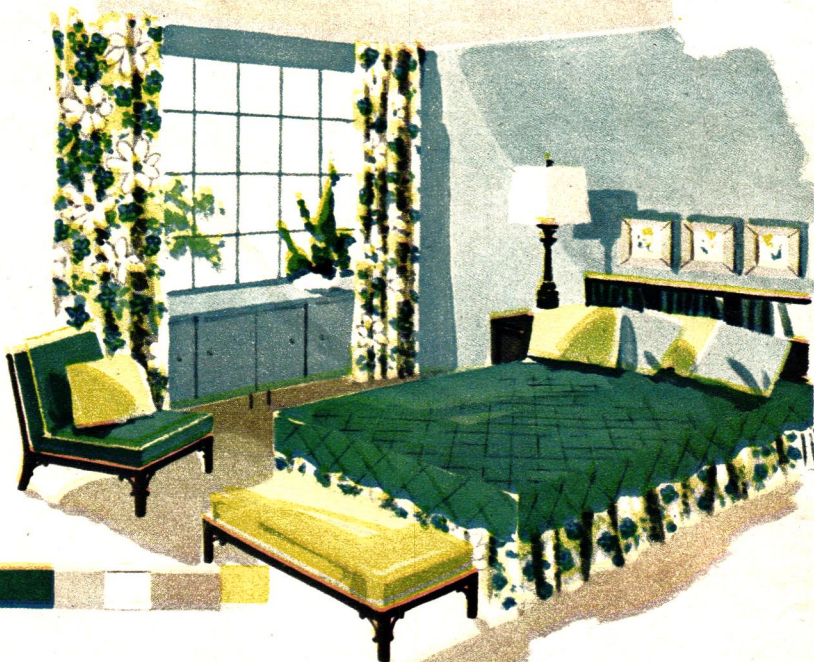
Inspiration: A Freshly Mixed Salad.

A happy result that is good enough to eat . . . Color Scheme of Yellow, White and Greens is sparked with a dash of Red. Inspired by the pure yellow and white of a deviled egg, the cool light and dark greens of fresh, crisp lettuce and parsley, the ripe redness of a tomato. TEXOLITE DURAVAL paint is used on walls and ceiling in colors: Candlelight and Gardenia White.



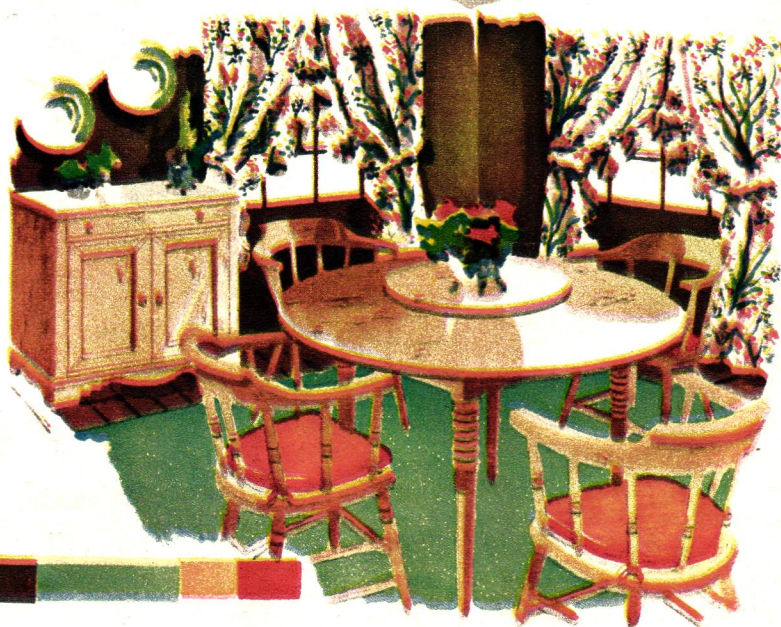
Inspiration: Prettiest Fabric You've Ever Seen.

