

# POPULAR HOME

*Serving more than 3,550,000 families in 4,800 communities* Spring, 1952

home exposition

It's DRESS-UP TIME for the house!

Wardwell Lumber Co.  
Bristol, R.I.



Look closely at this picture:

## • Sound Control

Of course you don't see any sound control, but that acoustical plaster on the ceiling literally "soaks up" unwanted noise.

## • Beauty

Do you see beauty? You bet you do! Notice that one wall is papered, others painted. Plaster is easy to decorate—and redecorates in any way you like.

## • Flexibility

Do you see flexibility? You can have that beautiful curved wall with plaster.

## • Durability

See durability? Junior's banging the wall again! Probably little harm, but any nicks are easily, inexpensively repaired—thanks to RED TOP Plaster.

## • Fire Resistance

Yes, all these *plus high fire resistance*—another advantage of RED TOP Plaster that you don't see here. But it adds safety for a "housetime."

**W**hat you don't see in this picture...  
may mean more to you than you think

Take a long behind-the-surface look at this beautiful room.

No wonder so many experienced homeowners say—

**RED TOP Plaster . . . to be sure!**

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

**COME IN—OR PHONE**  
See our name and address  
on front and back covers.



Plastering  
Materials



Cement  
and Lime



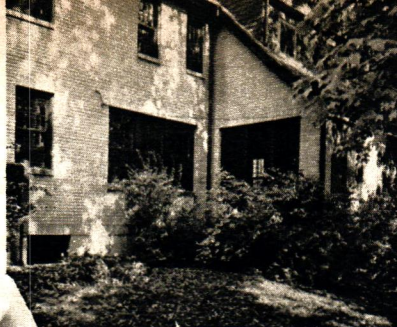
Metal Lath and  
Accessories



Building Blocks,  
Brick and Tile

**SEE US FOR ALL YOUR PLASTERING AND MASONRY NEEDS**





## REMODEL TO DRESS-UP THE HOUSE



Before

After



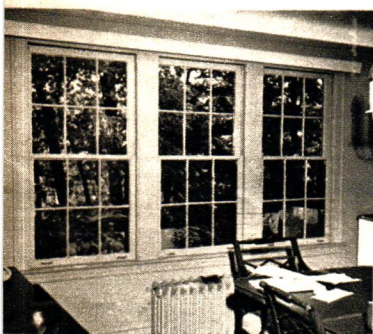
A roomy porch . . .

# Right for Spring and Right for Comfort

**D**RESSING UP YOUR HOUSE FOR SPRING can mean much more than just repainting to improve its appearance, inside and out. Right now is also the best time to build the addition or do the remodeling you've been contemplating—for you're more likely to have good weather for the job, and you'll have all Summer and Fall to enjoy the finished product.

An inspiring example of how to add comfort and convenience to the older house is provided by Mr. and Mrs. Jerry Tauber of Highland Park, Ill. With almost no structural changes, a well-planned remodeling has given them a comfortable screened porch and a modern kitchen—all accomplished with stock materials of the type available from *your own* local lumber dealer.

(Continued on next page)



Before

After



**New porch (top of page)** takes advantage of sun room projection from house, is entered from two rooms and still has three exposures to catch breeze. Porch is equipped with roll-down bamboo blinds for shade and privacy. Screen frames are painted dark green to blend with dark tone of other exterior wood.

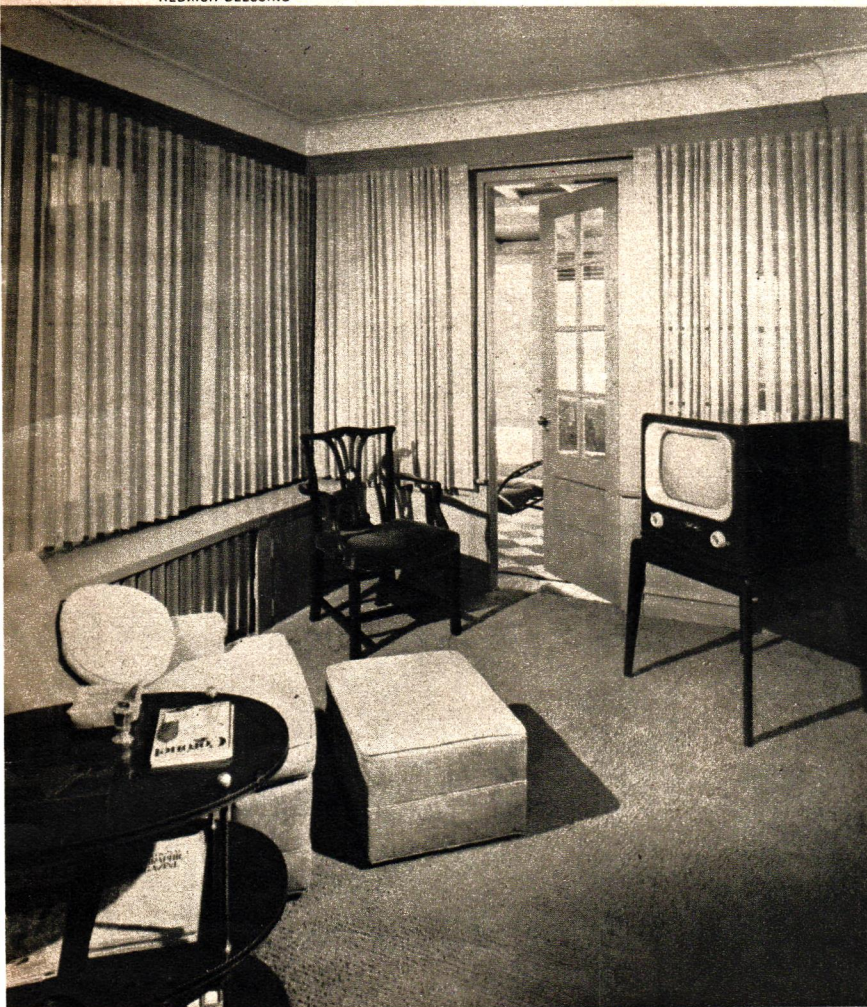
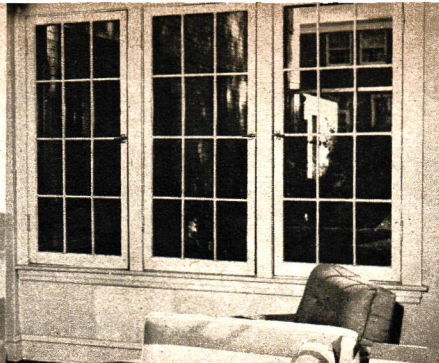
**Dining room entrance to porch** was created by simple device of replacing center window with door, and locating new thin-tube radiators under other windows. Woodwork and ceiling are painted white, setting off red-and-white architectural wallpaper. Draw draperies are of natural cotton mesh material.



