

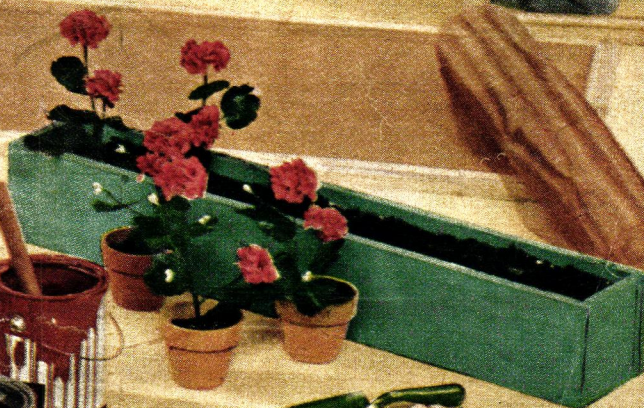
POPULAR ^{RR} HOMIE

THE HOMEOWNERS' HOW-TO-DO-IT MAGAZINE

Spring, 1953

Clean Up
Paint Up
Fix Up NOW!

page 3



Wardwell Lumber Co.
Bristol, R.I.

Good news for Remodelers in these price tags

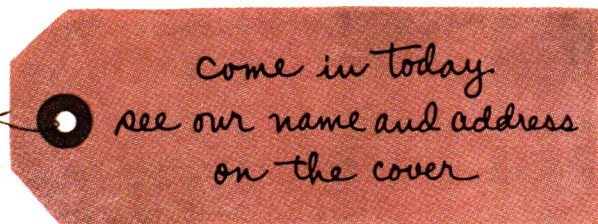


Do it yourself...

It's easy to put up walls and ceilings with SHEETROCK—we'll show you how.



Surprisingly good news—for SHEETROCK, the fireproof gypsum wallboard, puts superior walls and ceilings within almost anybody's reach. It's fast-erecting . . . long-lasting . . . easy decorating. And for fine wood paneling effects at a fraction of the cost, there's Woodgrained SHEETROCK. So make your plans—and bring them in for an estimate!



THERE IS ONLY ONE

SHEETROCK

T. M. REG. U. S. PAT. OFF.

THE FIREPROOF GYPSUM WALLBOARD

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

POPULAR HOME

SPRING • ISSUE 2 • 1953

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COVER PHOTOGRAPHY: WESLEY BOWMAN

Time to put your house in order



by Cynthia Montgomery

FRESH PAINT on the outside of your house is like a mink coat—it's there to protect as well as to decorate. There the similarity ends—for the paint is inexpensive. Final results are dependent upon good planning, quality materials and the knowledge of what to do and when to do it. You'll be wise to put your house in good condition before starting the paint job.

CLEAN UP. You'll work faster and save your temper if accumulated trash, a fire hazard, is thrown away. Tackle your basement, attic or utility room to make them clean and efficient. Make a charity collection of useful items you don't need. Replenish your tools and equipment, and reorganize them by building simple shelves, closets, hangers.

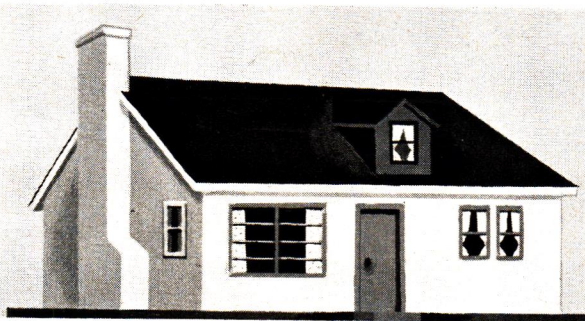
FIX UP. Check outside surfaces. Make repairs before painting. Do a *real* job, finance it on easy budget terms if you desire. Inspect these trouble spots:

- Foundation walls. Repair cracks, waterproof.
- Roof, gutters, downspouts, flashings. Replace, repair or give protective coating.
- Doors, windows, all trim. Caulk spaces caused by settling of house. Putty glass if needed.
- Porch, steps, railings. Repairs will prevent accidents and stop deterioration of exposed surfaces.
- Surfaces for painting. They should be dry, free of grease and dirt, cracking and peeling. Use quality paints whether you hire the work done or do it yourself. Follow the label directions for a superior job; work in the shade whenever possible.