A favorite because its colors remind you of spring flowers in a shady glen. Color Scheme of Soft Blue, White, Deep Green, Rose Taupe, Gray and Chartreuse, taken from the fabric, has the smooth unruffled quality of nature's own creations. Rose Taupe color of rug, similar to tree bark and earth tones, is both warm and neutral. TEXOLITE DURAVAL paint colors: Wedgwood Blue and Sheffield Gray.



Inspiration: Picture of a Ring-Necked Pheasant.

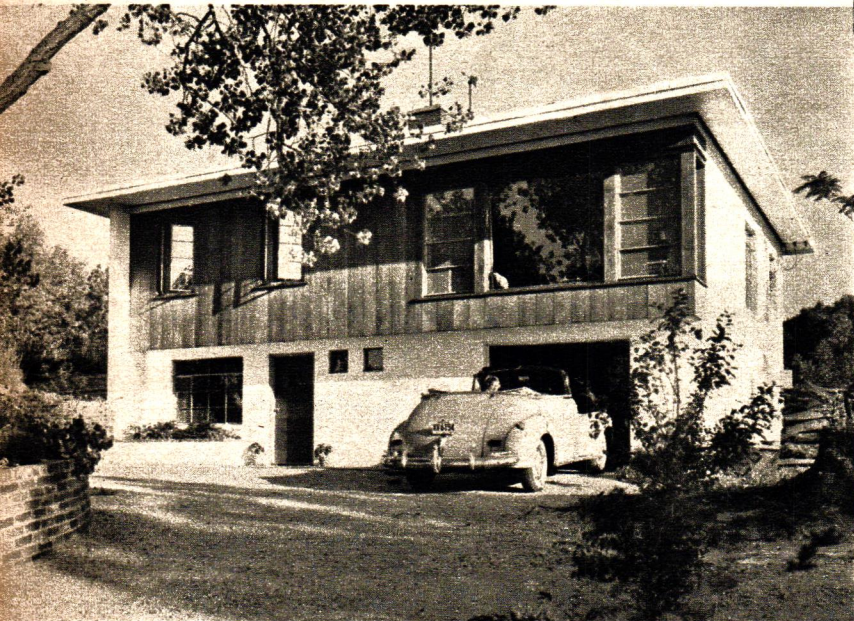
Color Scheme with maple furniture is Brown, Green, Red and Natural, copied from the framed picture of this favorite game bird of farmlands. White of pheasant's neck-ring is carried out in accessories. The male of the species (the female is dull brown and drab) struts colors ranging from rust to brown, flashed with brilliant green, flame red. Painted walls: Congo Brown, ceiling: Colonial Cream,



On the cover of this issue is a full color view of the front entrance (right, above), with Mrs. Ward tending flowers under studio window. Use of redwood facing with concrete block exterior forms pleasing combination of materials. Large picture window offers sweeping view from living room.



1. House



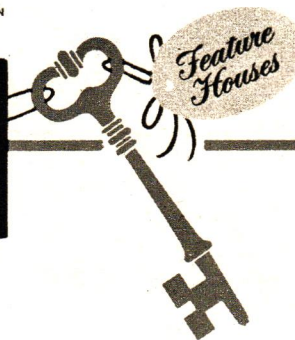
PHOTOGRAPHY: EMELIE DANIELSON NICHOLSON

HERE'S a distinctive double-level, two-bedroom house that not only meets all the conventional living requirements, but also serves the specialized needs of families whose homes must double as business quarters. It's POPULAR HOME's House that Leads Two Lives because of a well-planned ground floor area that's suitable either for a guest room-study or a professional office-studio.

