

POPULAR HOMIE

THE HOMEOWNERS' HOW-TO-DO-IT MAGAZINE

Autumn, 1953



it's **TIME** to
REMODEL

*Let us lend
a hand!*

Oakridge Builders Supply Co.
Oakridge, Oregon

why stop with

Pretty bubbles in the air?

The better living you see in those "pretty bubbles" isn't as hard to come by as you might think. We've helped hundreds of families just like yours to turn their *dreams* into real, workable *plans*. Come in! *Let's start planning your better living now!*

stop in and see us

OUR NAME AND ADDRESS ARE ON THE COVER.

We are sending you this magazine throughout the year as a part of our helpful service to home-loving families.

POPULAR HOME

AUTUMN • ISSUE 6 • 1953

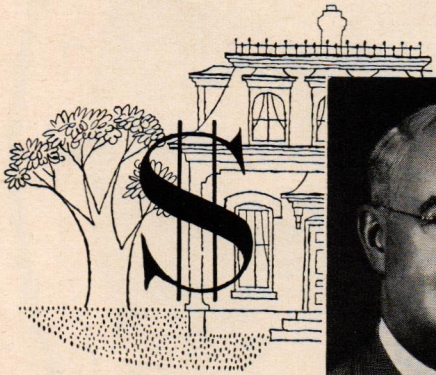
INDEX OF FEATURES

REMODELING Investment Value 3 • Basement Finishing 4, 5
Storage Units 5, 9, 11, 12, 13 • Shelf Units 7, 11, 12, 14
Attic Finishing 8 • Headboard Unit 8 • Radiator Covers 12
NEW HOUSES Attic Expansion Plan 9 • Window Types 8, 10 • Plant Box 9
Dining Pass-Thru 12 • Room Divider 13
DECORATING Color Schemes 5, 7, 8, 10, 13 • Window Treatment 7, 8, 10, 13
Recreation Room 5 • Boy's Room 7 • Master Bedroom, Bath 8
HOW-TO-DO-ITS Built-in Television 5 • Wall, Ceiling Surfaces 5, 6, 7 • Wall Desk 7
Valances, Cornices 10 • TV Turntable 13 • Light Fixture 14
MAINTENANCE Lawn Planting, Care 14 • Modernize Kitchen Range 14

let the experts tell you how

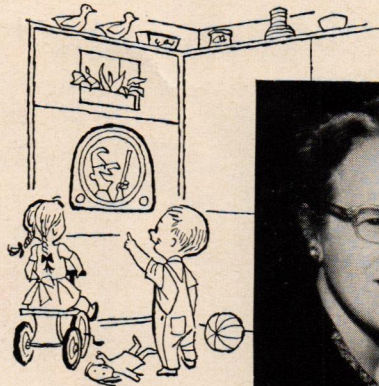
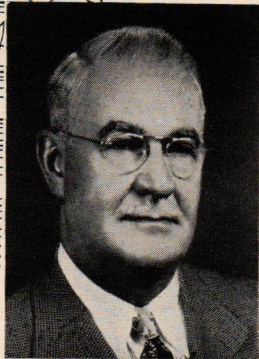
remodeling pays ... 2 ways

1, as an investment ... 2, for a better life



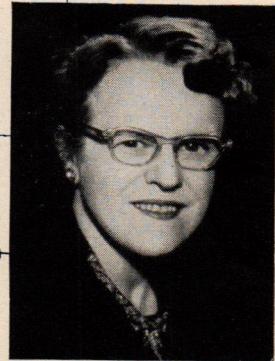
Channing C. Beeth

is a leading authority on real estate appraisals. President of the Hamline Twin City Real Estate Co. in St. Paul, Minn., he is national vice-president of the Society of Residential Appraisers.



Freda S. Kehm, Ph.D.,

has devoted more than 20 years to social work and family welfare problems. She is director of the Association for Family Living, Chicago, and is a noted author, teacher and counselor.



Is it worthwhile to build a recreation-playroom in my house?

(See how the Grossets did it—Pg. 4)

Mr. Beeth: Creating a well-finished room like this might add \$2,000 to the resale value of an average-sized house in a good neighborhood. If all the labor were hired and the owner did none of the work himself, he'd still realize two-thirds of its cost if he sold the house. And that's in addition to the pleasure the family would get from it.

Dr. Kehm: The best kind of family life comes from sharing activities as well as responsibilities. Every family needs a place to get together—a room the children can use without making mother's work more difficult. As they grow older, it's normal for children to enjoy belonging to groups. It's better if home can be the gathering place.

Can we afford to modernize the children's rooms?

(Visit Trevor Williams' room, Pg. 6)

Mr. Beeth: You'd probably get close to dollar-for-dollar value from rehabilitating a room like this, where no structural changes are necessary. If the rest of the house were in good condition, to leave this room unimproved would depreciate the whole property. The cost of work like this is small, the returns are big.

Dr. Kehm: A child deserves as much consideration as the rest of the family. He will take pride in his own room, will have a feeling of adequacy, and will feel that home is where he wants to be. Children need a place to acquire proper study habits for school. In this way, too, they learn to care for their things.

Adding the bedroom we need is a big undertaking. Is it worth the price?

(See the attic "addition", Pg. 8)

Mr. Beeth: Here's where value increases rapidly, particularly if the room can be added without extensive changes to the present house. Adding a well-equipped third bedroom and bath to a two-bedroom house might increase its value by at least \$3,000 and greatly improve the demand for it. In small houses, the extra bedroom adds value just about equal to the cost.

Dr. Kehm: Parents are wise to have separate bedrooms for children. In this case, adding a new room for the parents is a great convenience for mother, whose time is at a premium. When the new room also replaces a dust-catching attic, it saves steps and work. A home that's attractive and easily-managed pays off emotionally in the feelings of the family members.

it's *TIME* to remodel!



fun for the family

Need a TV-playroom? A place to entertain?

Look for a corner that can be converted

THE "RUMPUS ROOM" has gone the way of coonskin coats. Today, in America's modest homes the popularity prize goes to the all-purpose family room that puts in a 16-hour day as a scuff-proof playroom for the youngsters, a corner where television doesn't disturb the rest of the family, and as a friendly, informal place where the parents can entertain in the evening.