ARCHITECT: JOHN H. ALSCHULER  
 DECORATOR: MARION HEUER  
 DATA BY RUTH W. LEE  
 HEDRICH-BLESSING

Before

After



**Second entrance to porch** is from former sun room, now converted to a study and television room. Here again, a door was substituted for center window in group of three. Note bench over radiator and cabinets below windows at left. Matchstick draw draperies also cover door when desired. Woodwork, walls and carpeting are cocoa color.

(Continued)

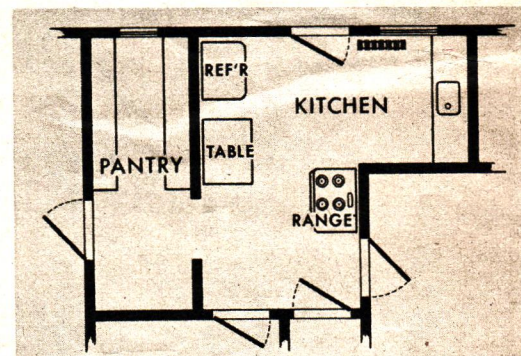
THE SECOND MAJOR FEATURE of the Taubers' remodeling was the new kitchen-laundry room, arranged for step-saving efficiency with plenty of storage and counter space. The old kitchen was crowded and inconvenient, thanks to a pantry that served little purpose other than to add hundreds of steps to Mrs. Tauber's daily tasks. So, out came the dividing partition (see floor plans at right, above), and in went new cabinets, counters and sink unit. You may be surprised to find out how easily *your* kitchen can be improved in the same way—and the local firm named on the covers of this magazine will be happy to be of assistance. Stop in soon!



**Laundry room (center right)** is now a step beyond pass-thru counter from kitchen, accommodates washer and laundry trays in space formerly devoted to sink counter. Short wall is perfect for fold-down breakfast table and two POPULAR HOME Chairs upholstered in olive green plastic. Chairs may be ordered in knockdown kits through local firm named on covers of this magazine. How to build the fold-down table for your house? For complete instructions, ask same company for POPULAR HOME Photo Plan 1952-2, price 10 cents. Also included is a second Kitchen Handyman feature—How to Modernize Old Cabinets.

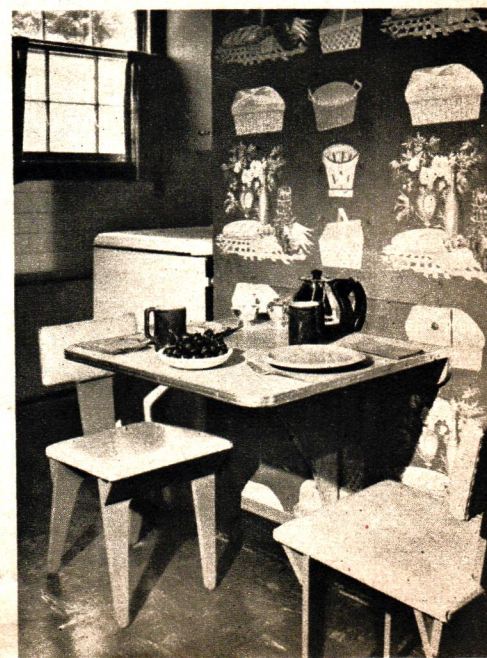
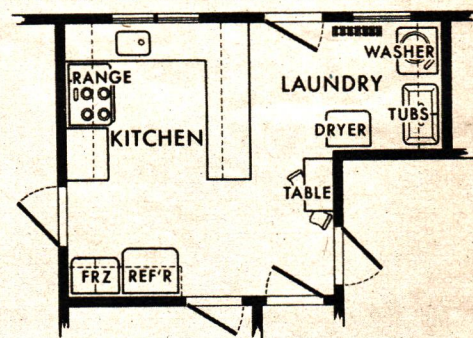
A modern kitchen . . .

Right for Spring  
 and Right  
 for Comfort



Before

After







THE HOUSEHOLDER'S

# Pride and Joy

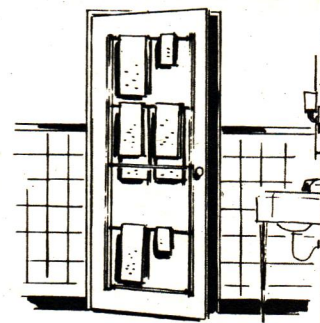
COLUMN

Bright Ideas for the Home

Before

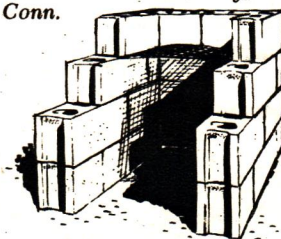
**U-shaped work area** occupies space formerly taken by pantry, with new windows installed over sink. Natural birch cabinets are hung from ceiling at right to form pass-through to new laundry room. Color scheme: plaid curtains in rose, yellow, and white, walls, dark green; ceiling, provincial medallion pattern wallpaper in green and yellow; counter tops, pearl gray; flooring, mottled dark brown.

After



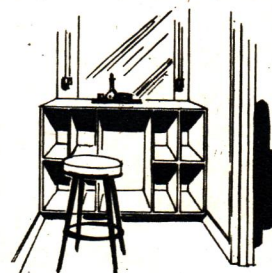
**Rack 'em up!** With only limited space for towels in bathroom, this family converted an old folding clothes rack into a family towel hanger. Rack was cut to fit door and hung with four screw hooks in each corner. Now each member of family, including youngest, has towels within reach.