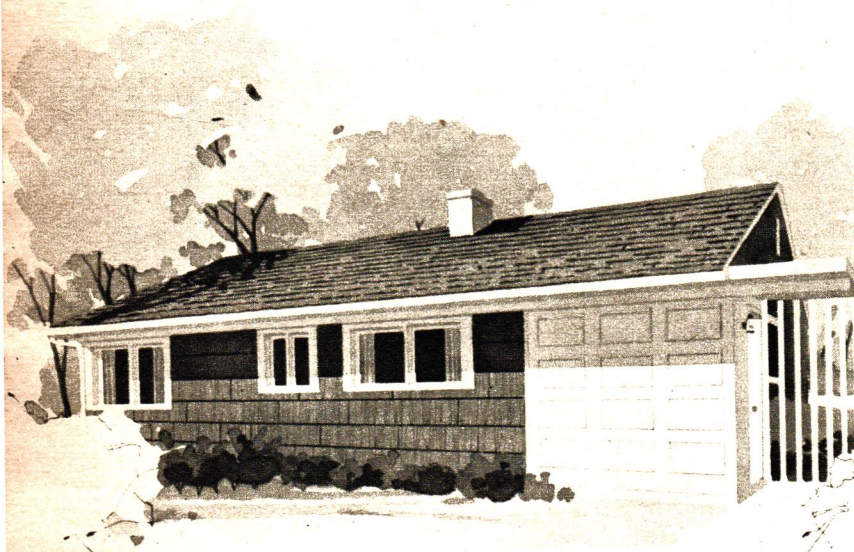
Of economical concrete block construction, the house was built by Architect Robert A. Ward for his own family's occupancy. It is located at Ogden Dunes, Ind., overlooking Lake Michigan, but for POPULAR HOME readers who may wish to build the house, has been adapted to suit a narrower, slightly sloping lot.

The complete construction story of the House that Leads Two Lives is yours for 10 cents in Photo Plan 52-7, at your local firm named on the covers.