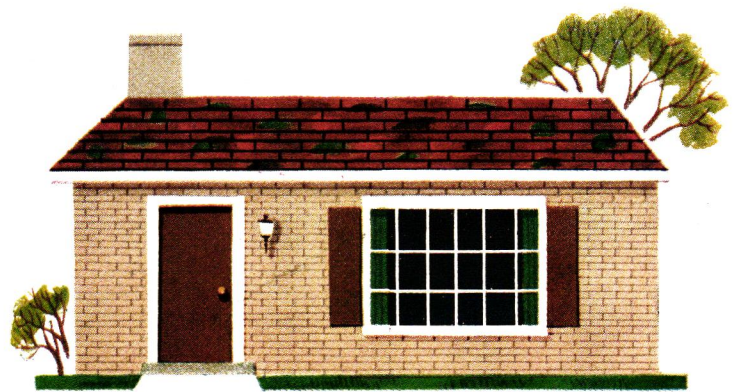
PAINT UP. "What color shall we paint the house?" will be easier to answer if you employ color as an agent to improve the lines of your house. Its shape can be improved, visually, by the colors you choose and how you use them (see below). (*continued on next page*)



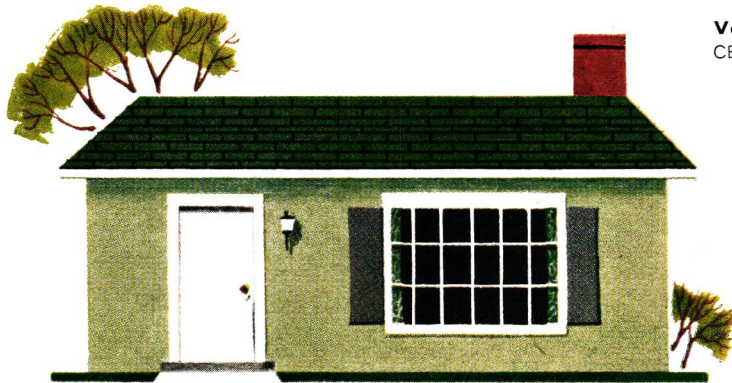
Bad. Before you paint, study your house for its good and bad features. Chopped-up effect here results from use of bold contrast on bad features as well as good, and it makes house seem smaller.



Good. It's same house, with bad features minimized by painting them same as background color. Awkward chimney, orphan window, and badly-placed dormer seem almost to disappear.



Venetian Red roof with brick walls painted with Granada Buff CEMENTICO, paint designed especially for porous masonry surfaces.



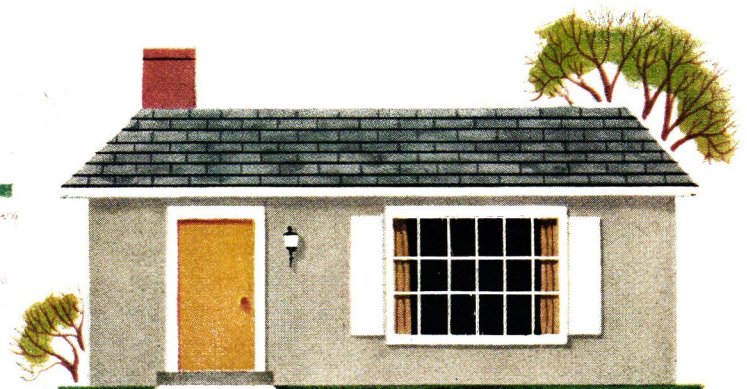
Briar Green roof with gray green siding, a scheme that visually enlarges small house by avoiding strong contrasts on large areas.



Bluetone roof with white GLATEX, the glazed asbestos cement siding that never needs painting. Add navy trim, an apple red door.



Black roof with white trim and shiny black door gives dignity to a dashing red exterior, suitable here because of neighbors' colors.



Arbor Gray roof with gray siding, frosty white trim makes possible future change of door color from golden yellow to cherry red.

