

POPULAR HOME

Serving over 3,550,000 families in 4,800 communities

EARLY SPRING, 1952



**Oakridge Builders Supply Co.
Oakridge, Oregon**

Say, there's an idea for us!

REPAIRS

INSULATION

NEW HOMES

PAINTING

REMODELING

DECORATING

BUILT-INS

EXTRA ROOMS

ROOFING

CLOSETS



We think you'll say that often, as you read this magazine . . . *which we'll be sending you throughout the coming year.* It's full of ideas for better, happier living—and with every issue comes our sincere wish that . . . *your hopes for '52 will all come true!*

Let us help make your "better living" hopes come true!

See our name and address
on front and back covers.

Remodeling

for a Rich Reward

Wall Changes Make Over an Old Apartment

Even a comparatively minor home remodeling job, if it's carefully planned and executed, can make an amazing improvement. The changing of a single interior wall can transform a problem room into one that *seems* more spacious, with comfort and convenience beyond all expectations.

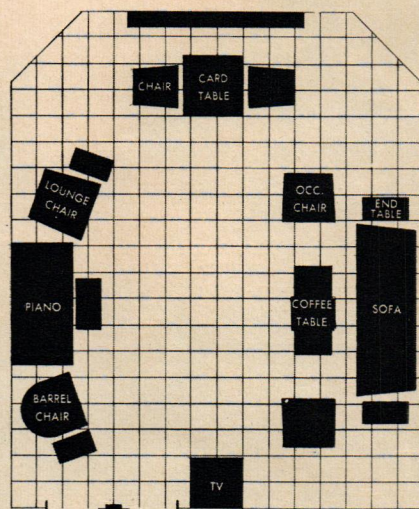
This was the rich reward of Mr. and Mrs. Irving Perlstein. Like many apartment dwellers, these people were eager to give their home individuality and to create a setting for com-

fortable family living. They began in the living room by removing the false fireplace and shelves which took up valuable wall space and replacing them with a solid wall.

The preference of the family for cocoa brown and aqua colors was the inspiration for the inviting rooms shown on these pages. The continuity of the soft browns in wall color, draperies, and wallpaper gives the effect of space and tranquillity.

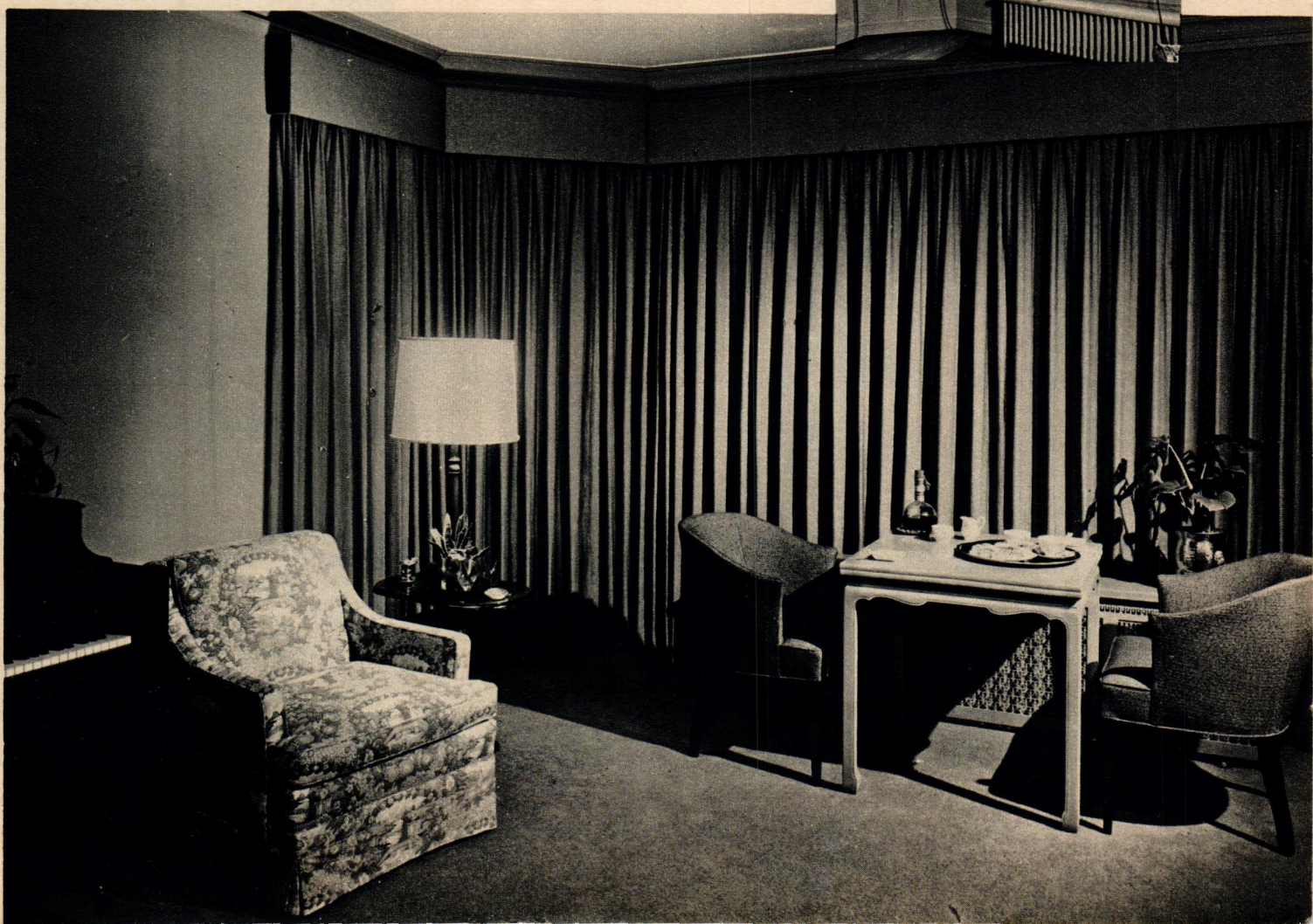
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The many-windowed bay, a problem, was unified by a tailored 12-inch cornice, covered in nubby brown to match draw draperies and sofa. Card table, of bleached mahogany, can be extended for many uses.



Living room furniture arrangement is excellent example of advantages that can be gained by room remodeling. Now, this room of average size includes a piano, television, a cozy spot for games, plus comfortable seating groups—orderly and uncrowded.