POPULAR HOME
presents **2 HOUSES**
for low-cost living



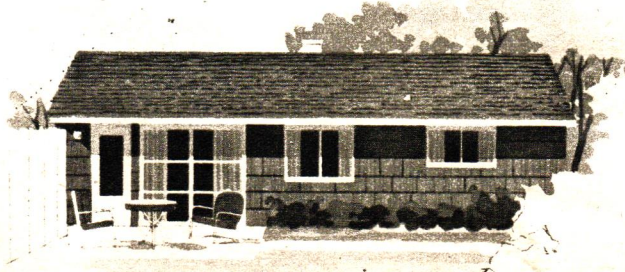
2. House



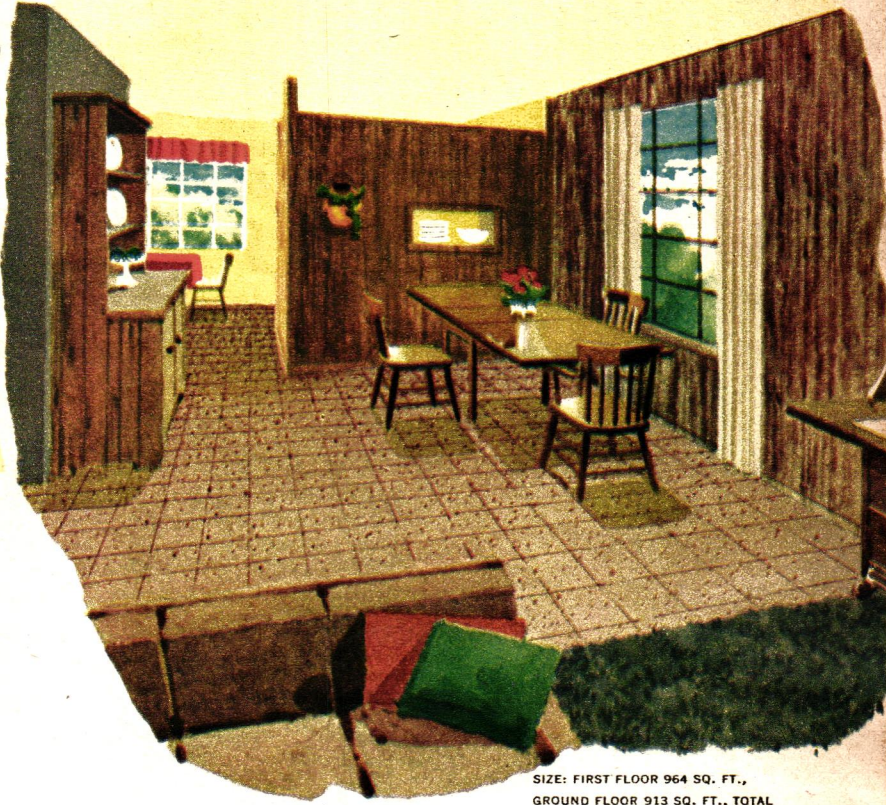
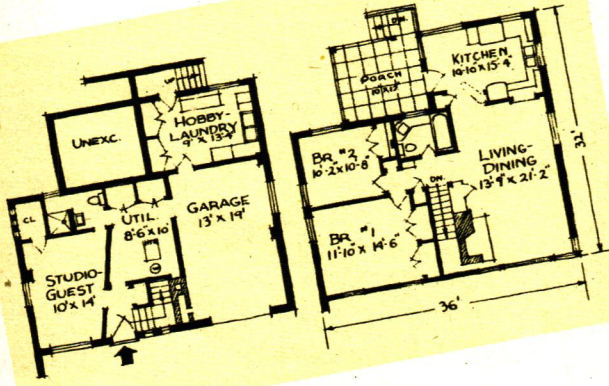
Low, simple lines make house appear larger than it is, and use of white paneling, porch shelter adds interest. Terrace (right) is a step from living area, which has view of rear lawn and garden through large windows. Wise choice for roofing is USG Thick Butt asphalt shingles, in blends or solid colors.

ONE-FLOOR living with all the advantages of convertibility is offered by POPULAR HOME's House of Snug Convenience. It's a basementless two-bedroom dwelling of frame construction with a multi-purpose room off the living area that converts from a study corner to a separate third bedroom merely by closing a folding wall.

One of the basic models in the new Eastview development of The Daffo Company in Dayton, Ohio, this is the home of Col. and Mrs. Benton F. Fuller, Jr. It was designed by Highland & Highland, architects of Buffalo, N. Y., and is a prime example of space-saving efficiency in small homes. For the technical details, ask your POPULAR HOME sponsor for Photo Plan 52-7, price 10 cents.



that leads two lives

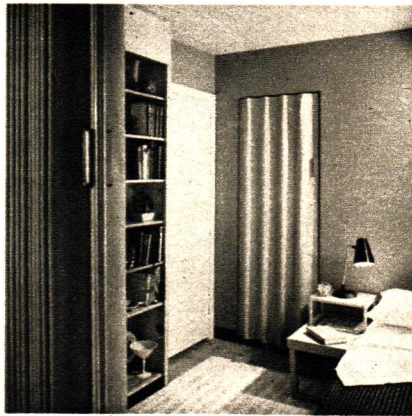


Comfortable living-dining area (right) is separated from kitchen by partial partition with pass-through opening. Effective use of materials combines Planked Walnut SHEETROCK Wallboard, on window wall and partition, with plastered ceilings. Wall to left is rich Cactus Green color, a Decorator Intermix of TEXOLITE DURAVAL paint. Building blueprints may be purchased through the POPULAR HOME sponsor in your community. They will come from Robert A. Ward architect, Box 625, Cgden Dunes, Gary 5, Ind.