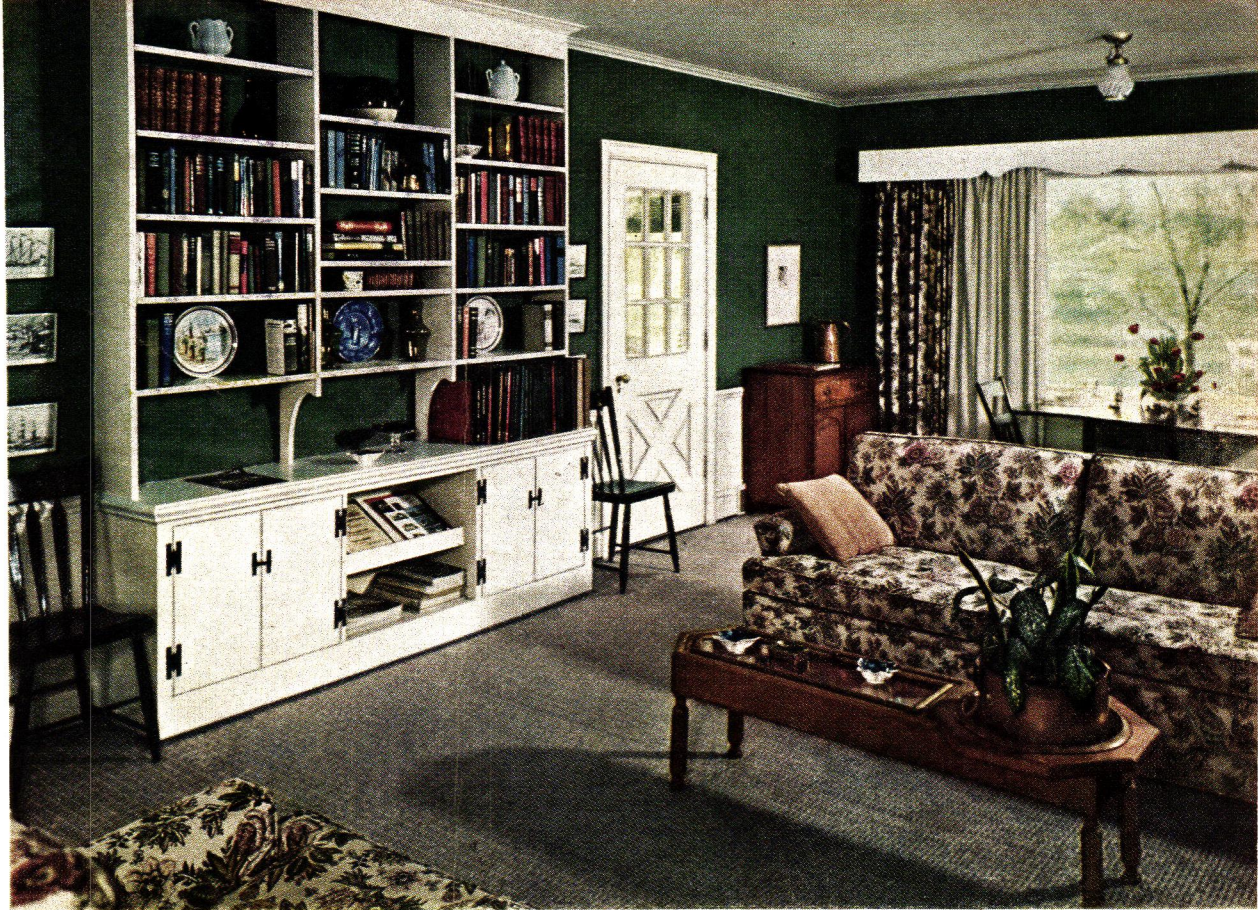
put your house in order
(continued)

on the outside

...it's a personality house

BEFORE YOU PAINT, look to your roof color for the key to your *outside* color scheme. Bring out the best points—siding, trim, shutters, door, or even the draperies showing through the windows. And, paint your house in harmony with the neighbors' houses to make it more handsome, just as these examples show.

ROOFING COLORS AVAILABLE IN USG THICK BUTT ASPHALT SHINGLES



HOME OF MR. AND MRS. RALPH ETTLINGER, JR.

for the inside

...a personality living room

TWO MOODS in *interior* color and decoration are shown here. In both, the wall color plays an important role. If the welcome Spring sun makes your own living room look shabby, let fresh color be the cure. After you've painted those walls and admired the results, you'll wonder why you didn't do it long ago!

Second in a series of rooms selected for their excellent decorating ideas and color schemes



Congo Brown is a wall color that combines well with modern or traditional furnishings. Persimmon in drapery print is repeated on cabinet used as a separator to hold dishes for dining area on this side, with shelves for books on living room side. Adjustable shelves over desk are useful for many purposes.

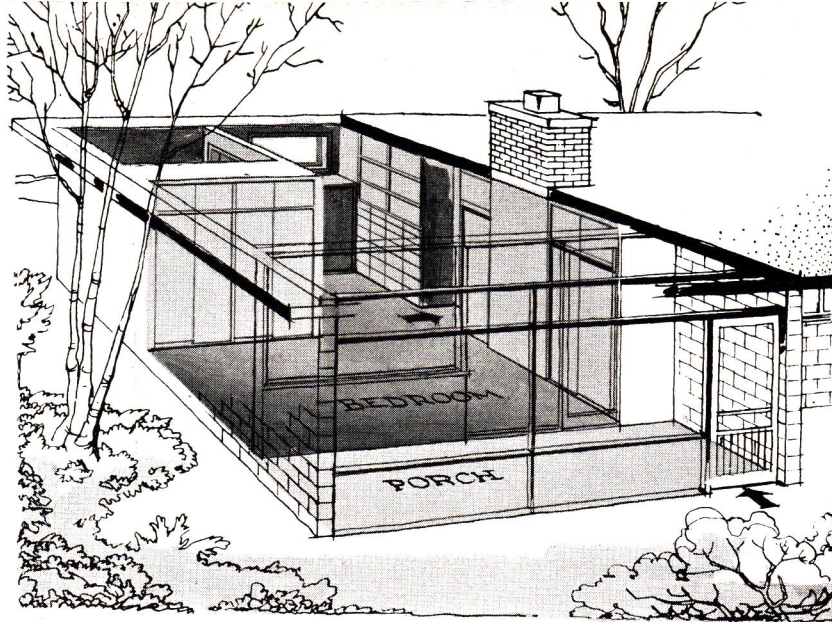
WALL COLORS AVAILABLE IN TEXOLITE DURAVAL RUBBERIZED PAINT

Brewster Green painted walls and white woodwork form a pleasing background for Early American furniture and patterned fabric. Comfortable arrangement of furniture, a dining table that doubles for sewing or studies, and a space-saving built-in with cupboards low enough for childrens' toys make this sunny room a favorite family spot.