Before

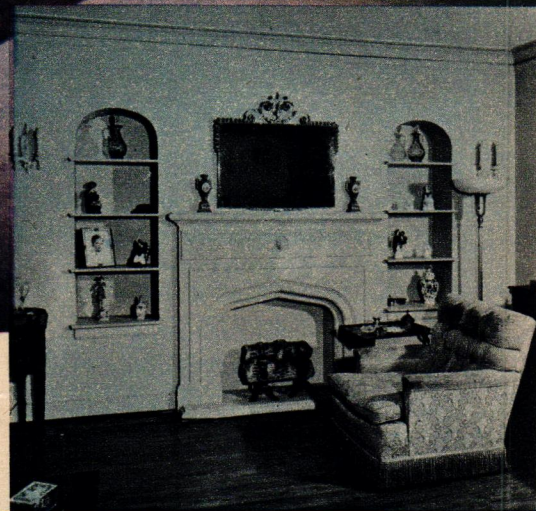




Decorator: Ruth W. Lee

Before

PHOTOGRAPHY: HEDRICH-BLESSING



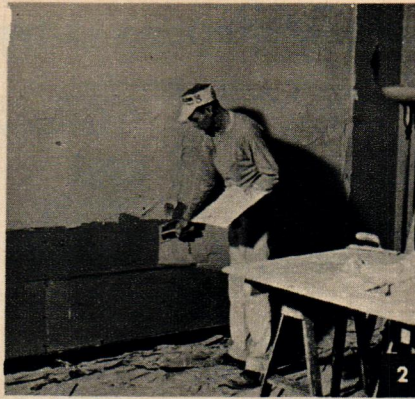
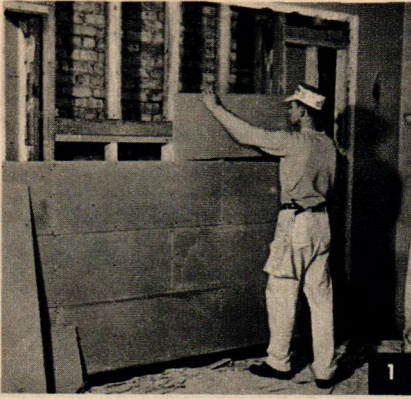
Another room? No . . . it's the result of ripping out the offending eyesores and remodeling with plaster and paint. Room's focal point of interest was built around the nubby brown textured sofa in its new location. Tub chairs in aqua repeat the color of the quilted chintz cushions and chair covers. Walls painted with TEXOLITE Paint are restful, harmonious background. Thanks to remodeling, television can be viewed from all parts of the room.



From the dining room, looking into the living room through adjoining hall, matching wallpaper and draperies repeat living room colors in variation. Document print of Federal American design is matched in wallpaper and drapery fabric, is in key with Duncan Phyfe dining group. The painted dado (lower wall) repeats living room-hall wall color.

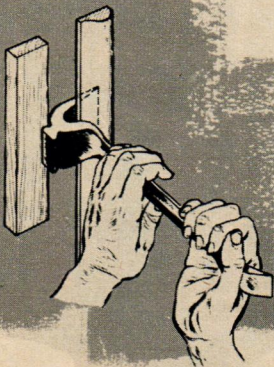
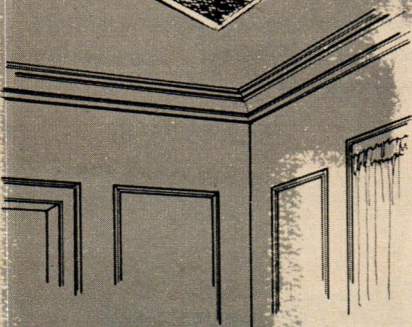
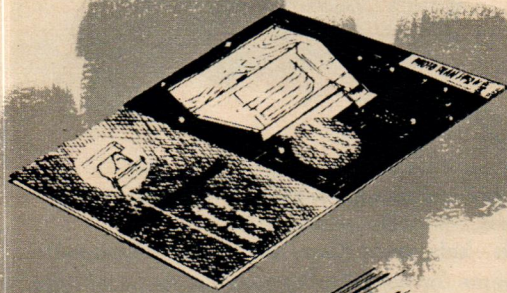
Remodeling

FOR A RICH REWARD (cont'd)



For a smooth wall with a long life, here's what happened after old fireplace and alcoves were ripped out . . . ROCKLATH Fireproof Plaster Base (Photo 1) was nailed to studs behind opening, providing secure bond for application of

RED TOP Plaster (Photo 2). The result was a smooth, unblemished surface flush with the old wall and ready for TEXOLITE Paint, mixed to desired color (Photo 3). This method is equally effective for closing door, window openings.

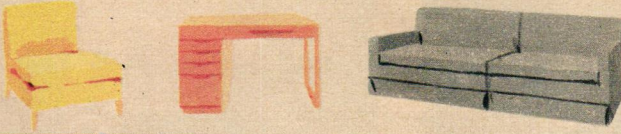


Remodeled dining room has matching wallpaper and draperies in document print of beige and cocoa color. Walls, transformed by decorative changes, set off furniture beautifully. Another improvement in dining room was removal of old panel wall moldings. How to remove typical moldings (drawing above), without damage to wall, is described in Photo Plan 52-1, price 10 cents. Ask your POPULAR HOME sponsor, named on covers, for your copy today.



These three rooms show solutions to typical color problems

Problem no. 1 The Smiths had . . .



Solution no. 1

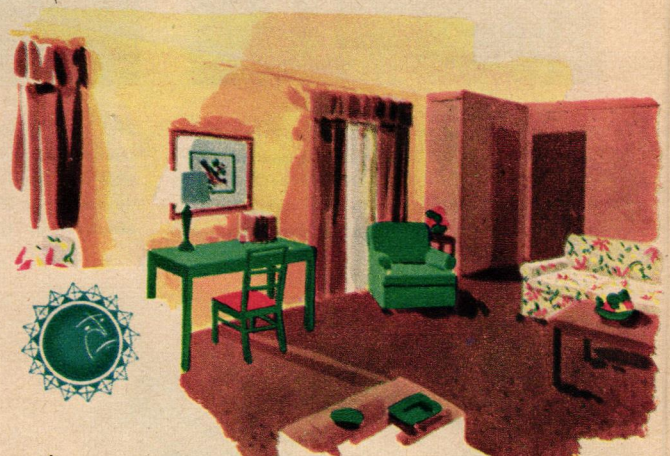
Color Scheme: Green, Yellow, Gray, White, Light Wood.

PAINT: Walls—Green. Ceiling—White. Woodwork—White.

FABRIC: Draperies—Green. Chair Slipcover—Yellow & Green Plaid.

This color scheme is simple, effective and well suited to the Smiths' sunny room with south facing windows. With a limited budget and a new house, the young-married Smiths intend to substitute good colors for fine furniture.

Problem no. 2 The Browns had . . .



Solution no. 2

Color Scheme: Yellow, Brown, White, Beige, Green, Red.

PAINT: Walls—Yellow and Brown. Woodwork—to match.

Ceiling: White. Desk—old table painted green.

FABRIC: Slipcovers—(sofa, chair) Poppy Red, Green, Yellow, Beige.

A cheerful scheme for north facing windows and cold light. With a comfortable house in the country, three children and a dog, the Browns really use and enjoy the living room.