Where to find the space? It may be in an unused bedroom, in the garage, or up under the rafters in the attic. The Louis E. Grossets found it in the basement

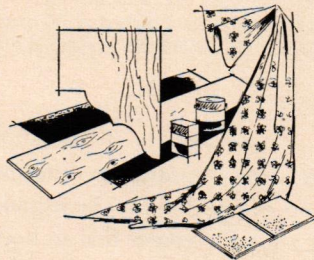
by partitioning off an 11x22-foot area and finishing it with durable, easy-to-apply materials. In his spare time, Mr. Grosset did every detail of the work himself—and finished the job in less than eight weeks.

With careful planning and a determined follow-through, you can do as well. Start with the advice of the firm named on the covers—and while you're there, pick up POPULAR HOME's new 35 Remodeling Ideas booklet for tips to save time and money. You'll be headed for a cozy winter of family fun!



PHOTOGRAPHY: HEDRICH-BLESSING

...and here's our reward!



Here's what it cost

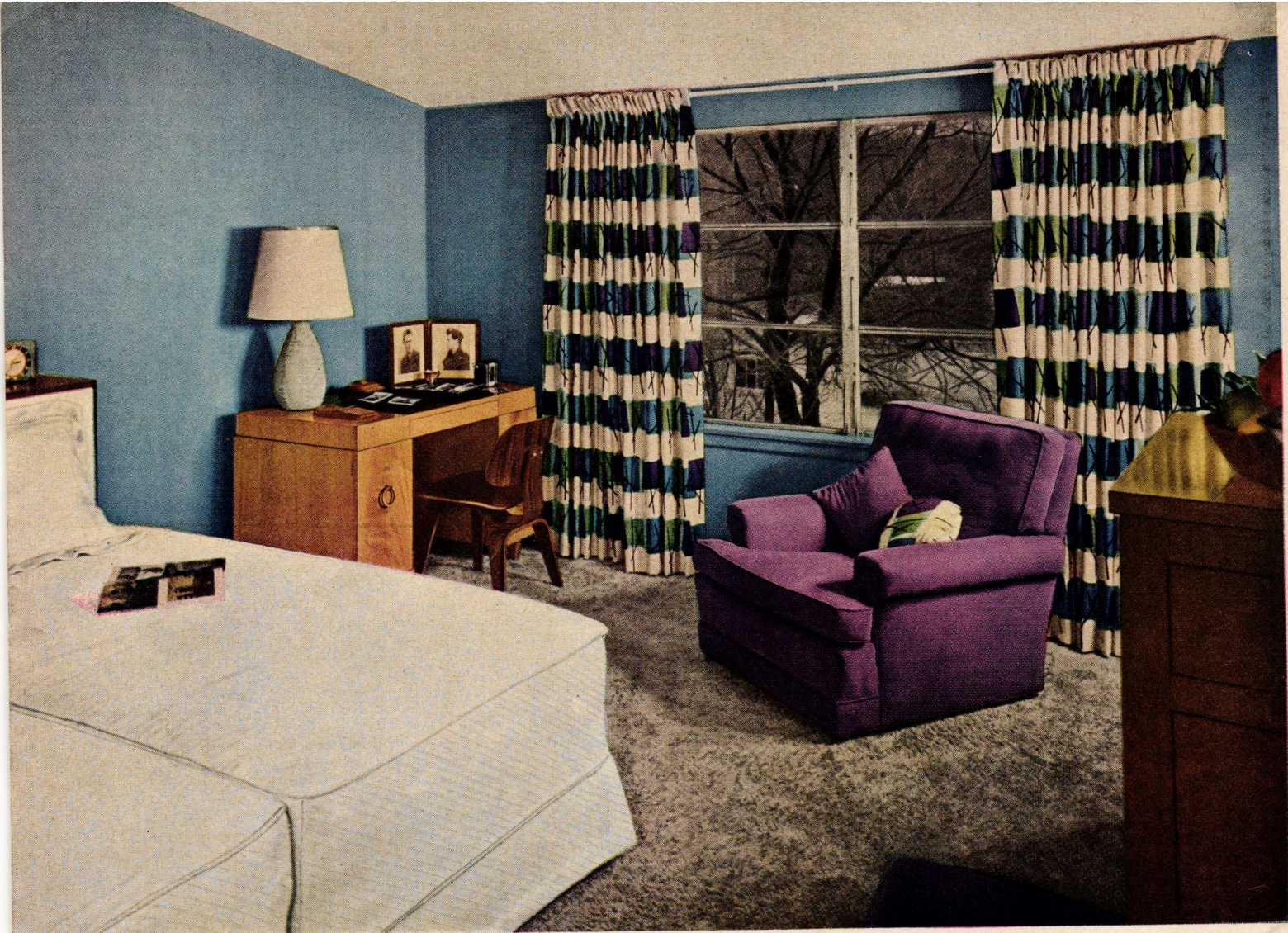
PANEL SHEETROCK Wallboard	\$ 60.00
PERF-A-TAPE Cement, Hardware	10.70
USG Insulating Tile, Adhesive	38.30
Wall Desk: wood, hardboard	20.00
Wood trim	20.00
	\$149.00
Estimated carpentry labor	162.00
Total	\$311.00

How to do it? Wallboard and tile application, how to build the desk above, insulation, storage units—all yours in the new 35 Remodeling Ideas booklet. Available from your POPULAR HOME sponsor, price 10¢.



OWNERS: MR. & MRS. ROBERT T. WILLIAMS
DESK DESIGN AND DECORATION: MARIAN S. QUINLAN





Effect of luxury is given to new attic bedroom by subtle use of color and pattern. Large window is made possible by shed dormer which greatly increases usable area of attic. Powder blue wall color is repeated in antique satin draperies. To help you "move around" the room, photos are related to floor plan at right.

growing pains? add a room



IT'S HARD FOR A FAMILY to outgrow a house if you keep an eye peeled for the expansion possibilities. The pinch usually comes first in bedroom space, and frequently the only solution is a structural addition—to the rear at ground level, over the porch or attached garage, or by enclosing a porch.