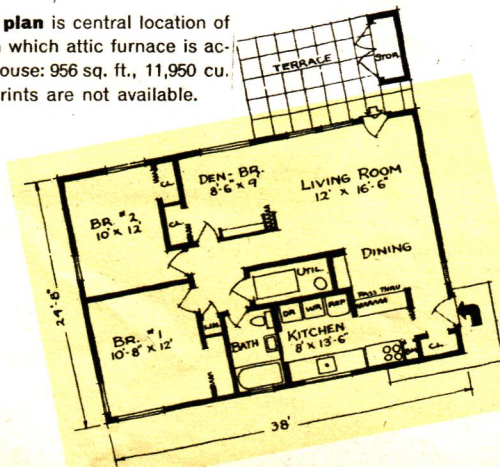
SIZE: FIRST FLOOR 964 SQ. FT.,
GROUND FLOOR 913 SQ. FT., TOTAL
16,481 CU. FT. INCLUDING GARAGE.
BUILDER: PETER B. NICHOLSON

(Continued on next page)

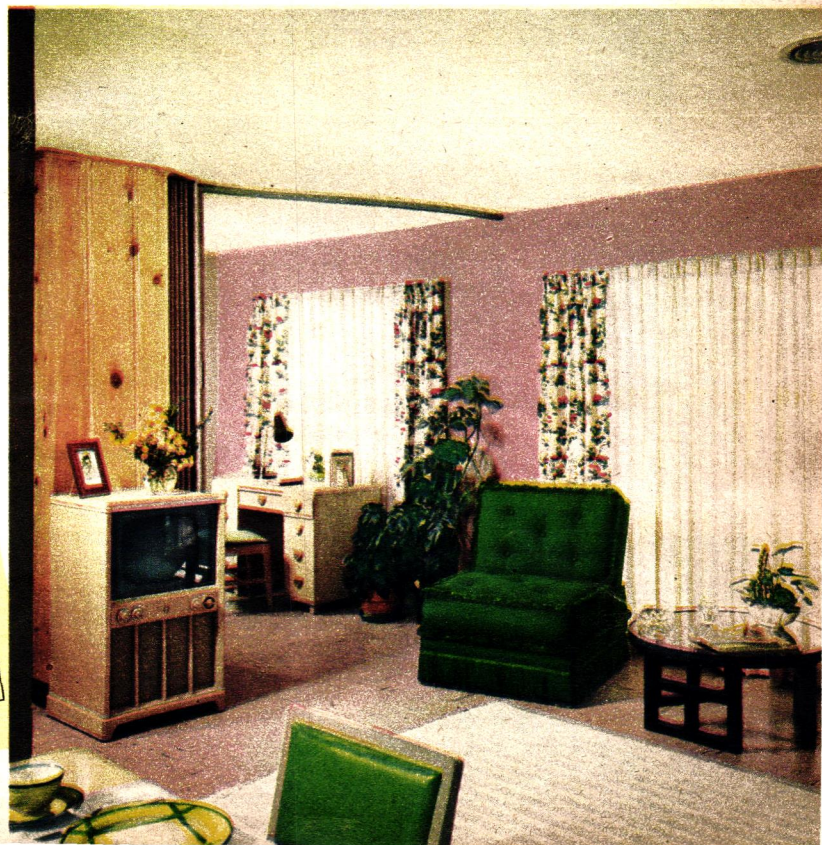
of snug convenience



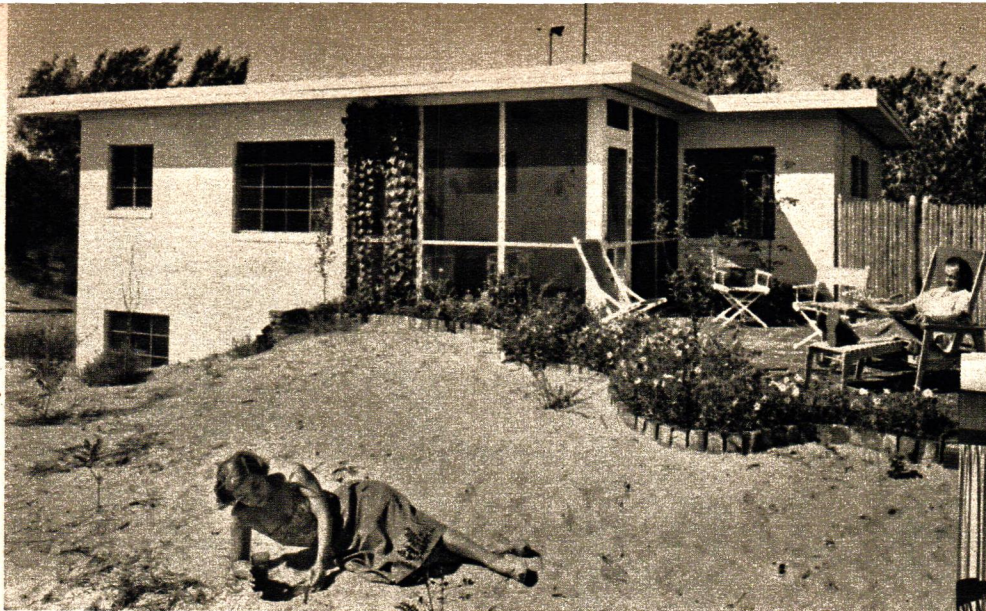
Good feature of plan is central location of utility closet, from which attic furnace is accessible. Size of house: 956 sq. ft., 11,950 cu. ft. Building blueprints are not available.



No closed-in feeling in this house when open multi-purpose room adds to visual depth. Walls and ceilings are of SHEETROCK Gypsum Wallboard. Warm wall tone like this is yours in Russet Beige color of TEXOLITE DURAVAL paint line. Modernfold doors serve as folding wall, also as closet door in multi-purpose room (left), here made up for guests. Note built-in bookcase on left wall.



(Continued on next page)



Outdoor living comes naturally for Mr. and Mrs. Ward on patio and porch which adjoin kitchen of House that Leads Two Lives. House exterior is given clean, finished appearance by use of TEXOLITE CEMENTICO masonry paint over concrete block. Overhanging eaves help horizontal effect, shade windows.