*Mrs. Kenneth W. Kelly, Cheshire, Conn.*



**Mortarless incinerator . . .** inexpensive trash burner that also doubles as an outdoor fireplace is made by piling up 20 concrete blocks in four courses. Burner has large front opening and wire mesh to restrain flying papers. Block's own weight holds it in place, requires no mortar.

*May A. Shannon, Wakefield, R. I.*



**Hidden vanity . . .** made from two wooden boxes (about orange crate size) and a couple of pine boards from local lumber yard, vanity in front hall closet saves many steps and is handy for guests. Mirror, good overhead light, and cushioned kitchen stool cut to right height complete a well-equipped cubbyhole.

*Lena G. Bixler, Tucson, Ariz.*

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

Before

After





# BRUSH your troubles away!

*Here's a week-end painting plan  
that's sure to add life and  
beauty to your home*

*by William J. Dukes*

HEDRICH-BLESSING

After







**P**ERHAPS YOU'RE LIKE JOHN JONES, who steps to the phone and calls in professional decorators when the walls and ceilings begin to plead for repainting. Or maybe you're a second Jim Jenks, who can't wait to get out of bed on Saturday morning and is going to do the job himself, both for the exercise and the economy. Well, whether you follow in John's or Jim's footsteps, we have news for you—and a string of timely tips on repainting and redecorating.

It'll be easier on your arm, and your morale, if you classify this as just another week-end project. Plan your weekends so that you can paint one exterior wall at a time, or one room—it's that simple! And, if you get to it *now*, you'll find you have plenty of company among the neighbors—for April and May brings the annual wave of Clean Up-Paint Up-Fix Up campaigns in more than 3,000 communities. You'll be proud of yourself when you've joined in and made your home outsparkle the rest of 'em up and down the block.

**If you're going to start with the exterior,** get this equipment list in order: a four-inch brush, a 1½-inch sash brush, at least two buckets or paint pots, drop cloths (old awnings will do nicely), a putty knife, dusting brush for window sills, an extension ladder, and S-hooks for hanging your paint pots from the lad-

der rungs. Your paint dealer has these accessories.

The main thing is to get at the sidewall, whether it be front or back, north-facing or south. You'll have to take down everything that's demountable, including screens or storm sash. These can be painted later. Next, you may find that you spend half your time moving your ladder. That's to be expected. And above all, don't overextend yourself while working on a high ladder. Balance is everything; the second you lose it . . . well, we don't want to discourage you.

When painting wood siding, you should paint the underedge of a board first, then the face. Work in the shade whenever possible—it's better for the drying of paint, and it's easier on the eyes as well as the back of the neck.

**On your interior work,** be smart and just apply a variation of the one-wall-at-a-time system. You should be able to repaint at least one room per week-end. While the job's in progress, you can carry on most of your normal activities and still do without the services of one room. Other rooms merely do double duty.

The first place to start is to move out all the furniture you can, and what you can't move you cover up. Here's where drop cloths, old sheets or canvas, come in especially handy. Newspapers aren't very

*(Continued on next page)*

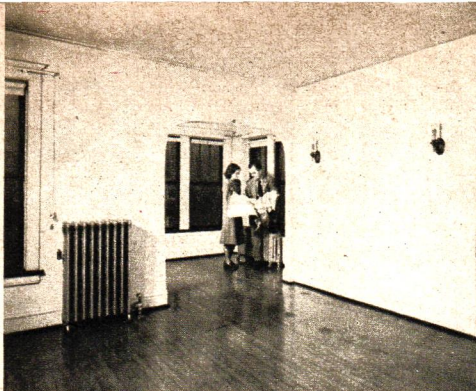
Before



**It's the same house,** left and above. This view is of this issue's POPULAR HOME Feature House, presented on Page 10. When the time came for the first repainting of their new concrete block house, its owners, Mr. and Mrs. C. William Carrick of Royal Oak, Mich., decided on new color, new life, new beauty. They chose Coppertone CEMENTICO Masonry Paint, the durable, water-repellent coating for porous masonry surfaces. The results speak for themselves!





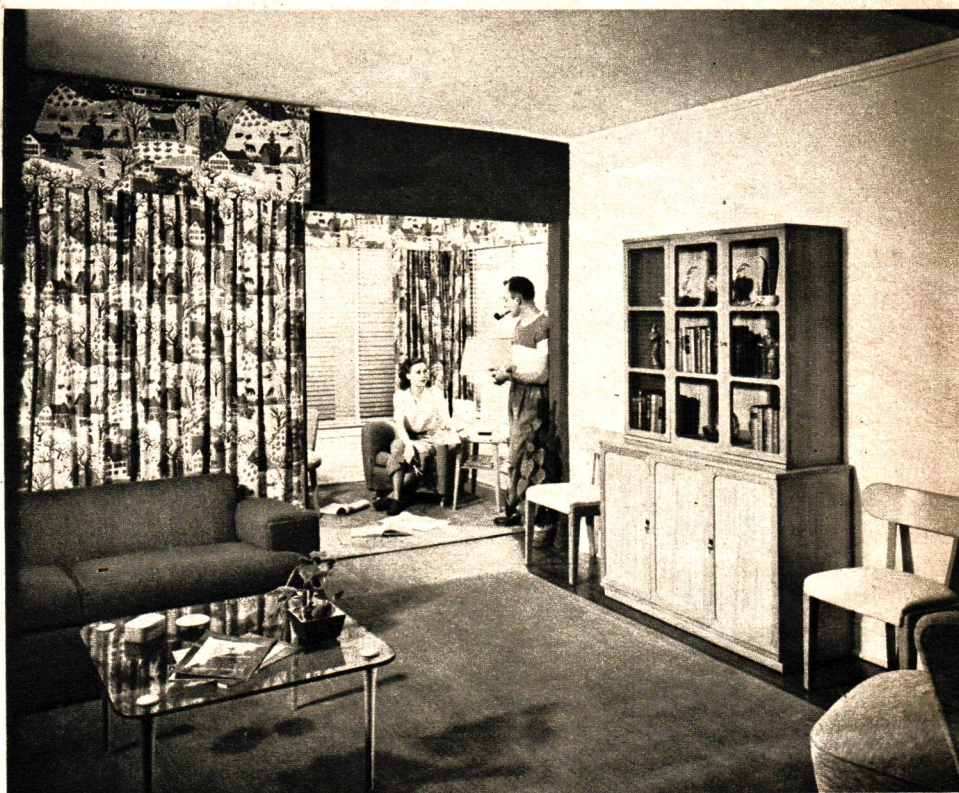


Before

Amazing change wrought by effective redecorating is apparent in this 30-year-old apartment. Outdated archway was squared off, cotton print draperies and matching valances were installed. Unifying two rooms are Brewster Green and Sunlight Yellow walls, ceilings of Gardenia White—all achieved with TEXOLITE paints.