WALL AND CEILING COLORS . . . TEXOLITE DURAVAL RUBBERIZED PAINT



By following these foolproof fundamentals,
you can be your own interior decorator.

Here, in the first of eight articles, are
important facts about the use of
COLOR IN RELATION TO DAYLIGHT

By Cynthia Montgomery

brighten your living with

COLOR



Color is a working tool which can be skilfully applied with practice, good instruction and a belief in your own taste and good judgment. What colors you like or dislike are so personal that even the most complete set of "rules" cannot make allowances for your own strong reactions. Blue may be soothing and restful to you but disturbing and restless to another.

Here are a few simple facts to guide you. These, plus your own ideas, will make your color schemes just right.

Color and light are inseparable. When you select a color for your walls, you are deciding what kind of light you want to capture for your room. Generally speaking, colors fall into two families. Warm colors: red, orange and yellow have the stimulating quality of sunlight, fire and bright flowers, and give warm light. Cool colors: green, blue and violet are restful and quiet, give cool light.

When light from the cool north sky strikes a cool wall color it becomes colder. A warm hue is usually the best selection for a north room. This same warm hue, let's say bright yellow, in a room already too bright with sunlight would be unbearably stimulating.

A room with walls painted in a warm color will appear smaller and

more crowded than one painted with a cool color if there is strong contrast between wall color and furnishings.

If you want green walls in a room with north light, yellow-green will be warmer than blue-green because yellow is a warmer color than blue.

After deciding what kind of light you want, determine how much is needed to produce just the right effect. White reflects nearly all the light that strikes it and black absorbs it. The closer your color is to white (tints contain white) the more light it will reflect. If you choose a shade (containing black) it will absorb more light and give back less.

With an understanding of color, you have the sun at your fingertips or the tranquillity of green forests within your walls. Color sets the mood. Be sure it sets the right one for you.

Do you understand the language of color?

COLOR: A general term which refers to the following—

HUE: A pure spectrum color without black or white added.

TINT: A hue with white added.

SHADE: A hue with black added.

tone: A hue with black and white added.

VALUE: Lightness or darkness intensity of a hue, tint, tone or shade.

NEW TEXOLITE DURAVAL



The paint that loves to be scrubbed
... that's rubberized DURAVAL!

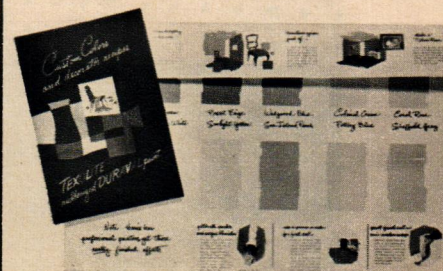
Through scrubbing after scrubbing, this tough rubber-emulsion paint holds tight while dirt vanishes. Grime can hardly get a toe-hold on its surface. And when soil or finger marks do begin to show, DURAVAL welcomes soap and water.

And what a paint for beauty! New TEXOLITE DURAVAL gives any room that VELVET LOOK. Rubberized. That's the secret of its unique finish—so lustrous and rich it makes your favorite color on wall or ceiling more beautiful than you could ever imagine.

Colors? Choose from 17 ready-to-use "trend" colors, including five dramatic Custom tones—Canterbury Blue, Candlelight, Brewster Green, Congo Brown and Morocco Red. Also a host of simple intermixes—with all clearly-explained recipes based on standard units of measure.

New DURAVAL simply g-l-i-d-e-s on with brush or roller. No worry about lap marks because it's rubberized. Self-sealing, just about as fool-proof as any paint could be. Under normal conditions, dust free in 20 minutes, too!

The new DURAVAL Custom Color Selector, available at your TEXOLITE dealer's, shows big decorator samples of ready-mixed colors and a wide array of intermixes and recipes. Whether you plan to do your own decorating or call in a professional, see this spectacular new paint... these gorgeous new colors... see your TEXOLITE dealer soon!



Problem no. 3 The Thompsons had...

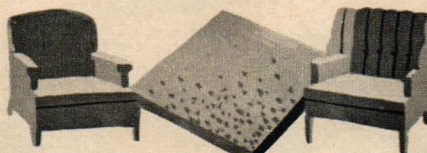
Solution no. 3

Color Scheme: Blue, Coral, Beige, White.

PAINT: Walls—Blue. Ceiling—White.

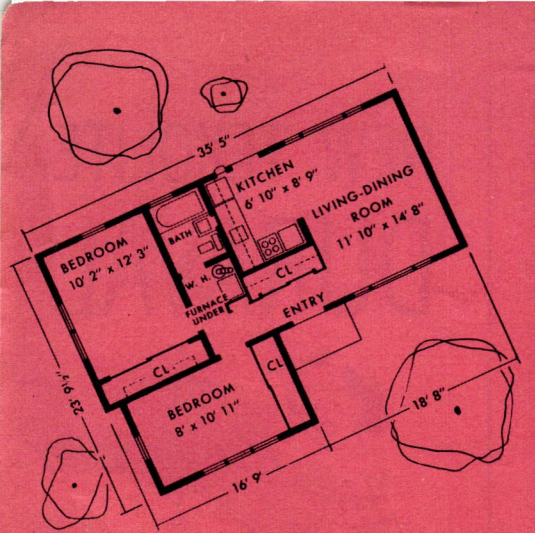
Woodwork—White.

FABRIC: Draperies and Slipcover—Coral Red, Blue, Green on White background.



A beige chair, blue rug, coral chair.

The Thompsons chose blue walls for their sunny room to match the rug. Same color makes room seem larger, emphasizes furnishings, combines with white woodwork for crisp, fresh effect. Fabric acts as a keynote, picking up colors of furnishings.



Size of house: 678 sq. ft., 8,814 cu. ft.