HOME OF MR. AND MRS. G. J. SCHWEIGER, DENVER, COLO.



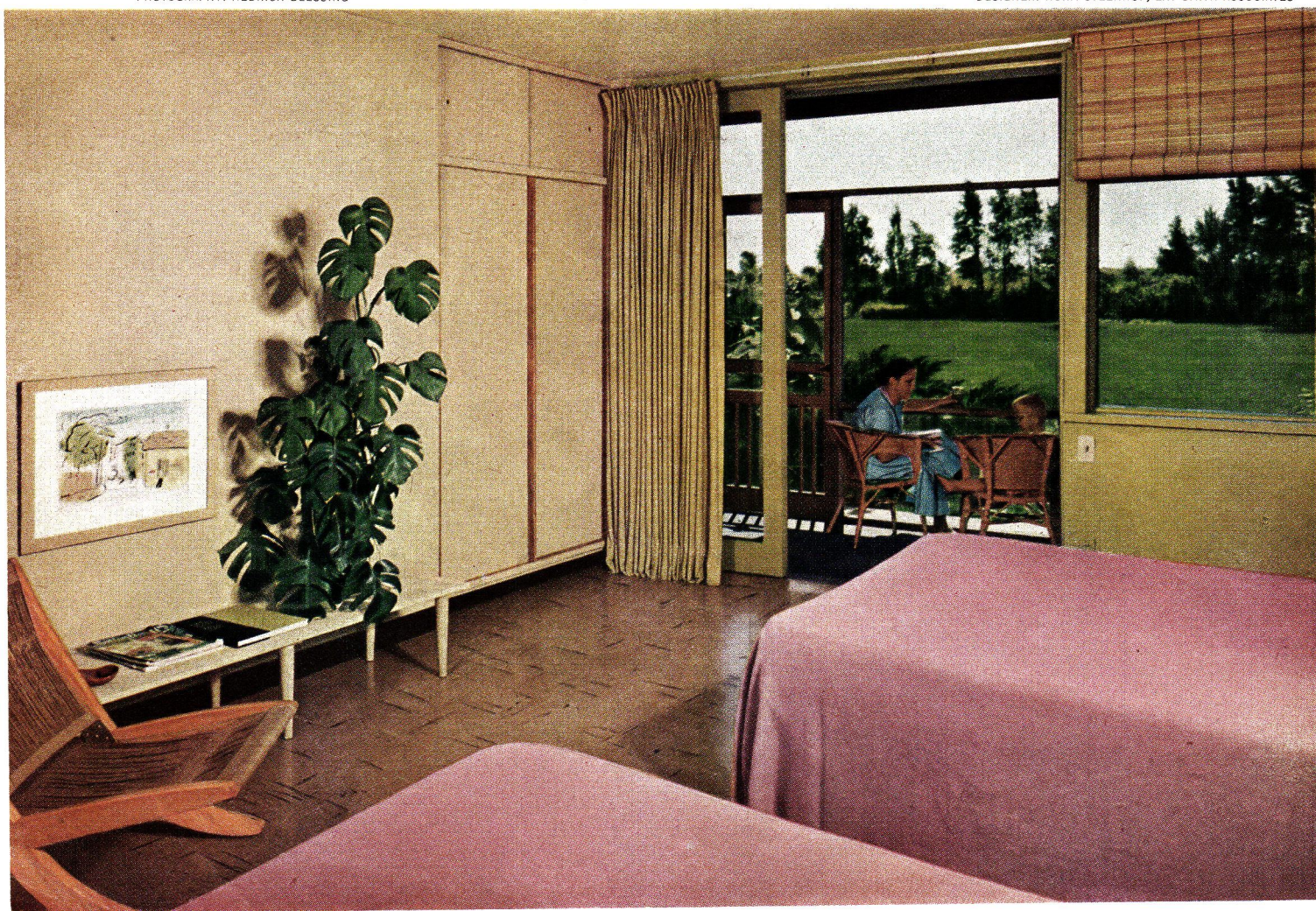
Plan of addition from rear—roof was extended and end wall was carried out to shelter porch. Width of roof overhang permits porch to project beyond line of living room windows, to right of new addition. Just a step from bedroom, porch is delightful spot for reading, relaxing. Screening, bought in four-foot rolls, is permanently in place.