## BRUSH your troubles away!

(Continued)



After

HOME OF MR. & MRS. ALBERT KLATT

satisfactory; they won't stay put. Remove all the fixtures, window shades, and any hardware that's likely to get spattered. Inspect every square foot of ceiling and wall for cracks and blemishes. Make your plaster repairs now, using TEXOLITE Spackling Putty (it's also good for spotting nail holes in wood trim).

Maybe it's taken you a day to come this far. You still have a day left—time enough for some brush work. Meanwhile, don't worry about a house full of painty odors and slow-drying surfaces. You'll have neither with TEXOLITE IMPERIAL, for instance, or TEXOLITE STANDARD, or new TEXOLITE DURAVAL, the scrubbable rubberized paint with the velvet finish.

DURAVAL is also just about the easiest-to-apply paint you'll ever find. And it comes in an array of twelve ready-mixed standard colors, plus five deep-tone custom colors (Canterbury Blue, Congo Brown, Candlelight, Brewster Green, Morocco Red). DURAVAL can be brushed, rolled, or sprayed. If you brush it on, use a wide calcimine brush. Add up to four

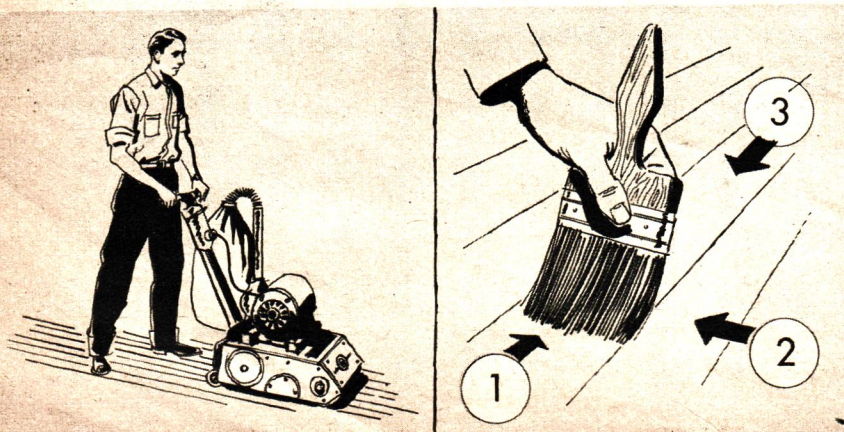
ounces of water to each gallon of paint, where you find thinner consistency is necessary.

In TEXOLITE DURAVAL you have essentially a one-coat paint. Two coats are better, of course, especially over new work. Over old work it needs a smooth, dry, blemish-free surface—the kind all paint demands.

There's only one trick to putting on DURAVAL: don't fool with it. Put it on and leave it. Don't go back over it trying to remove brush marks or drips—it's unnecessary because of DURAVAL's unique quality of flattening out when dry. What a time and trouble-saver!

So you miss a spot here and there—don't worry about it! You can come back later, even tomorrow, and touch it up. The touched-up spot will dry to a velvety finish, like the surrounding area. Just remember to apply DURAVAL with short, "half moon" strokes, allowing the paint to flow smoothly.

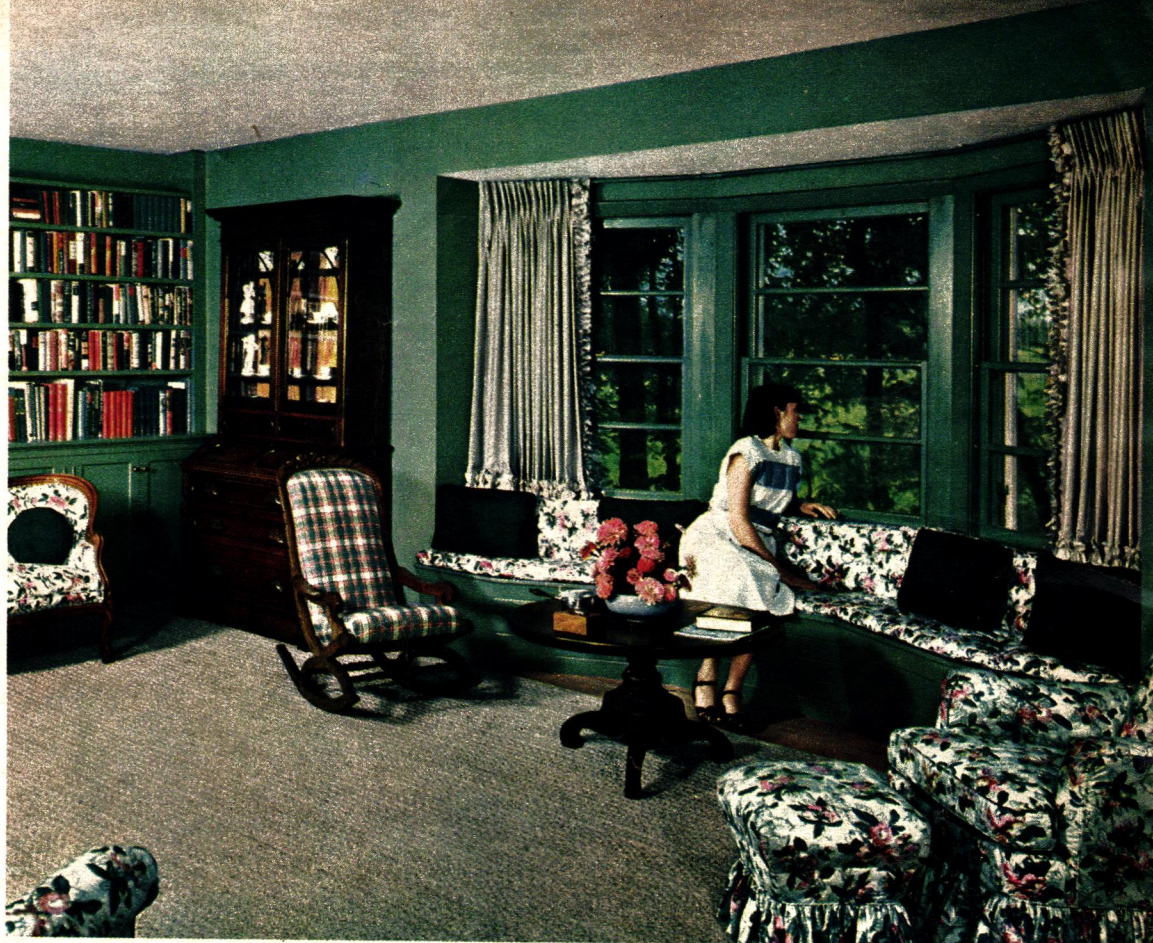
Week-end painters, you already had the will, and now you've got the way. That's all there is to it—the rest is just swingin' that brush!