An economical way out is in the attic, if you have sufficient headroom and windows. The master bedroom and bath shown on these pages were created from idle attic space, and a crowded two-bedroom house became a lovely home with three bedrooms and two baths. The two small children now have separate rooms downstairs, and the parents have all the storage space and other conveniences they need.

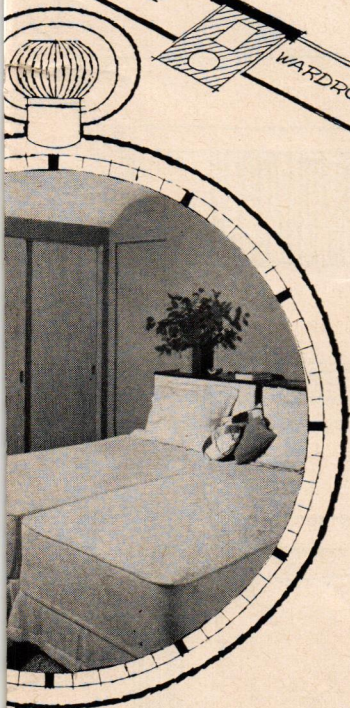
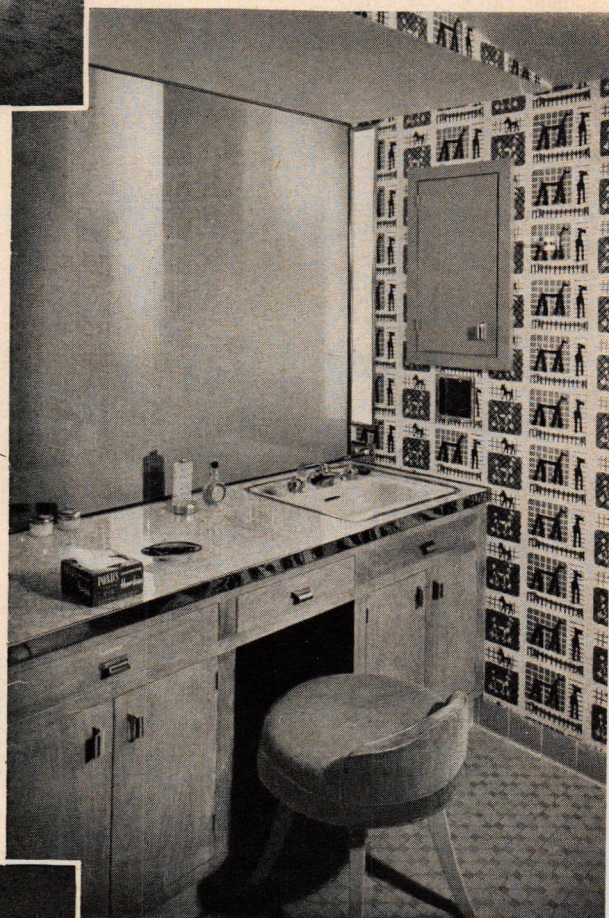
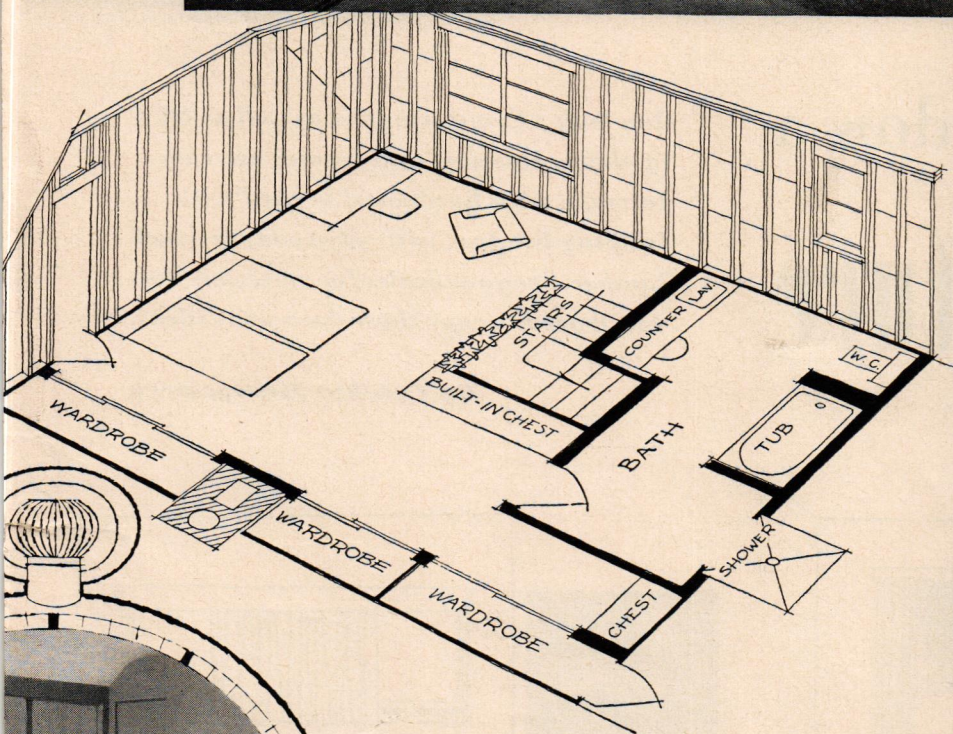
This house already had a large attic dormer, but otherwise, the interior finishing was the same as in any attic where comfort, value and beauty are important. This means the winning combination of RED TOP Insulating Wool, ROCKLATH gypsum plaster base, and RED TOP plaster. Let your building materials dealer do as much for *your* home expansion project!