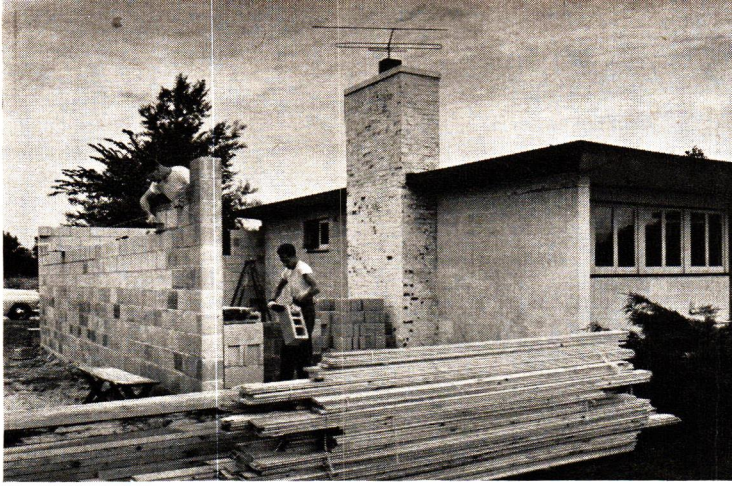


end the bedroom shortage

PHOTOGRAPHY: HEDRICH-BLESSING

DESIGNER: NORM STEENHOF, ZAY SMITH ASSOCIATES



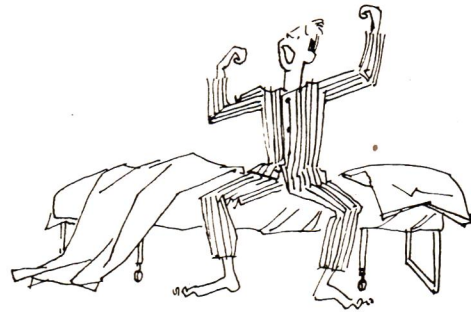


Here's how it started, with walls rising to roof line. Block masonry required careful workmanship. Mr. Potter made sure of quality materials by ordering through his reputable local dealer, did much of construction work himself. **TEXOLITE CEMENTICO** masonry paint proved to be ideal product for exterior wall finish.



Smooth, fire-resistant walls are in making as workman applies Insulating **ROCKLATH** Plaster Base to furring strips on front wall of addition. Double window in living room wall later was covered, and **RED TOP** Plaster was wall finish. All-season comfort was further assured by use of **RED TOP** Insulating Wool in ceiling.

*Walls closing in?
An addition like this
is for the growing family*



Gone for good are Potters' storage problems, thanks to features in finished addition. This photo, taken from same angle as pictures above, shows how new wall covered chimney and how space to side of chimney was utilized for new closet. Beyond door to living area, cut in old wall, is bank of cabinets and drawers made of redwood.

NOTHING SHORT OF AN ADDITION will give many growing families the space they need, particularly when there just aren't enough bedrooms. If *your* walls seem to be closing in, it's time to push them outward—and this is the season to get started, while good weather is ahead.

That was the case with Mr. and Mrs. Charles E. Potter of Homewood, Ill. Their modern suburban house became too small when a new son arrived. What happened is shown in these photographs—thanks to skillful planning, the addition continued the lines of the original house, and actually improved its appearance. What's more, the addition not only provided the needed bedroom, but increased the home's livability with a wealth of new storage space and a narrow screened porch overlooking the rear lawn. Try these ideas in *your* plans for better living!



It's dreamland for sure, as Mrs. Potter and little Chuckie demonstrate convenience of new porch, reached through double-glazed sliding doors. To right of concealed chimney is double wardrobe. Draw curtain and basswood blind provide privacy. Ceiling of **SABINITE** or **RED TOP** Acoustical Plaster is best bet for sound control. When parents moved into new room, Chuckie got room of his own!

no joints to conceal..no nails to treat..

PANEL SHEETROCK

FIREPROOF GYPSUM WALLBOARD

Build or remodel this amazing *New* way...

Just spread adhesive on back of panels—press to wall

—PRESTO: new rooms as lovely as these

A combination of prefinished Knotty Pine Panel and Plain Panel—
just one of the countless decorative possibilities.





Neutraltone Striated Panel—Interesting surface grooving helps create striking modern effect.

Goes Up as Fast as Wallpaper... So Easy to Apply, Anyone Can Do It

Here's the most exciting news for home owners since U.S.G. developed SHEETROCK, the fireproof gypsum wallboard, 35 years ago. It's new Panel SHEETROCK with all the famous SHEETROCK advantages, plus easy application and beautiful new effects.