In refinishing wooden floors, your first step is to rent a sanding machine (extreme left). You start with No. 2 sandpaper, work cross grain, and then with grain, finishing off with a 00 paper. A word of caution: keep the machine moving! Be sure floor is stained (if necessary), filled with tinted paste filler, and sealed with varnish thinned 10% with turpentine. A three-inch flat brush with long bristles and a chisel tip works best for varnishing (see left). Sand lightly to remove air bubbles in first coat. Dust carefully. Flow on two coats of same varnish, unthinned. In varnishing use stroke pattern as shown in sequence here, finishing off (No. 3) with grain of wood.



DESIGNED AND DECORATED BY  
HUMPHREY & HARDENBERGH, INC.



**An idea for your redecorating** may come from this charming living room in a Minneapolis, Minn., home. Window seat was built in to increase seating space. Turquoise-painted walls are in harmony with flower-sprigged quilted chintz. New TEXOLITE DURAVAL paint permits wall colors to be carried over to woodwork, as in this example.

HEDRICH-BLESSING



**Contrasting wall colors** are beautifully handled in this living room corner of house shown also on page 10. Draperies pick up color of window wall, beige of rug, while chartreuse wall and coral fabric of chairs provide accent. Door-length windows overlook rear lawn.

DECORATOR: MARION HEUER

NOWELL WARD & ASSOCIATES

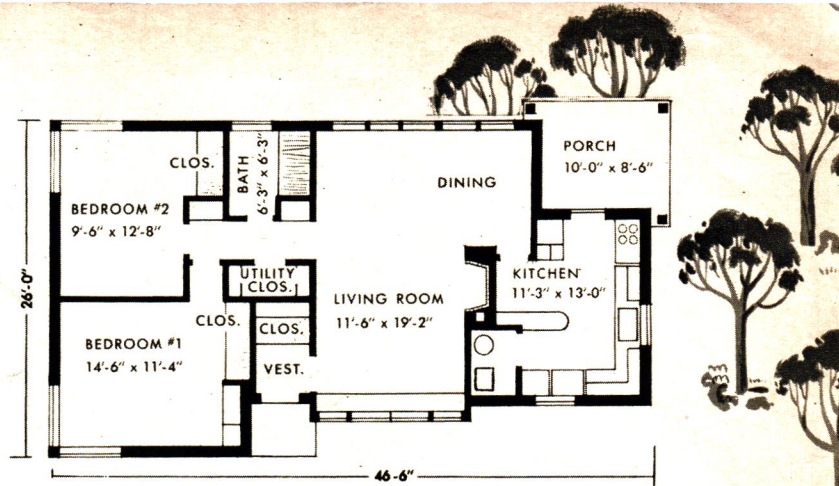


**Feeling of spaciousness** is given to 9 x 13-foot girl's bedroom by use of only three colors and three fabrics. Tailored plywood cantonnieres are padded, mounted on window frames and covered with cotton plaid material. In foreground is POPULAR HOME HandiTop stool.





**Built-in storage wall** of master bedroom is located just inside door. This feature, along with high corner windows, allows generous floor and wall space for bed and three separate chests,



**Building blueprints** of house may be purchased through your POPULAR HOME sponsor. They will come from Boughner-Ketelsen, Inc., designers, 6280 Telegraph Rd., Birmingham, Mich.

## POPULAR HOME's House for

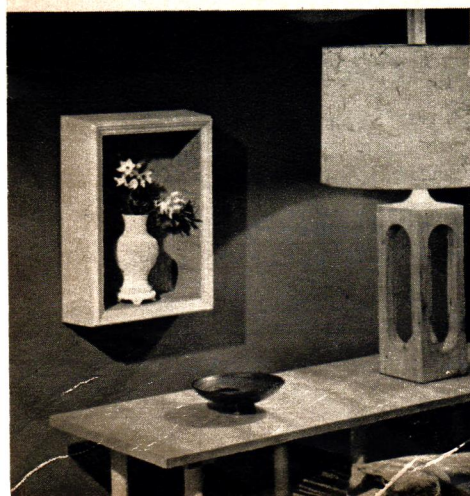


**Picturesque** from the rear as well as from front! From left to right: kitchen door and rear porch; two dining area windows; living room door and two matching windows; bathroom and bedroom.

**T**HIS HOUSE IS PRETTY, but that's only the beginning. It has long-lasting style, architectural features found in more expensive houses, convenience ideas and a workable plan. With its good appearance on every side, the house can even be located lengthwise on your lot. As adapted from the home built by Mr. and Mrs. C. William Carrick in Royal Oak, Mich., it's POPULAR HOME's House for Lighthearted Living.