PHOTOGRAPH: HARRIS & EWING



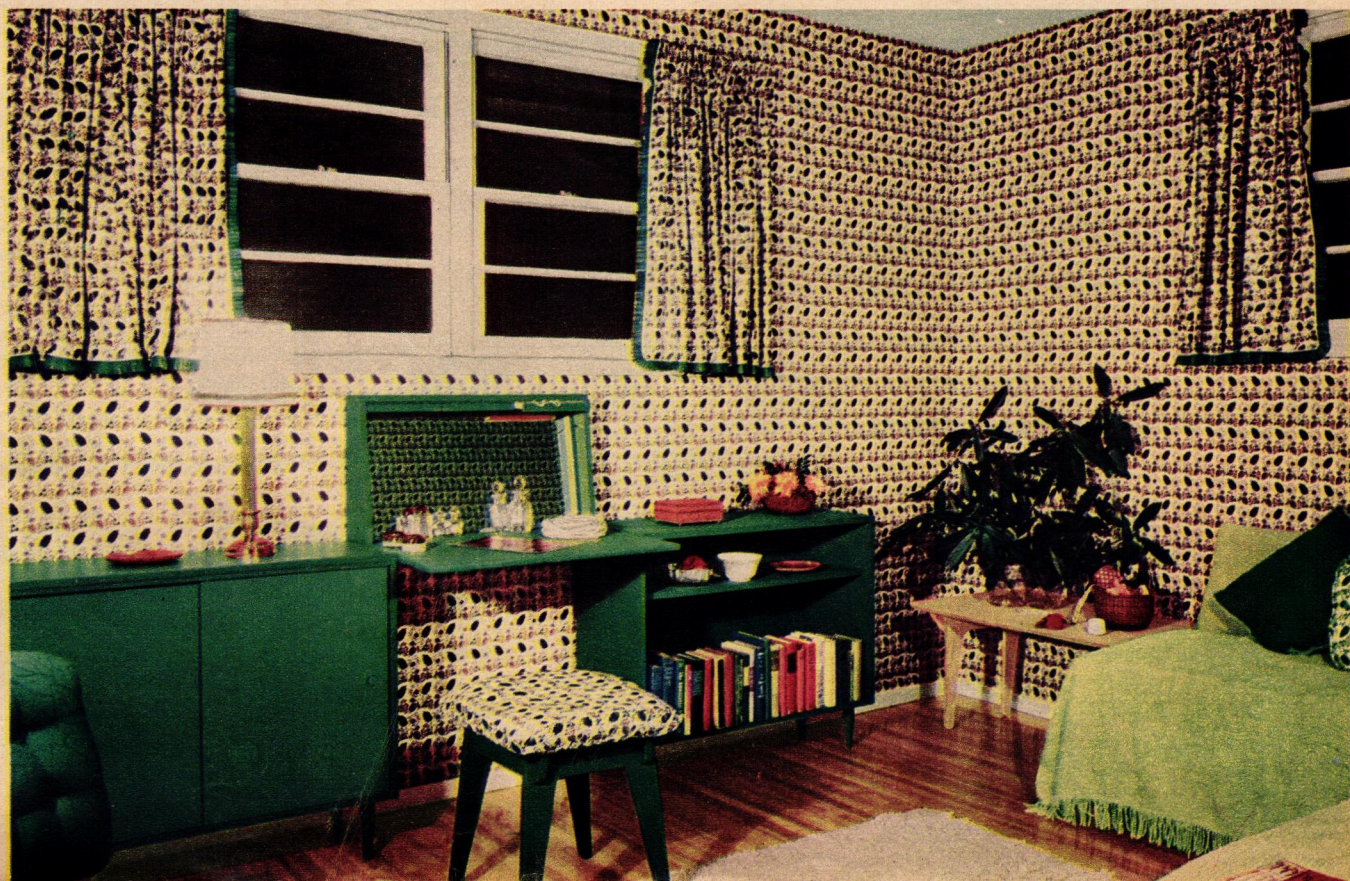
POPULAR HOME'S

Prize-Winning Budget House

**Builders' \$9,000 Maryland Home
Features Compact Plan, Economy**

A prize for the small family with limited home-buying resources is POPULAR HOME's Prize-Winning Budget House, presented on these two pages and the next. It's the house whose excellent plan and economical features topped other entries from coast to coast to win first place for the developers, Standard Properties, Inc., in the annual neighborhood development contest of the National Association of Home Builders.

Located in the new Rock Creek Palisades district of Kensington, Md., this two-bedroom house was built to sell for less than \$9,000—complete with lot, heating, laundry and kitchen equipment, sliding-door closets, built-





in radio and door chimes. This indicates what POPULAR HOME readers may expect in duplicating the house individually for themselves.

Complementing the generous storage facilities and excellent circulation provided in its interior, the Prize-Winning Budget House presents a clean-cut exterior design that makes good use of color. Vertical cypress planks on two walls near the entrance can be used to blend beautifully with GLATEX Asbestos Cement Shingles, recommended for the remainder of the siding, and a colorful roof of USG Thick Butt asphalt shingles.

(Continued on Next Page)

Streamlined kitchen is but a step from dining area, where table and gaily-upholstered chairs—another POPULAR HOME knockdown kit item—overlook rear lawn. Decorative, useful bookcases similar to these can be built or purchased from your community lumber dealer. Kitchen is designed to accommodate automatic washer, sink unit, range and refrigerator.

← Rear bedroom demonstrates versatility of POPULAR HOME ready-to-assemble furniture items: Wall Desk with mirror mounted in back makes space-saving dressing table between two Sliding-Door Cabinets (one at right used as bookcase with doors omitted); HandiTop stool, with storage compartment under covered top, and Coffee Table, in corner at right. All are available as knockdown kits through your local firm named on covers. Matching Chelsea Chintz wallpaper and curtain fabric, from Warner Company's Waterhouse Collection, share attention with chartreuse ceiling and bedspreads.



DECORATOR: GENEVIEVE HENDRICKS

INTERIOR PHOTOGRAPHY: F. S. LINCOLN

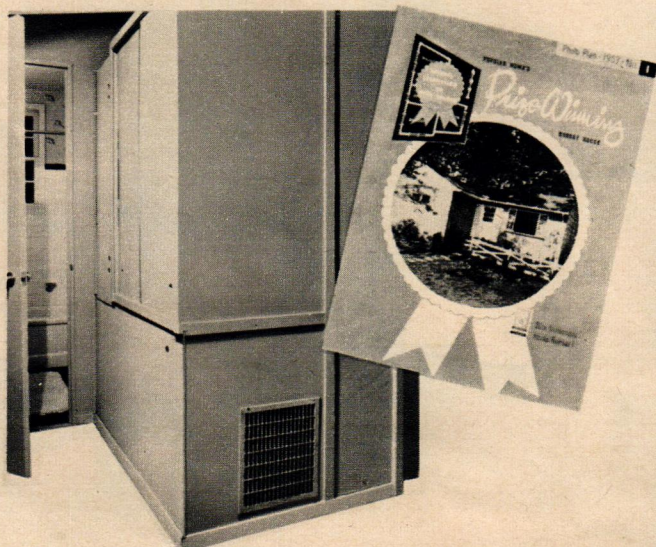
Living room is brightened by rich brown walls and Palm Green ceiling—two of the effects your TEXOLITE Paint dealer can show you how to obtain. Picture windows in front and rear walls provide ample light. In left corner is another HandiTop, used this time as table.





Prize-Winning Budget House (Continued)

Sequence above shows steps that went into finishing of interior wall surfaces. (1) SHEETROCK gypsum wallboard is nailed to studs, (2) joints are "buttered" with PERFORMA-TAPE cement over embedded tape, (3) then sanded to complete smooth, blemish-free surface, finally (4) given first coat of easily-applied TEXOLITE Paint. Photo below shows built-in utility closet, equipped with sliding doors for coat and linen storage, which also houses horizontal floor furnace and water heater. Photo Plan 52-1, available from your POPULAR HOME sponsor at 10 cents per copy, contains elevations, more pictures and details of Prize-Winning Budget House. Through the same firm, building blueprints may be purchased from the architects, Daniel, Daniel & Daniel, P.O. Box 171, Kensington, Md.