Only 16 in. wide, in room-height lengths, an 8-ft. panel weighs only 16 pounds. Easy to handle; even in crowded work areas. Easy to cut... Easy to fit.

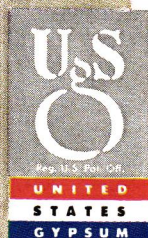
The way these panels go up is really something to cheer about! Just apply adhesive. Press panels to the wall and they're up to stay. No

joints to treat... No nailheads to conceal! Go right over old surfaces, or over a base layer of standard SHEETROCK wallboard in new construction.

And just look at the distinctive room effects you can achieve with new Panel SHEETROCK—predecorated Neutraltone Striated Panel, Knotty Pine Panel, or Plain Panel that can be wallpapered, painted or decorated as you wish.

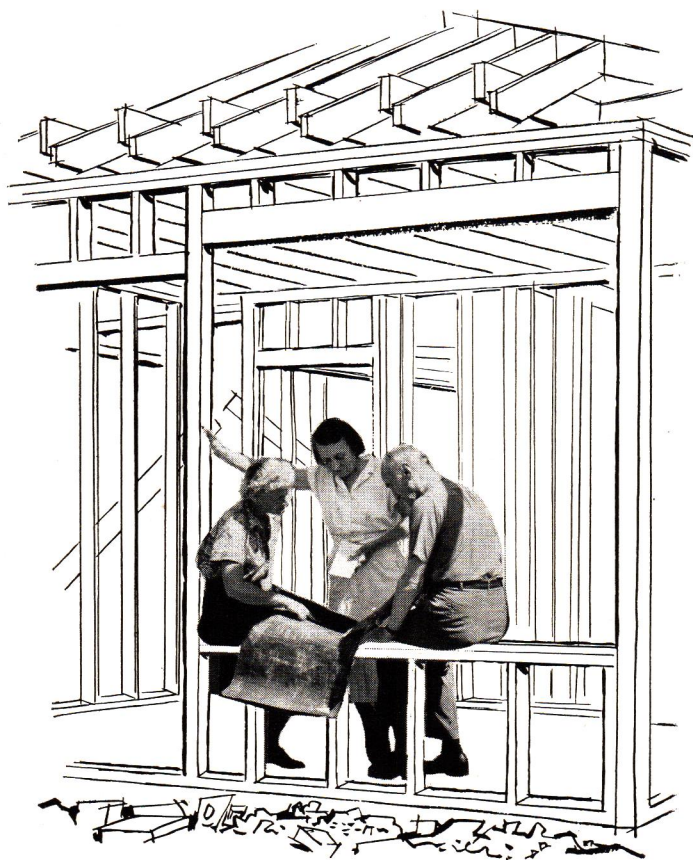
Let your U.S.G. Building Material dealer tell you more about this amazingly new and different way to build or remodel!