Study the floor plan and photographs on these pages. Then, for more news and views about the house, ask the local firm named on the covers of this magazine for POPULAR HOME Photo Plan 52-2, price 10 cents. You'll find the house includes two bedrooms, a separate entrance hall, ample closet space, and a kitchen-laundry with a storage-snack bar built to the ceiling. And all this is provided in an economical content of 1,010 sq. ft., 13,144 cu. ft. It may well be the house to build for your Lighthearted Living!

by Cynthia Montgomery



*Beauty and Charm . . .  
With the POPULAR HOME*

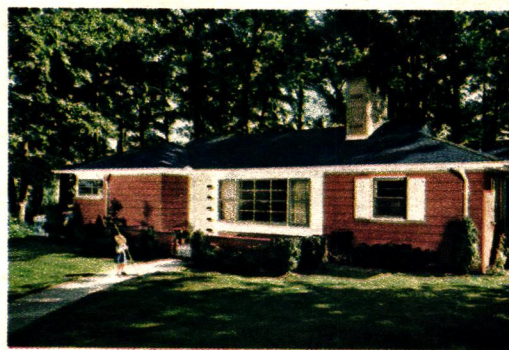
## SHADOW BOX

**Interested in more charm and beauty** for your house?

This is your chance to inexpensively add stunning decorative effect to your walls—with a POPULAR HOME Shadow Box like that shown at the left, cloth-lined or painted and showing off a pretty vase and cut flowers. Here's a Shadow Box with inside face dimensions of 10 x 15 inches and a usable depth of 4-1/4 inches, combining simple wood moldings and sturdy DURON Hardboard. Group them, or use 'em singly, as you please!

The Shadow Box is yours, at an amazingly low price, in a knockdown kit through your local POPULAR HOME sponsor. Or, if you'd prefer to cut it out and build the Shadow Box completely yourself, just ask for a Free Handyman Plan giving all directions. And while you're there, get the details about other knockdown furniture items in this famous series.



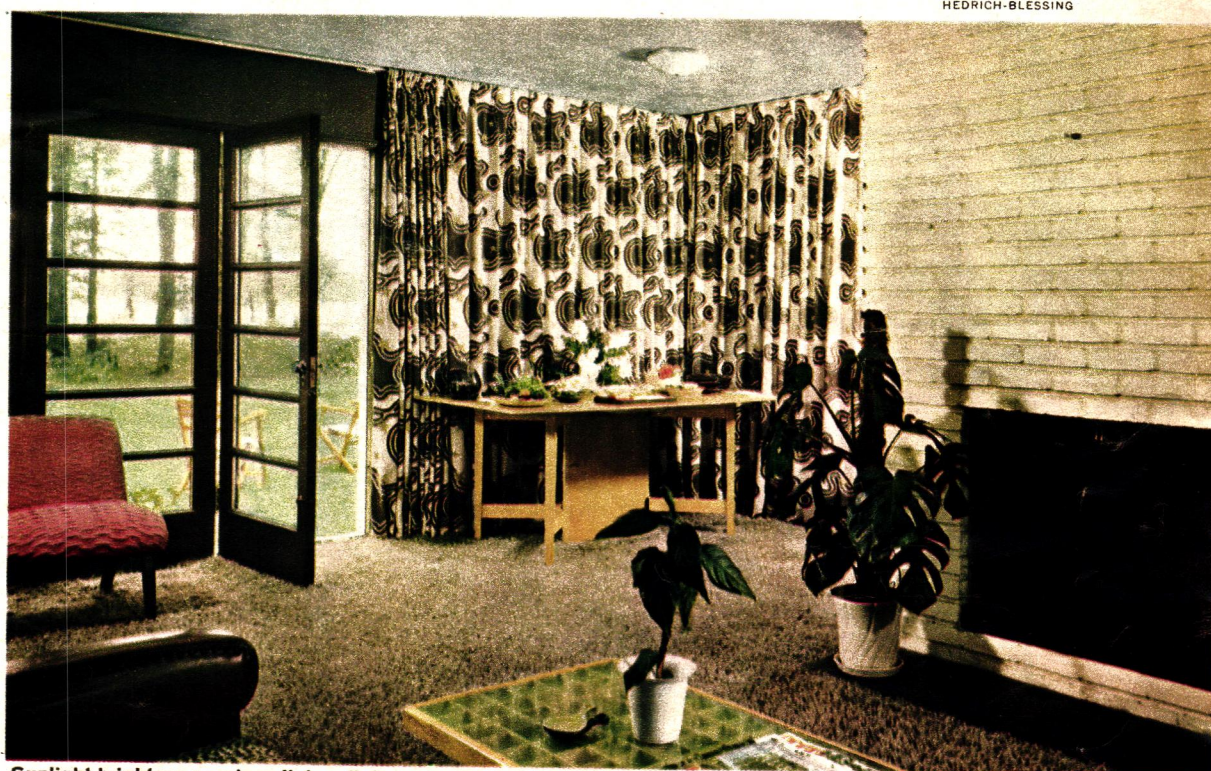


**Front entrance** is enhanced by neat courtyard (right). Concrete block exterior is given rich beauty of Coppertone CEMENTICO Masonry Paint. Blue roof, available in USG Thick Butt asphalt shingles, adds pleasing contrast.

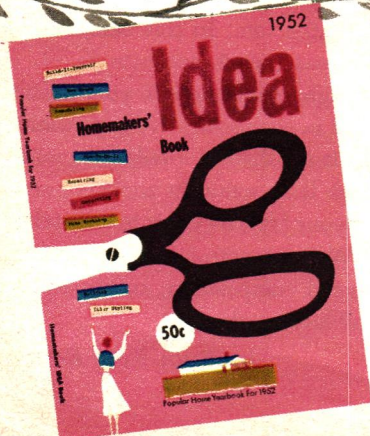


HEDRICH-BLESSING

# Lighthearted Living



**Sunlight brightens spacious living-dining area.** Behind draperies are two table-height windows overlooking rear. Beautifully smooth walls and ceilings like these are obtained with RED TOP plaster and ROCKLATH plaster base. Color scheme combines Congo Brown, beige, chartreuse and white, spiced with coral. Another color view of living room appears on Page 9.



*Here's the book to  
make this YOUR year*

**This is your year** for more pleasant living! For helpful, new ideas on building, remodeling, decorating and buying, be sure to get the big 1952 Homemakers' Idea Book, 144 pages of practical information including all 1951 issues of POPULAR HOME. Pick it up for 50 cents from your local POPULAR HOME sponsor, named on covers—or, if the demand has exhausted his supply, fill out and mail the coupon at right.