*it's TIME
to remodel!*

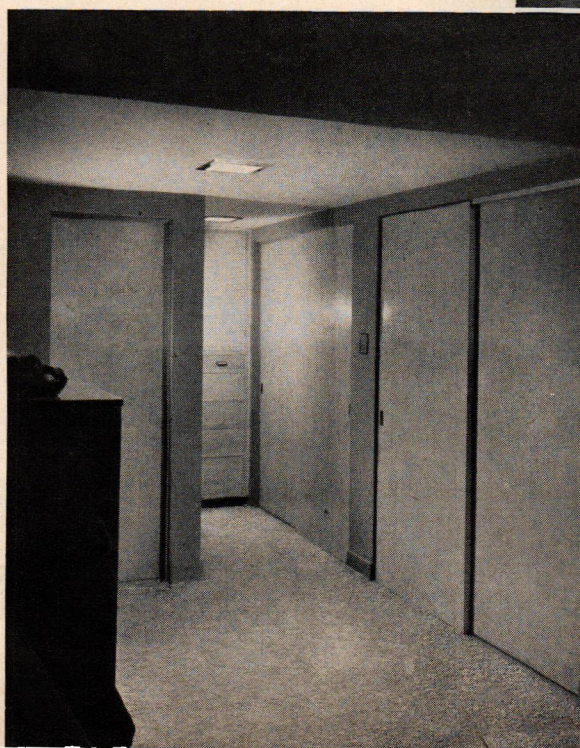


Skillful planning frames top of stairwell with birch plant box and built-in twin chests. Use of built-in drawers, shelves and cabinets minimizes need for portable furniture. For other ideas on built-ins for your house, see the article on Page 11.

An added convenience is bathroom which occupies corner of remodeled attic. Mirror 5½ feet wide extends from dressing table top to ceiling, with medicine chest recessed in side wall. Bathroom also has separate tub and shower.

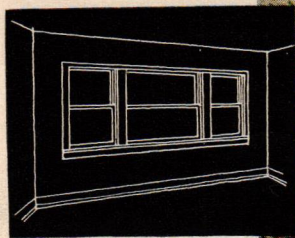


Triple-door wardrobe continues storage wall near beds (above), next to door which opens to dead storage space in unfinished portion of attic. Each bed has carpenter-built headboard unit 39x39x12 inches, with front panel which hinges open to provide pillow rest for reading.

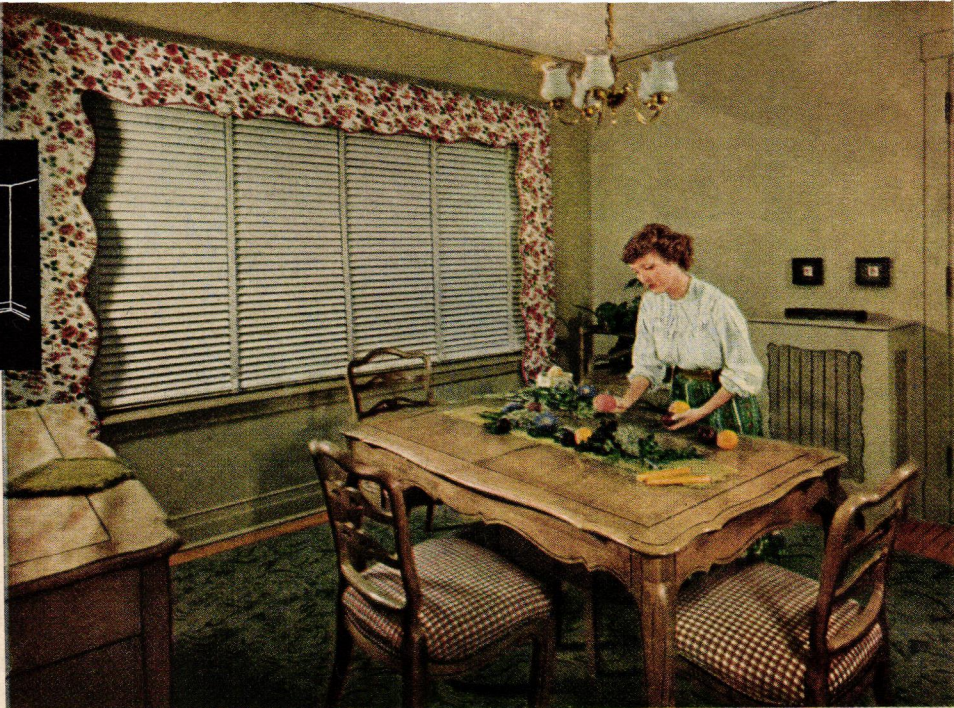


Storage alcove deluxe is next to bathroom, with two double-door wardrobes extending back into kneewall space that otherwise would be wasted. Flush hollow-core doors are of birch, slide in metal tracks fastened to top casing. Cabinet-drawer unit occupies end of alcove.

ARCHITECT FOR REMODELING: JOSEPH C. HAYES
DECORATOR: EMILY LAWRENCE DATA: RUTH W. LEE



For a **personality touch** at an economy price, add a decorative frame to a typical three-in-a-row window arrangement. The same idea can be used for single windows. Frame can be painted or, as shown here, padded and covered with fabric. Effective with French Provincial furniture is this color scheme with *Palm Green walls.