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



UNITED STATES GYPSUM

The Greatest Name in Building



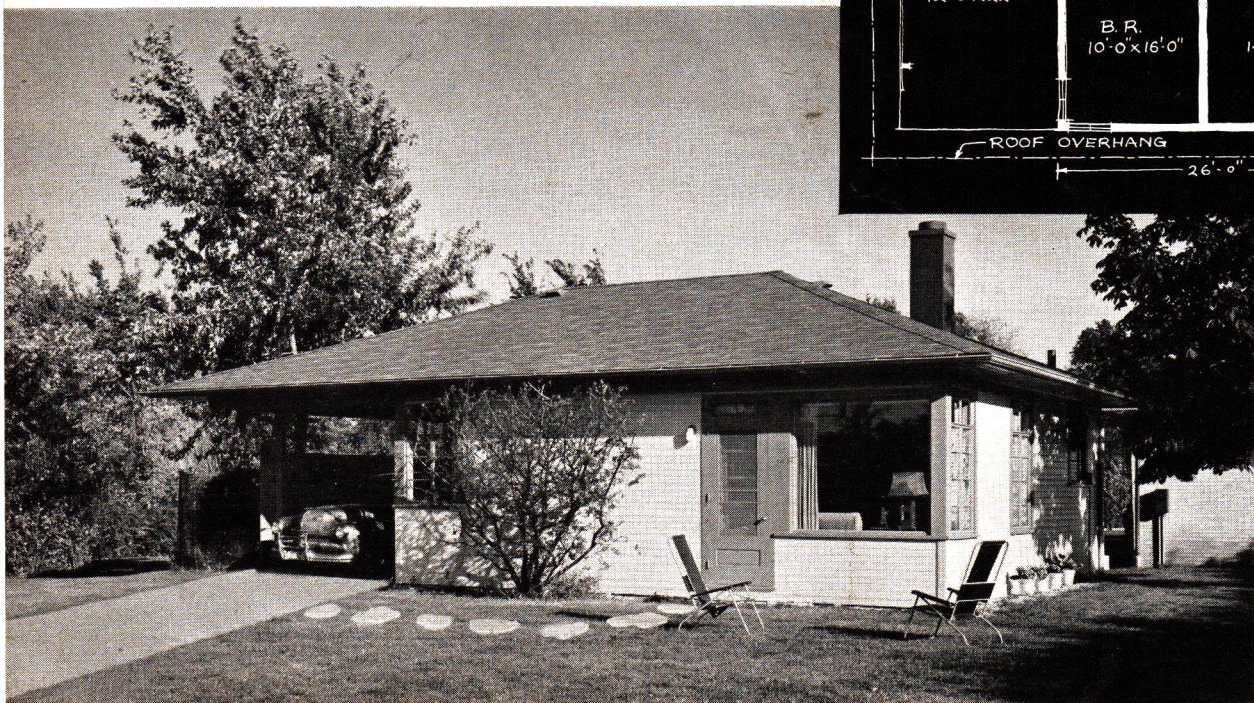
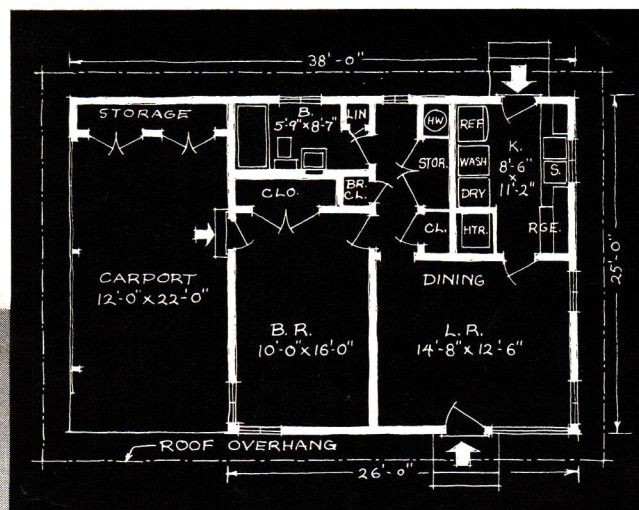
POPULAR
HOME'S

house of Many Rewards

*Here's pleasant living
in a penny-pinching house
that's designed two ways*

Ample storage facilities, spacious bedroom distinguish efficient plan of one-bedroom house, which contains 575 sq. ft., 5,250 cu. ft. excluding carport. Note wide roof overhang, frame construction. Your local firm named on covers has Photo Plan describing house, also can order building blueprints (No. PH 10-2A), with reversed floor plan if desired.

Carport of small house (below) is entirely open except for storage compartment in rear, can be screened for seasonal use as porch. House could be located on even a 50-foot lot. In construction scene at top of page, Mrs. Taylor (left) looks over blueprints with her parents, Mr. and Mrs. George E. Moore. Studs will be covered with WEATHERWOOD asphalt-coated sheathing, for strong, well-insulated walls.



Build it with one bedroom...

GETTING AWAY from the larger homes in which they've raised their families is an urgent matter, today, for couples approaching retirement age. Their needs in housing have changed completely, for now the essentials are easy maintenance, economical living, and a pleasant setting for the relaxation that has been long deserved.

Curiously, many younger couples have the same set of requirements — where both partners are working, and where the need is for only a one-bedroom house. For both groups is POPULAR HOME's House of Many Rewards, in an economical one-bedroom version as built in Northbrook, Ill., by Mr. and Mrs. W. L. Taylor, Jr. for Mrs. Taylor's parents. Travelletti & Suter, Chicago architects, designed it — and for still other families who want the same qualities but require more space, have developed an alternate three-bedroom plan shown on Page 12

For the detailed photographic story and complete information on both houses, ask your local POPULAR HOME sponsor for Photo Plan 53-2. Build either House of Many Rewards for your own! *(Continued on next page)*



Built-in convenience in one-bedroom model: vanity desk under hall window, framed by cantonniere. Wallpaper matches draw curtain fabric, from Warner Company's Waterhouse Collection. Closet at right provides 7½ feet of general storage space.