**POPULAR HOME Magazine**  
P. O. Box 5997, Chicago, Ill.

Enclosed is 60 cents including postage and handling charges (plus state tax) for the 1952 Homemakers' Idea Book. Send my copy right away!

Name \_\_\_\_\_

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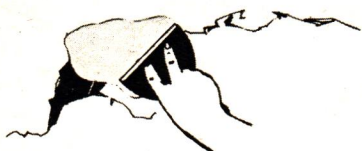




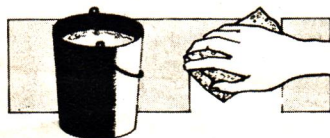
## How to be a Painting Expert

\* An expert uses his brain—as well as brawn and brush—in attacking his painting problems. He . . . reads the manufacturer's directions and follows them . . . knows that short cuts, contrary to good painting practice or not recommended by the manufacturer, are folly . . . sees his dealer who is stocked with helpful literature and sound advice.

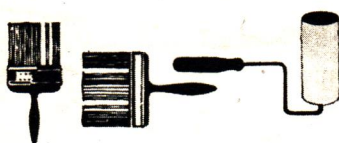
\* **Before you paint**, do repair larger holes and cracks in walls and ceiling with RED TOP Patching Plaster. Use TEXOLITE Spackling Putty for hair-line cracks.



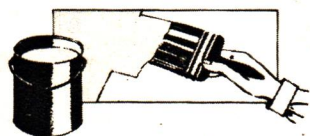
\* Do wash surfaces clean of dirt, grease and other water-soluble materials such as calcimine. Use a mild solution of  $\frac{1}{4}$  cup of trisodium phosphate (buy it with your paint supplies) to 12 quarts of water, followed by a clear water rinse.



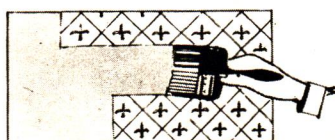
\* **When you paint**, do save time and money with durable, ready-to-use paints such as TEXOLITE DURAVAL . . . goes on in a jiffy with a large brush, Baby Dutch brush, or a sheepskin roller.



\* Do prevent deep colors from streaking by sealing the surface, first, with sealer tinted to approximately the final paint color. Let sealer coat dry overnight.



\* Do make sure that wallpaper is clean, firmly bonded to wall, and color fast before painting. Try a hidden spot, rub with damp cloth. Color should not come off. Seal surface if deep tone is to be used.



Second  
in a series  
of articles on

## How to Color-Decorate Your Home

# make Every room a Melody of Color



*There is no "bad" color. It's the other colors you combine with a color, and the amount of each, that makes the resulting color scheme beautiful or dull. By following these foolproof fundamentals, you can be your own interior decorator!*

**L**IKE A SYMPHONY, a good color composition should have harmony and variation. It must express the character of your family and provide an inspiring atmosphere. There is no bad color . . . only bad color combination . . . just as there is no single discordant note when struck alone, apart from any melody. And the *proportion* of colors used is important.

Finding a starting point for your color scheme is the most difficult step. Perhaps your inspiration will be a favorite picture, patterned fabric, or handsome chair. By giving it a flattering background, you will be well on the way to a solution.

In planning, think of your room as having three major elements for which you must select colors. Think of these colors as Background, Secondary and Highlight—they may be three contrasting colors (see 1 and 3) or variations of one color.

**The Background Color**, used for walls and ceiling, is of utmost importance since it will set the mood of your room. A well painted, color-right background can make the most unpretentious room inviting. The cost of changing a wall color with paints such as TEXOLITE DURAVAL never strains the budget.

It is usually best to select a Background color of moderate intensity, since it will cover the greatest area. However, to create an effective room with a bright, eye-catching wall color (see 4), keep furnishings simple, avoid overcrowding and elaborate accessories. Keep other colors to a minimum.

**The Secondary Color** may be used in draperies, upholstery or floor covering. It will cover a smaller area so may be of somewhat greater brilliance or intensity. If your room is small, make it seem larger by using the Background color on both walls and woodwork, and a slightly deeper or lighter value of the same color for carpet, draperies and the sofa. In this case, confine the Secondary color to small areas (see 2, opposite page).

**The Highlight Color** is the high, bright note in your musical composition, can be introduced in accessories . . . gay cushions against a neutral sofa, bright lamp shades, a colorful picture.

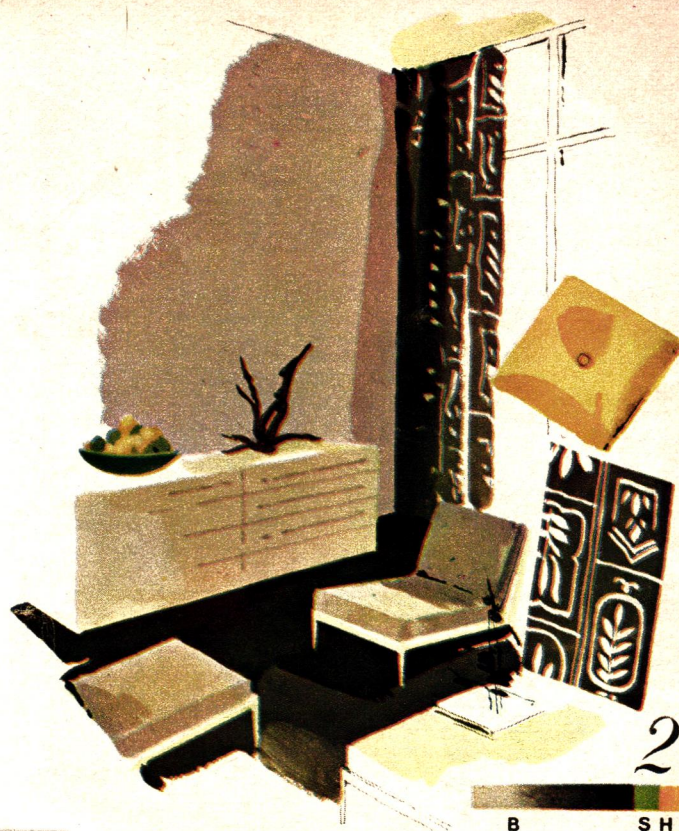
Never use a color once. Pick it up again in another part of the room. Repeat the color of your favorite chair in a matching sofa cushion, or lamp shade. Weave together the notes of your color scheme to form a balanced composition, an atmosphere to live in with satisfaction and lasting pleasure.

by Ruth Kain Bennett

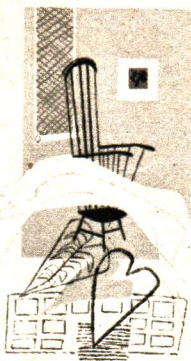




**Sunlight Yellow** paint color, used for Background (B), is a fresh and exciting companion for room's furnishings. Soft Green is Secondary (S) color and Bittersweet is the Highlight.