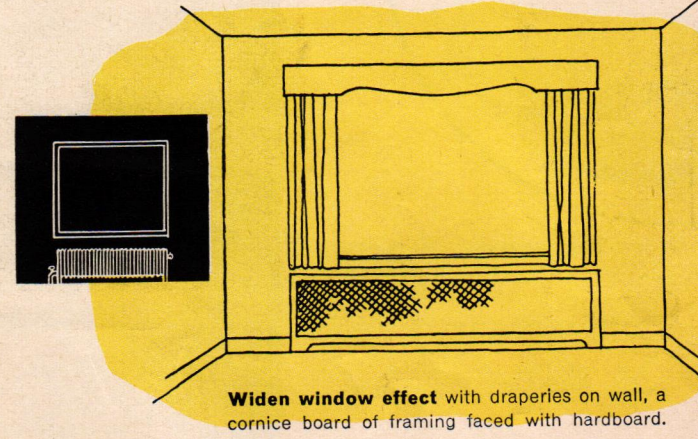
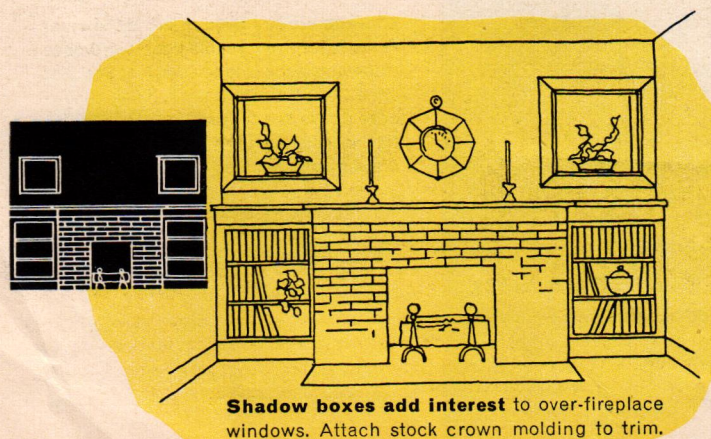
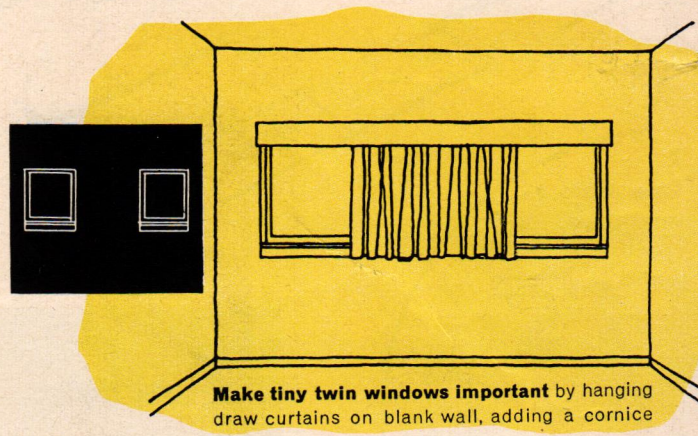
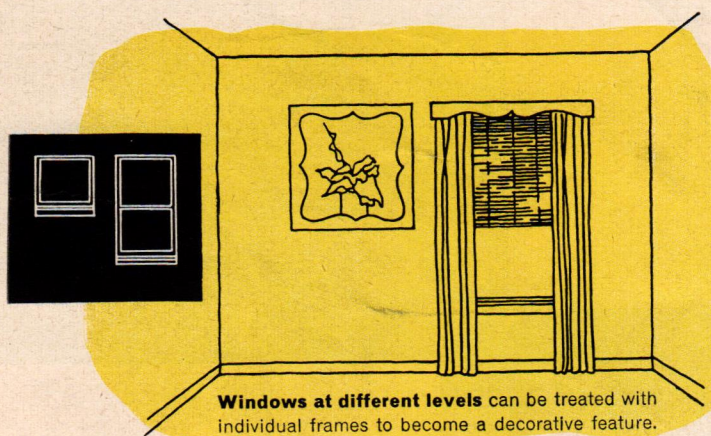


PHOTOGRAPH: HEDRICH-BLESSING

Make every window a pretty picture

*You look **AT** your windows as well as **OUT** of them. Valances and frames are easy to make with hardboard backed with framing lumber, with plywood, or stock lumber. See your dealer for materials that you'll need to copy these decorative ideas.*

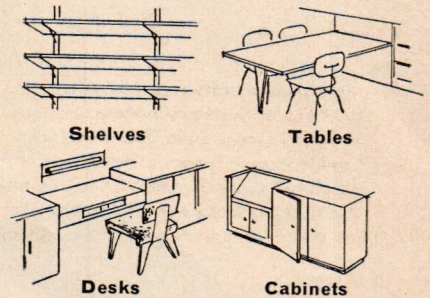
By Cynthia Montgomery



it's *TIME* to modernize!

magic with built-ins

You can do remarkable tricks in the living-dining areas with the four chief elements of built-ins illustrated at the right. Here are ways to use them separately, or in any combination.