Bedrooms Convert to Play Area in Architect's House

Keeping small children occupied and out-from-underfoot on inclement days is easy—if they have a pleasant play and study room. And, in houses where there isn't space for a separate play room, the obvious answer is to make the youngsters' bedrooms do *double* duty.

Harold S. Pawlan, prominent Chicago architect, designed a new house for his family with the development of Barbara, 8, and Andy, 5, particularly in mind. By the use of cleverly-conceived built-ins and a folding door, their two average-size bedrooms on the second floor convert instantly into a spacious L-shaped play room. Either bedroom also can be pressed into service as a guest room.

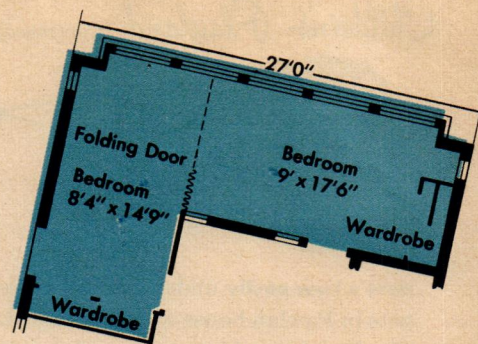
Best of all, this happy haven for the younger set was accomplished economically with built-ins in place of bulky furniture. Stock cabinets and a mill-cut frame from the lumber dealer were combined with an unfinished dresser and carpenter-built wardrobe closets to conserve floor space and provide a wealth of storage. There's scarcely a child's bedroom that can't be improved with some of these features—and *you* can build them yourself or enlist the aid of your local lumber dealer in getting some of the work done at his mill. See him tomorrow!

DECORATOR: MARIAN QUINLAN

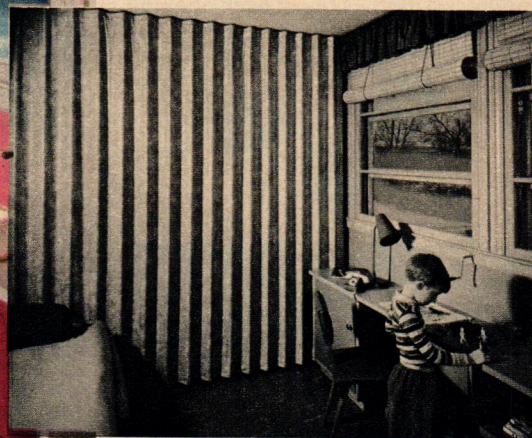
PHOTOGRAPHY: HEDRICH-BLESSING



Children's Playland



Front windows have a valance effect of ruffled plaid gingham, repeated in shadow box frame and pillows. Beds, covered in red corduroy and blue denim, have section underneath which slides out to form double bed and provide guest accommodations. Modern fold door slides in ceiling track for effective closure (below).



(Continued on Next Page)

Front window wall is finished in rose with TEXOLITE Paint to contrast with blue of side walls. Basswood slat blinds roll down to sill. Flooring is asphalt tile. Two cabinets with hinged doors (foreground) are stock items purchased from dealer, as was chest in corner, bought unfinished. An excellent wall and ceiling finish like this is made possible by use of RED TOP Plaster and ROCKLATH Plaster Base.

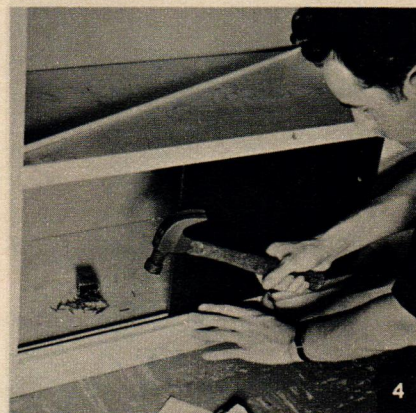
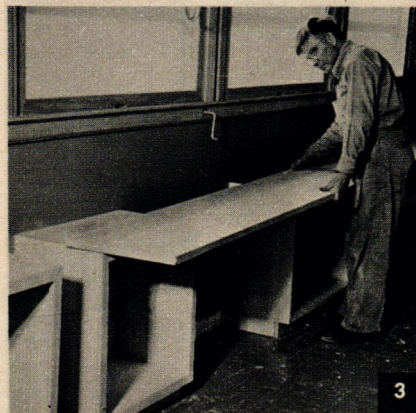
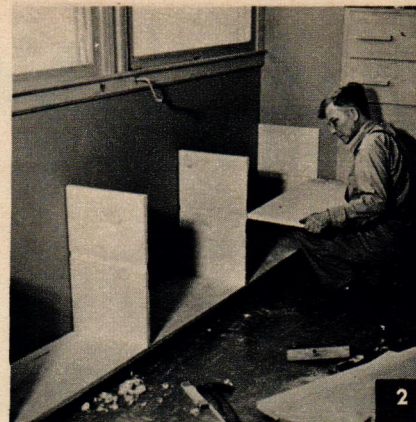
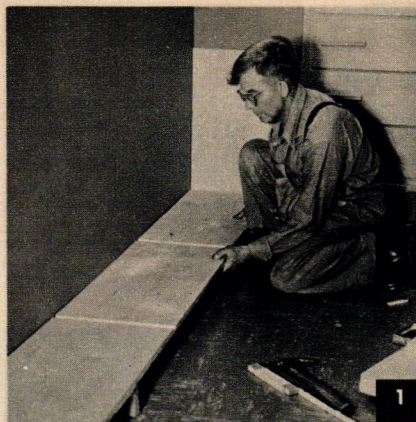
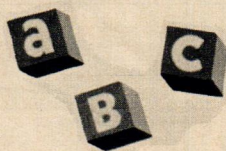
In rear corner of Pawlans' smaller bedroom Barbara and Andy enjoy bedtime snack at a POPULAR HOME Hi-Lo Table. This table, as well as chairs and coffee table pictured, are available in knockdown kits through firm named on cover. How to build wardrobe closet like that in left corner is shown in POPULAR HOME Photo Plan 52-1, offered by same company.