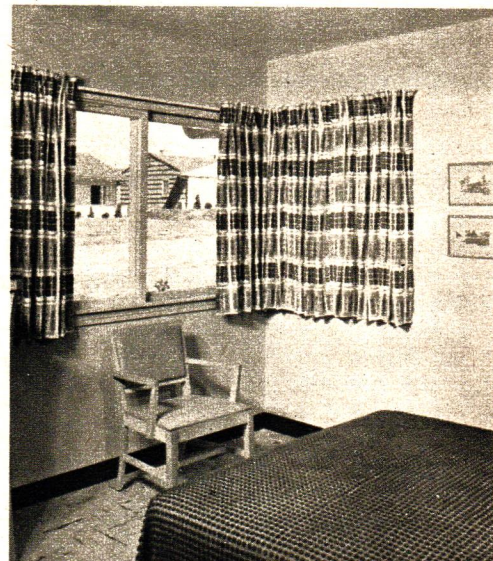
Red brick fireplace in living room is flanked by log storage cabinet to right screening stairway approach. Ceilings and most interior walls are finished with RED TOP Plaster over ROCKLATH Plaster Base. RED TOP Insulating Wool produces comfort, fuel savings.



1. House that leads two lives (Continued)

2. House of snug convenience (Continued)

DECORATOR: GENEVA THOMPSON GROPPER



Sliding windows placed high in wall permit furniture placement below, provide cross ventilation in both corner bedrooms of House of Snug Convenience (front bedroom shown here). Flooring is asphalt tile over concrete slab.

Model of convenience is serving bar between dining area and kitchen, which has roll-down blind, cabinets below, and projecting counter for use with stools. Wall cabinets have translucent glass doors. Kitchen alcove accommodates refrigerator, washer, dryer.

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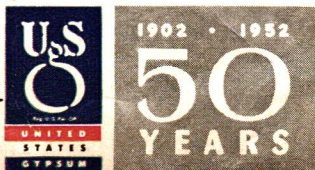
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