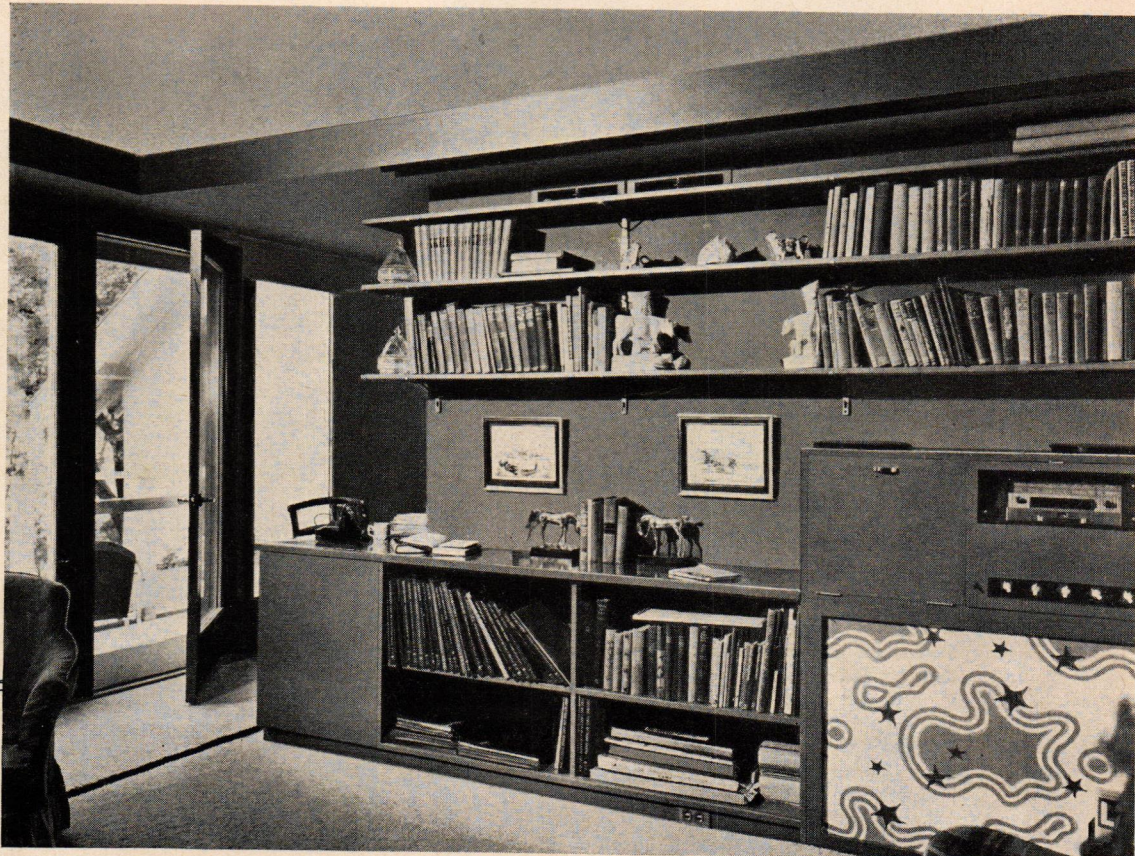


GETTING EXTRA LIVABILITY from today's homes isn't always easy, but the quick way to do it is one of the best. That's with built-ins that add valuable storage space, divide areas used for different activities, and give you the flexibility to put the last inch of space to best use. They're popular because they look smart and modern, save the expense of furniture, and have the appearance of "be-

longing" to the house where they're used.

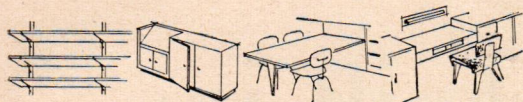
How to go about it? See your lumber dealer first, for he'll help you decide how much of the work you can do. He'll help you with plans and materials, and with professional cabinet work if you desire. He may even have an easy-payment plan for the financing. He'll prove that built-ins are bargains for better living! (Continued on next page)

HOME OF MR. & MRS. STUART WELLS, JR.
ARCHITECT: ELIZABETH & WINSTON CLOSE



It's all together in this smart, functional combination unit. Major elements are bookshelves above supported by adjustable brackets attached to metal strips; home entertainment center at right with radio, record-player behind hinged door, and base reflex cabinet for speaker below; and open cabinets at left.

magic with built-ins (continued)



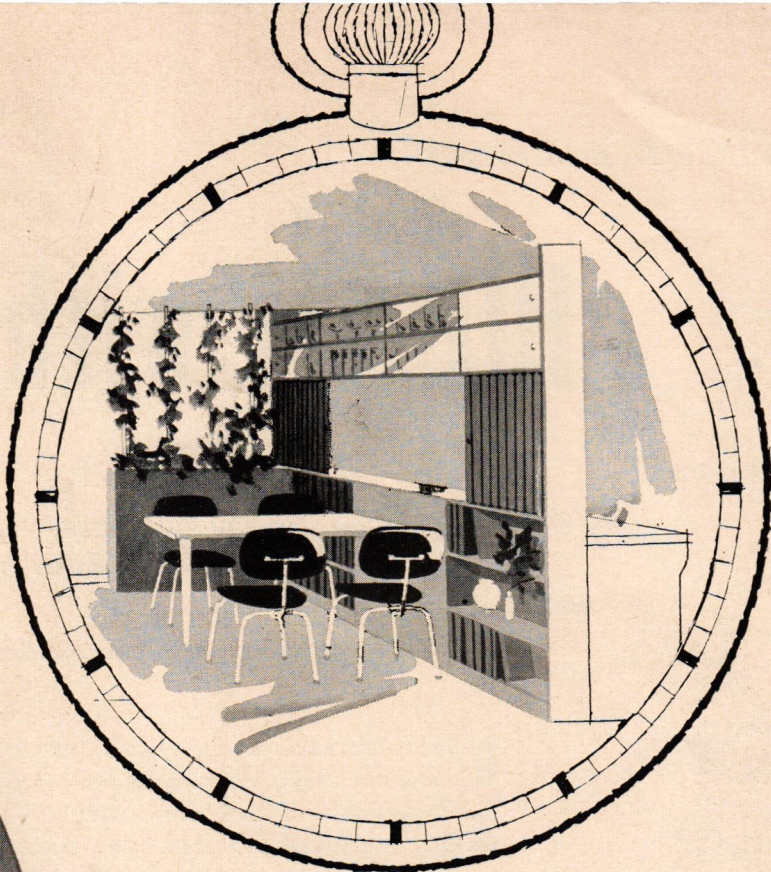
Your exact needs should determine the Planned Storage in your living-dining areas. You may need space for books, magazines, card tables and folding chairs, desk supplies, television, radio, record-player, table linen, and dinnerware.



HOME OF MR. & MRS. MERTON A. CARLSON

ARCHITECT: HARI VAN HOEFEN

Dining rooms can change their ways with a plywood storage wall like this, combining shelves, cabinets and desk. Writing surface should be at least 16 in. deep, 32 in. wide, 28 to 30 in. from floor. Shelves are supported with metal shelf pins which fit holes in dividers—stock materials from your lumber dealer do the job. Other ideas? To build a wardrobe closet, get a Remodeling Ideas folder from your POPULAR HOME sponsor.