Children's Playland (Continued)

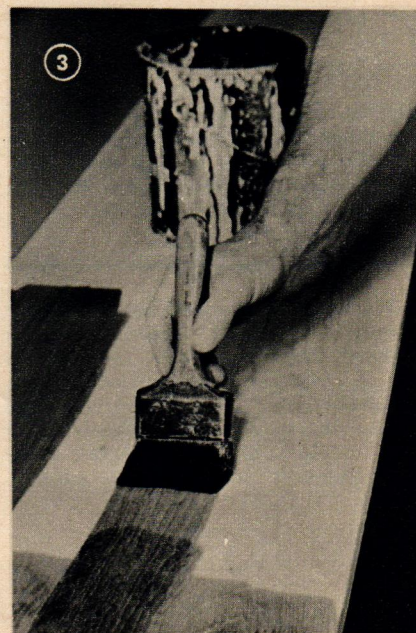
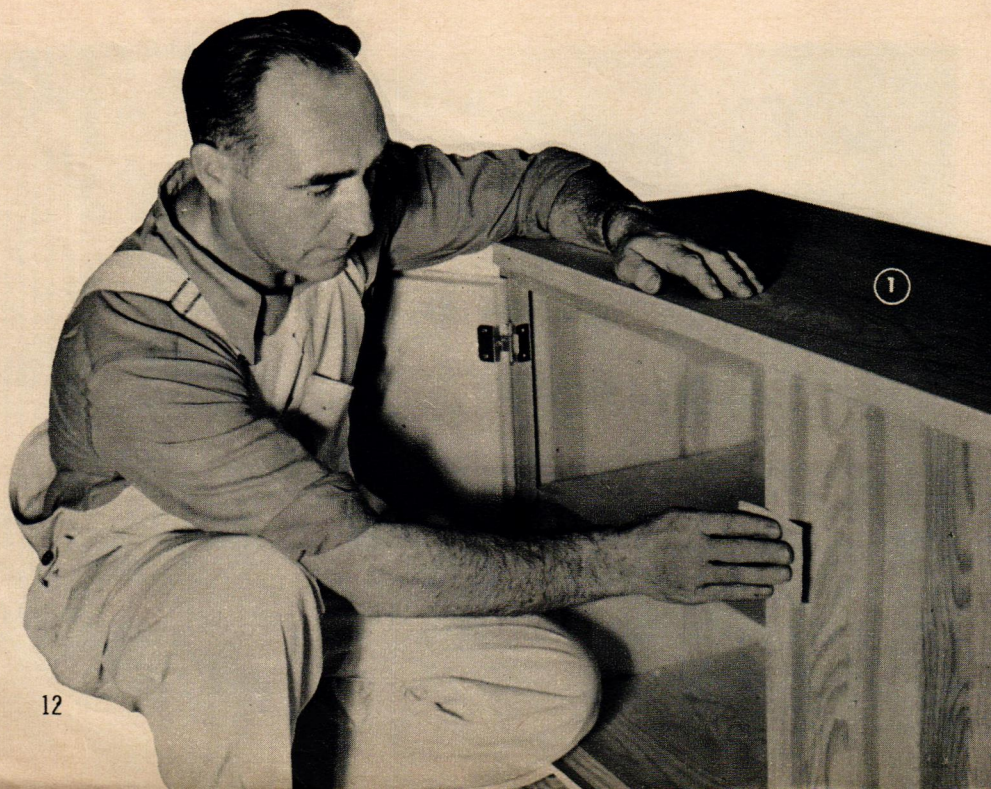


Here's how easily under-window cabinets in Pawlan house were assembled. (1) Carpenter blocks up and levels base piece of cabinet frame, received from mill already precut and dadoed. (2) With opposite end piece and center dividers now in place, carpenter inserts horizontal dividers in dadoed uprights. (3) Recessed base has been attached, and top is fastened in place to connect mill cabinet and stock cabinets. (4) Screen moulding is nailed to base of wide cabinet to serve as track for sliding doors, made of smooth, sturdy DURON Hardboard. Similar guides are used at top of each opening.



Smart gray driftwood finish on under-window cabinets was obtained by steps illustrated here. (1) Entire unit first is sanded with 2-0 sandpaper. (2) Nail holes and imperfections are filled with TEXOLITE Spackling Putty, tinted to match wood. (3) Coat of gray flat oil paint, thinned 25 percent with turpentine, is brushed on. Final steps were to wipe lightly

with soft cloth after 5 minutes, permitting some paint to remain in grain of wood; when dry, sand again with 2-0 sandpaper; apply clear varnish, rub down with fine steel wool, and obtain final gloss with paste wax.

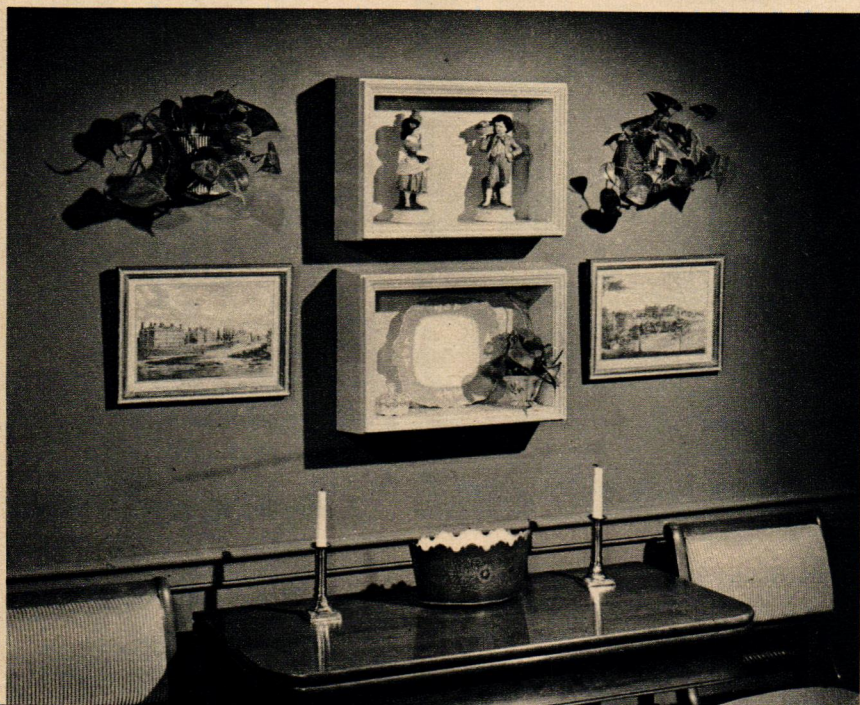
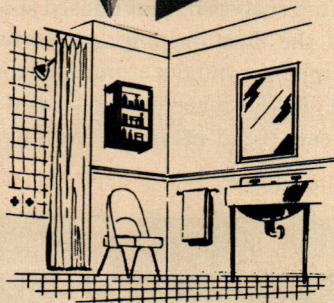
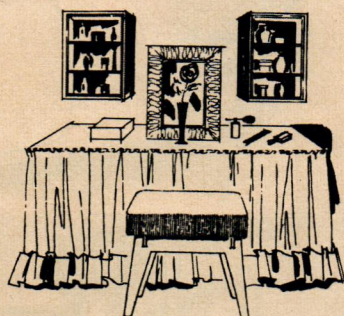
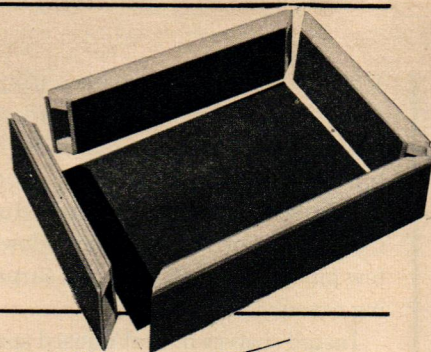


They're back in Popularity! Now

Popular Home's

Shadow Box is yours

Sides of Shadow Box are pre-assembled and already mitered in knockdown kit, permitting easy fitting together and addition of back. Unique construction combines sturdy, easily-painted DURON Hardboard and simple wood moldings. Outside walls of box bevel inward slightly from back, which is quickly removed for change of background color. Knockdown kit also includes hangers, screws and brads.



in a Knockdown Kit

Adding richness and appeal to a home's interior can be done in a variety of ways—but doing it inexpensively is something else again. Now, abreast of the latest trend, comes a decorative feature that will blend in perfectly with your home's beauty—the POPULAR HOME Shadow Box.