**This small room seems larger** with major elements treated as Background (B) in Brown tones. Walls painted Russet Beige. Secondary (S) color Green is confined to small pieces. Highlight (H) is Gold.



**A room to live in** with Background (B) of restful Wedgwood Blue for walls, curtains and rug. Made cheery with flashes of Secondary (S) color Red, and Highlight (H) of Candlelight ceiling and brass accessories.



**Eye-catching wall color** of \*New Deep Green, used as Background (B), takes the stage. It is enhanced by much White for Secondary (S), and Highlight (H) of Rose Red from colorful chintz.

WALL AND CEILING PAINT COLORS AVAILABLE IN TEXOLITE DURAVAL, POPULAR NEW RUBBERIZED PAINT. \*A TEXOLITE ACCENT COLOR





BUILT-INS WILL DRESS-UP THE HOUSE

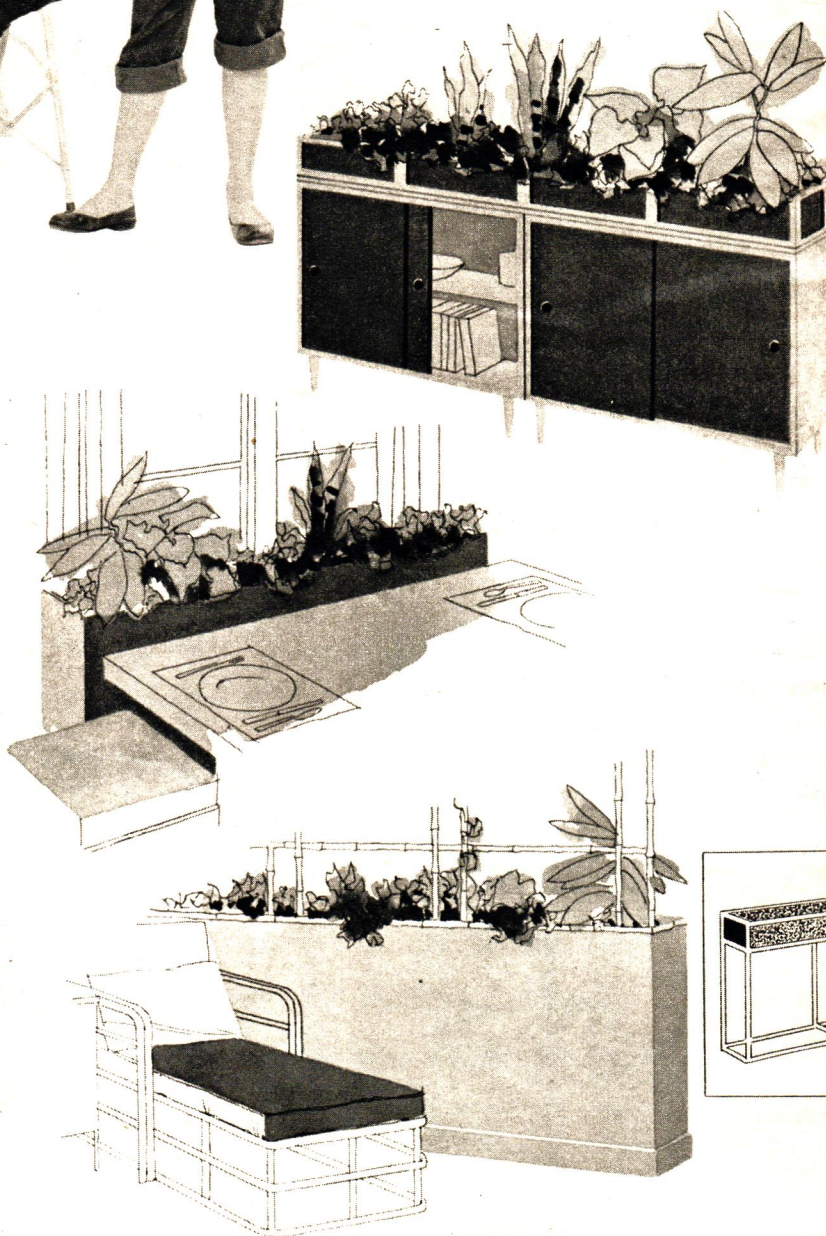


**How to keep indoor plants healthy and hearty.**

1. **Give 'em light.** Except for certain ferns and other shade plants, nearly all indoor plants require light. Arrange to give them some sunlight during the day if possible.
2. **Keep 'em cool.** The florist keeps his shop cool at all times. Around 50° to 60° is a good temperature. Avoid leaving them near an open window at night to freeze.
3. **Keep 'em ventilated.** Air them out at least once a day. This means opening windows, especially in winter.
4. **Keep 'em moist.** The most important thing you can do is to see that roots and tops are moist. They collect dust, too. Leaves of a banana tree, for example, should be wiped off once a month.

## Bring Spring indoors with plant boxes

**T**HREE WAYS to bring a bit of the outdoors inside the house are shown at the right. Top: POPULAR HOME Sliding-Door Cabinets (yours in a Knockdown Kit through firm named on covers) placed end to end form base for wood plant box and room divider. Sheet metal liner is made to order. Sides of box are covered with panels of DURON hardboard painted to match cabinets. Center: Dining nook with boxes built under windows. Sides can be covered with Woodgrained SHEETROCK Wallboard, top and corners fitted with wood moldings. Bottom: Room divider with trellis of bamboo. Plant box consists of frame (see inset), metal liner, and DURON hardboard sides. See your local lumber dealer for suggestions.



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