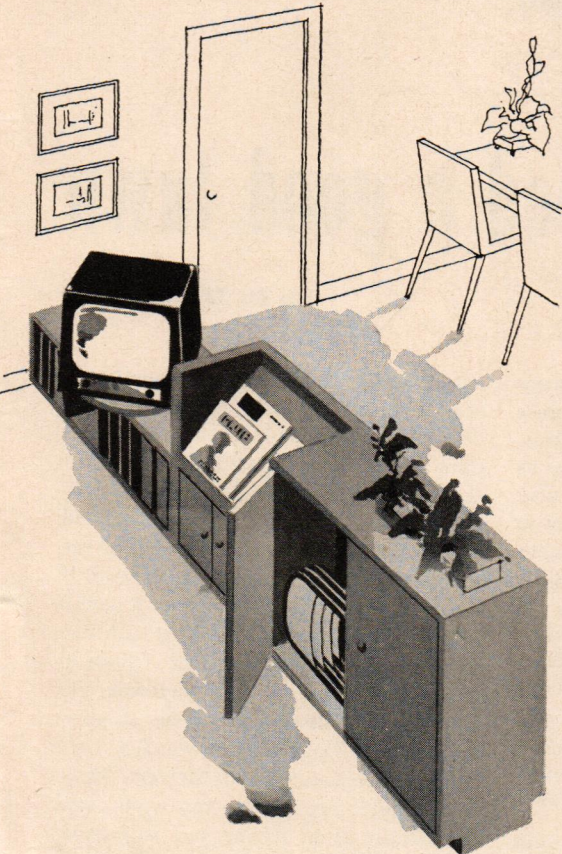


Here's what to do with the useless wall between kitchen and dining room. Tear it out, if it's non-bearing, and build in this type of pass-thru buffet counter and table. Backed by kitchen cabinets, lower section has shallow shelves. Sliding screen closes off counter when desired. Overhead section, for dinnerware, has sliding glass doors. Best for this purpose is a 12-in. depth; to store service for four, 6 lin. ft. of shelving is recommended; service for six, 9 ft.; for eight, 12 ft.

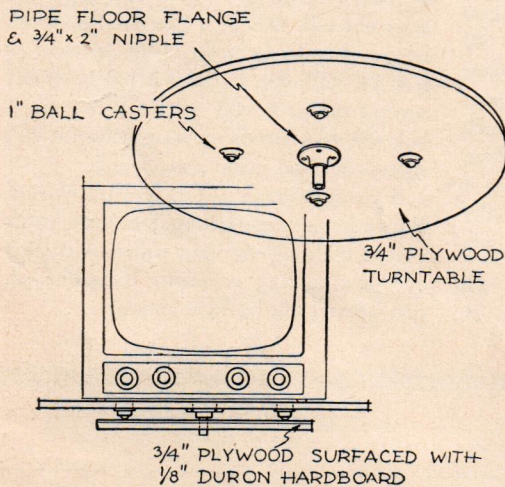


HOME OF MR. & MRS. VERNON K. EVANS

Capitalize on corners by building out around a door, window, or fireplace. This example includes attractive radiator covers, made of 1x3-in. framing and metal grilling. Bookshelf units here require 1x12-in. lumber for shelves and sides, stock molding for facing. Lower units could be cabinets, of open shelves or with doors.



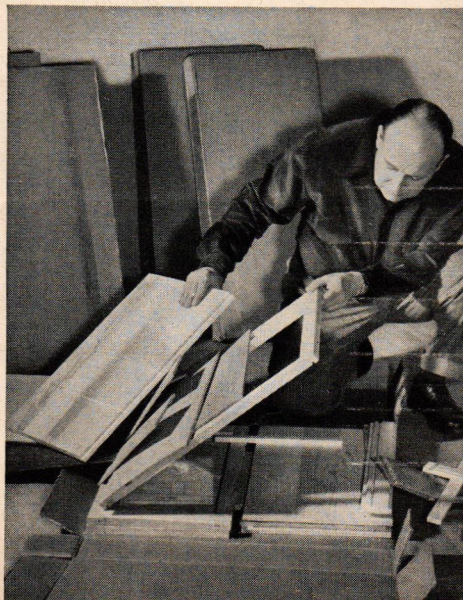
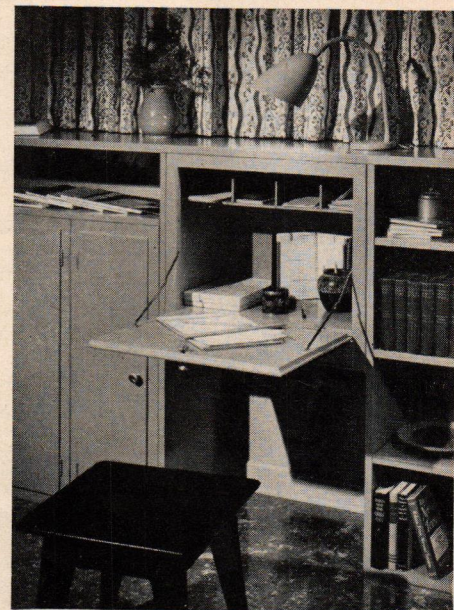
Get two rooms from one, without shrinking their size! Build a space divider to separate living and dining areas. From left: television on turntable to serve both rooms; bookshelves; magazine rack with slanted top and storage cabinet below; large cabinet for card tables and folding chairs. Entire unit, of $\frac{3}{4}$ -in. plywood, is 8 ft. 4 in. long, 36 in. high, 15 in. deep. Card table section is 40 in. long, magazine rack is 24 in. long. Turntable detail is shown below.



HOME OF MR. & MRS. WARREN PARISH
PHOTOGRAPHY: HEDRICH-BLESSING

success story: buy cabinets you need, put 'em together

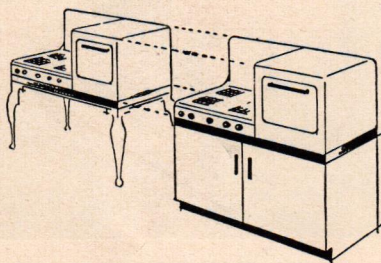
Easy and economical is storage wall assembly method of these proud homeowners. Perfect for dining room or study-guest room, finished unit (above) includes hinge-down desk (right). The secret was to buy stock kitchen-type cabinets, which come neatly packaged, then to assemble them (below). Cabinet lines of various manufacturers are sold through retail lumber dealers, some include 50 or more sizes and types of units. Hardboard pull-out shelves, spaced 2 in. apart, can be built into units like these for table linen storage. Add stock shelving and your favorite paint color, as these people did, and you're up to date!





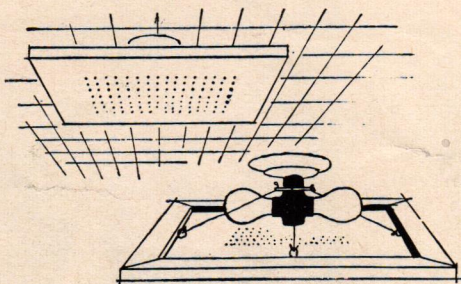
You "hang up" your books and magazines with this attractive shelf-rack designed by a Utah reader. Unit is 29" high, 36" wide, with top, sides and shelf cut from 1"x10" lumber. The bottom is 1"x6" lumber, back is of $\frac{1}{8}$ " DURON hardboard.