One of the lowest-priced in POPULAR HOME's successful series of knockdown furniture kits, the Shadow Box is of a distinctive design and can be assembled in a few minutes. It has a usable depth of 4 1/4 inches and inside face dimensions of 10 x 15 inches—sufficient to show off your prized bric-a-brac, plantings, or art objects to striking advantage.

Several of the Shadow Boxes can be grouped with stunning effect on your living room or dining room walls—or they can be used singly almost anywhere in the house—hallway ends, bedrooms, or even in the bathroom as a utility shelf unit.

Best of all, the Shadow Box is available in a knockdown kit complete with pre-cut parts and directions, ready for assembly and finishing as desired. Order several through your POPULAR HOME sponsor named on the front and back covers of this issue. If you'd prefer to buy the materials and make it yourself, ask the same firm for a *Free Shadow Box Handyman Plan*, adaptable also to boxes of a different shape or size. Give your house a surprise that will endure!

DESIGNED EXCLUSIVELY
FOR POPULAR HOME
BY L. C. ALGOREN, CHICAGO

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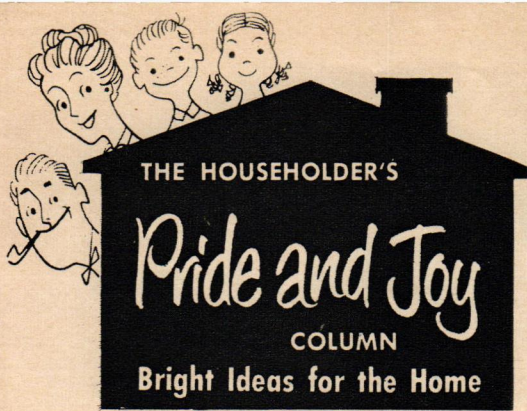
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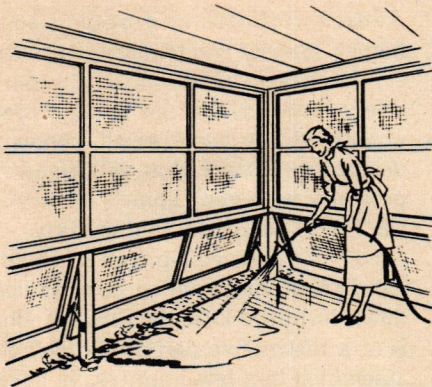
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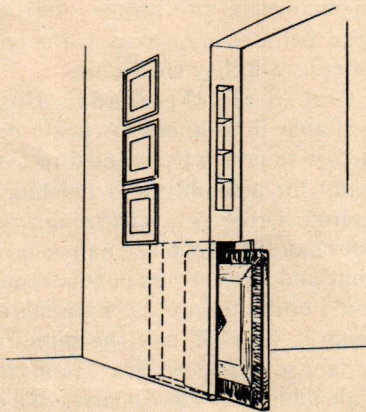
Garages

Needn't Be Graveyard



Open porches can be cleaned more easily if fitted with detachable screens. When hung with storm sash hardware, screens can be opened at bottom for hosing down during warm weather, are quickly removed and stored when winter snows begin.

Janet Sutherland, Ames, Iowa



Increased storage space awaits the owner of an old house with a sliding door between living and dining rooms. Removal of door or pair of doors opens up a hideaway for card table, trays, etc. Small what-not shelves can be installed above in recesses.

A. Rodney Lenderdink, Kalamazoo, Mich.

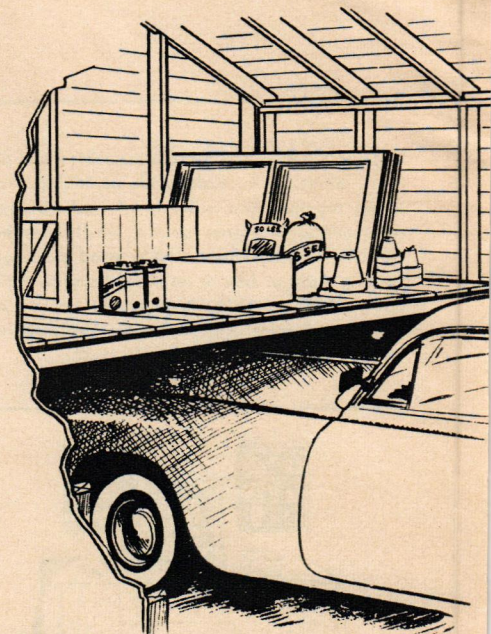


**Get this
Treasure Chest
of Ideas**

The 1952 Homemaker's Idea Book—148-Page book including all 1951 issues of POPULAR HOME—available from firm named on covers at 50c each. If they're sold out, send 60c (includes handling) to POPULAR HOME, 300 W. Adams St., Chicago 6, Ill.

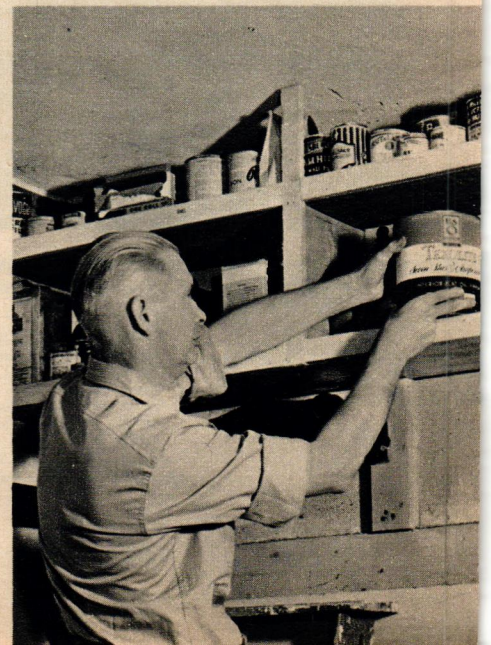
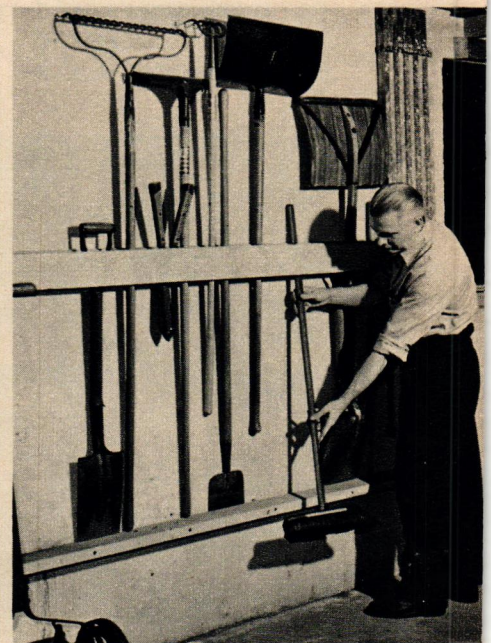
If your garage is fast becoming a catch-all, with hardly room enough left to get a broom in edgewise, it's time you made adjustments. Racks and shelves—that's the answer. Hung from above or braced from below, a few pine boards can restore a surprising amount of order.