Mrs. RuJean Brunson, Fillmore, Utah



A new look for the old kitchen range—just remove the legs, and place it on top of a base cabinet you have built or bought. Cabinet top should be insulated with sheet asbestos. Cabinet can be partitioned for pots and pans storage.

Lelia Mayer Clarke, Newbury Park, Calif.



Bright light idea converts old-fashioned fixtures into contemporary indirect lights at low cost. Frame 24"x30" DURON hardboard panel with $\frac{3}{4}$ "x $\frac{3}{4}$ " pine. Drill $\frac{3}{16}$ " dia. holes in center portion of panel. Attach four pieces of bead chain to fixture, to hardboard with bolts, then hang unit from present fixture. Size of panel may be varied.

Rexford W. Battenberg, Chicago, Ill.

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



Edited by C. Eugene Pfister,
national authority on horticulture

Fall is best time to seed a good lawn

By R. M. Carleton

If most people would spend half the money in preparing the soil that they do on grass seed, there would be fewer lawn failures. Most persons plant three to four times as much seed as they actually need, and may get nothing from it. Seedlings are often so thick they smother each other. Remember, grass seedlings don't like crowding any more than lettuce or petunias. No more than 40 and not less than 10 healthy seedlings to a square foot should make a good lawn. From 60 to 100 seeds usually are sown on a square foot. By following these tips on preparation of the soil, and better lawn care, the seeding rate can be cut in half, and you'll have a better lawn.

Soil Preparation. If the soil is heavy tight clay, it must be broken up. Old compost, leaf mould, peat moss, manure or other forms of organic matter are all good. When these are available, spread a 2" layer over the entire lawn area. If new soil conditioners are used on clay soils, follow manufacturer's directions. If soil is sandy, a four-inch layer of manure or other organic matter can be spread over the surface and worked in. Where organic matter is applied, use 20 pounds of a good mixed fertilizer to each 1,000 square feet. Rake this in, water well, and sow the seed. When organic material is not applied, use 40 pounds of fertilizer to every 1,000 square feet. This is double the ordinary application, but is necessary to make up for a lack of plant food. With this extra fertilizer, grass can be persuaded to grow. As it grows, the roots grow and die, gradually adding to the organic matter in the soil.

Planting. When to plant is a problem. Fall is the natural time to make a lawn. In

nature, grass seed falls to the ground soon after ripening in early summer. It lays dormant until nights begin to cool off and days are still warm. Best temperature for seed germination is 50 degrees nights, 90 degrees days. The ideal time is just ahead of fall rains, so the job of watering the newly seeded lawn will not be so hard. If the lawn cannot be sown at least a month before freezing weather, the next best time to seed is on top of a thin layer of snow in early spring. The seed will then sink into the soil when snow melts, ready to grow with the coming of growing weather. Late spring is the worst time of the year. Night temperatures are usually too warm, and the danger from drying out is serious. Competition from weeds is usually severe in late spring-sown lawns. If late spring sowing is necessary, a scattering of straw or hay to reduce soil temperatures, and slow up drying out will help.

Care. The critical time for the lawn is after the seed is sown, and before the seedlings are strong enough to fend for themselves. Water is the big problem. If the seed dries out for as little as half an hour, it may die. The sprinkler should be kept going for at least half an hour each day that rain does not fall. Don't let the new lawn get long and lanky before cutting. As soon as it is $2\frac{1}{2}$ " tall, cut it. Until it has been cut several times, it will not be a real lawn because grass needs mowing before it will spread out and make a solid turf.

A final caution about rolling, which causes serious compacting. Don't roll lawns except with a very light roller, and then only if absolutely necessary to push back turf heaved out by frost action.

POPULAR HOME MAGAZINE: Autumn Issue, 1953, Volume 10, Number 6: Mailing Date: September, 1953. Devoted to better living and better building, sent to you eight times a year through courtesy of firm named on covers. Published by United States Gypsum Co., 300 W. Adams St., Chicago 6, Ill.

NOTICE: The following trade-marks are owned and/or registered by United States Gypsum Company in the U. S. Patent Office, and are used in this publication to distinguish the indicated products manufactured only by this company: USG (insulating board, roofing and other products), RED TOP (plaster, insulating materials and other products), TEXOLITE and DURAVAL (paint), SHEETROCK and PANEL SHEETROCK (gypsum wallboard), ROCK-LATH (plaster base), STRUCTO-LITE (plaster), QUIETONE (fiber acoustical tile), DURON (hardboard), PERF-A-TAPE (joint reinforcement).

want to decorate?

ask about

DURAVAL paint

it's Rubberized...

Scrubberized



126 GORGEOUS COLORS! Pick delicate pastels or dramatic custom tones—or create your own by combining only two regular colors! DURAVAL gives rooms "that velvet look"!

AND CLEANING? Freshens with a wipe, or scrub it—DURAVAL comes through with that just-painted look.

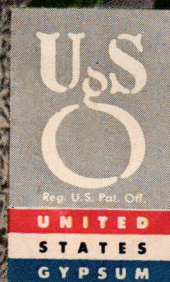
EASY TO APPLY—ECONOMICAL! Flows on with brush or roller; dust-free in 20 minutes without "painty" odor; a gallon covers the walls of an average room.

want to get started?

ASK THE DEALER who displays this famous sign
or write United States Gypsum, Chicago 6



UNITED STATES GYPSUM
the greatest name in building





THE
Red Carpet's
ROLLED OUT
FOR YOU!

And when you drop in to talk over your plans
you'll find that our helpfulness matches our hospitality.
It's no accident that we're looked to as home
planners' headquarters. For our business is making
planning a pleasure—and helping, in a very
practical way, to make your plans work out *right*.

Oakridge Builders Supply Co.

"Everything for the Builder"

Willamette Highway

Oakridge, Oregon

Phone 2-2301

C S RICE
360 W 13TH
EUGENE OREG
7114-392

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

PAID

Chicago, Ill.
Permit No. 4511