Install shelves in that unused space above the door opening (photo bottom right), or build a storage balcony (right) in the space over the hood of your car. If out-of-season clothing is



immobilizing your bedroom closets, let a cabinet in the garage do the job (above). You may find one ready-built at your lumber dealer's, or make it yourself from lumber or sturdy DURON Hardboard. Seal the door with masking tape, and you needn't worry about moisture or moths.

Garden tools that are usually propped in one cluttered corner can be held in a rack along one wall (center right). There's no end to the possibilities, if you let your lumber dealer furnish the technical advice.



The house that grandpa couldn't buy



no, not for all the money in the world!

50 YEARS building a better tomorrow

Through Search and Research... the never-ending job at U.S.G. ... Here's Better Living for you!

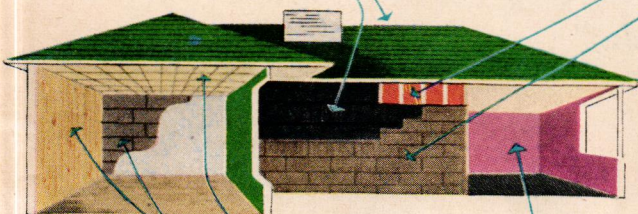
Roofs and Sidewalls

Shingles: more colorful, durable, fire-safe—with USG* Asphalt Roofing.

Sheathing: stronger, wind-resistant, fireproof—it's USG* Gypsum Sheathing.

This beautiful siding never needs paint—it's GLATEX* Asbestos Cement Siding.

Comfort's built into outside walls and ceiling—with RED TOP* Insulating Wool.



Walls and Ceilings

Fire-protection, plus a strong, smooth base for any decorations: RED TOP* Plaster over ROCKLATH* plaster base. Or SHEETROCK* Gypsum Wallboard. Sound controlled—with QUIETONE* Acoustical Tile.

Decoration

For interesting interiors: TEXTONE* Stipple Finish, or color-rich TEXOLITE* Interior Paints.

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

Automobiles and airplanes... radio and television... miracle drugs and atomic energy—was there ever such a time for material progress as the past 50 years!

But what of homes—has building kept pace? *Well, let's just suppose...*

Suppose your grandfather, back in 1902, had actually planned the "house of the future"—a typical 1952 house. Could he have built or bought it? No, not for all the money in the world!

The reason is simple. Building materials and systems essential to the modern house just didn't exist in grandpa's time.

That they exist today is largely due to the cooperation of United States Gypsum and progressive building material dealers. United States Gypsum, founded in 1902, developed many of the building materials and systems that make today's home possible. Dealers, ever alert to the needs of those they serve, their customers, make this better building available to you.

And so, as we celebrate our "50 Years of Building a Better Tomorrow," we salute your good neighbor, the building material dealer, who brings you the home your grandfather couldn't buy—no, not for all the money in the world!



United States Gypsum
For Building • For Industry

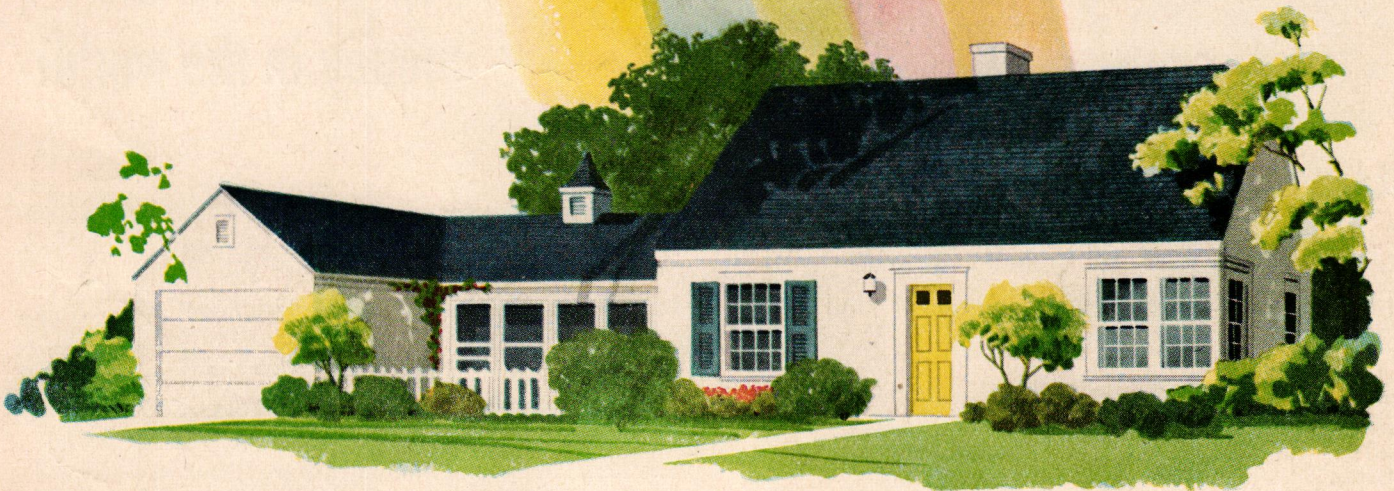
AND better living for you through a host of other U.S.G. products.

The Greatest Name In Building



Dreaming's very nice

BUT ... LIVING's better! Yes, living in the new or remodeled home you've dreamed of is far, far better. And we're here to help you get started on your plans for better living in a nicer home. Come in! We think we have the very ideas you need to convert those dreams into better living **NOW**.



Oakridge Builders Supply Co.

"Everything for the Builder"

Willamette Highway

Oakridge, Oregon

Phone 2301

RETURN POSTAGE GUARANTEED

POPULAR HOME

Dept. 126

300 W. Adams St., Chicago 6, Ill.

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360 W 13TH
EUGENE OREG
7114-362

Sec. 34.66 P. L. & R.
U. S. POSTAGE

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