DECORATING CONSULTANT:
LUCILLE KNOCH ASSOCIATES

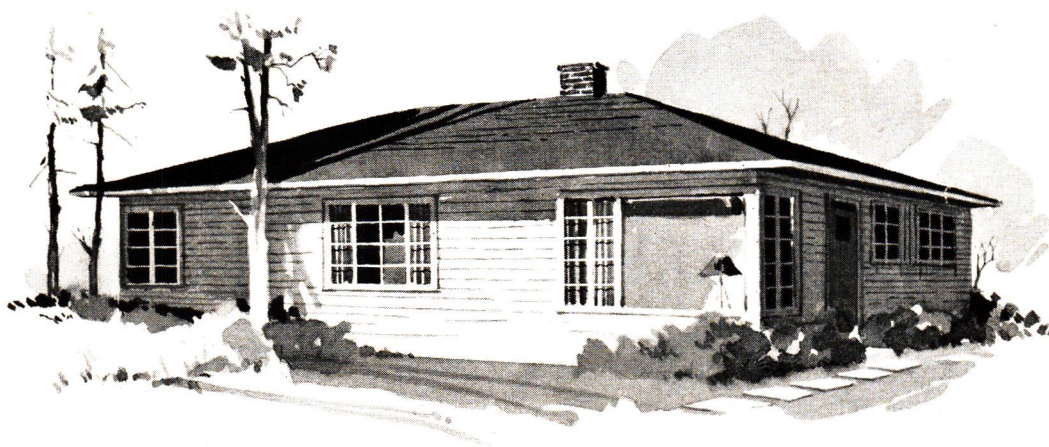
Place of restfulness and beauty is single bedroom in small version of house. Closet wall is Sea Island Peach color of TEXOLITE DURAVAL paint line, blending nicely with Hawk's Chinese wallpaper pattern. Double doors serve large wardrobe closet.

PHOTOGRAPHY: HEDRICH-BLESSING



house of Many Rewards

(continued)



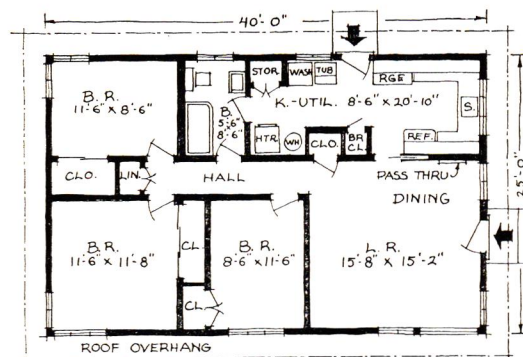
...or build it with three bedrooms

A FEELING OF SPACIOUSNESS that belies its size has been achieved by Architect René Travelletti in the three-bedroom House of Many Rewards. By combining the kitchen and utility areas and yet separating their functions, a 21-foot work center is created. There's generous closet space, and a bathroom with step-saving doors entering from two sides.

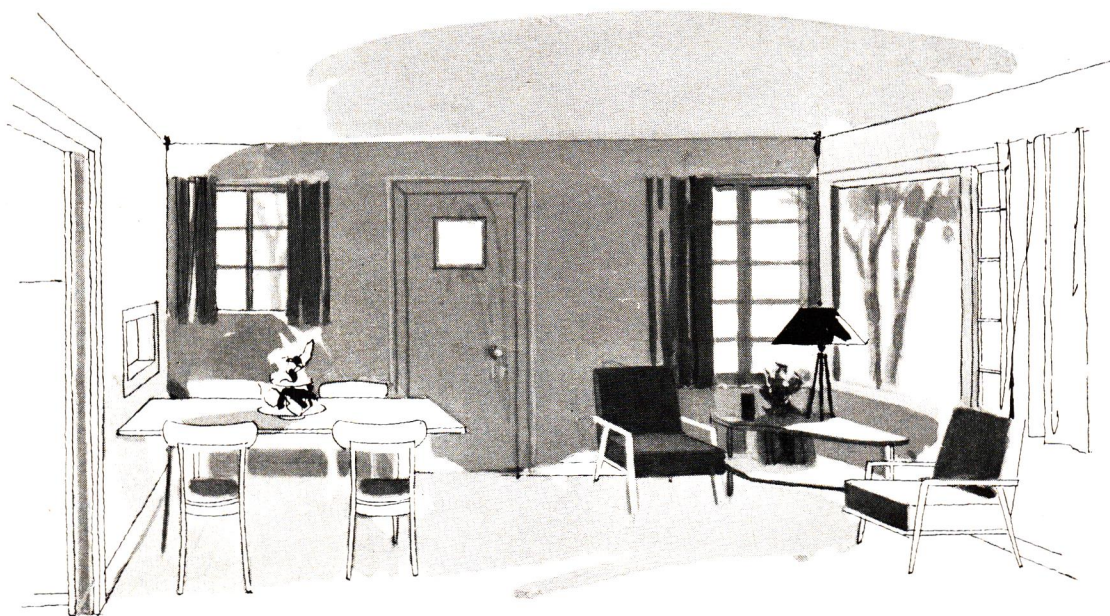
It's a house designed for a long, active life, with handsome, top-quality building materials specified throughout. These include SHEETROCK Gypsum Wallboard and RED TOP Insulating Wool, for beauty, safety and comfort.

Here's view from bedroom hallway (below) in larger House of Many Rewards. Pass-through from kitchen is step-saving feature serving dining area. To right of entrance door, under corner windows, is one of living room's inviting conversation spots. Street view is to right.

Note resemblance of three-bedroom version (above) to one-bedroom model, except for entrance door moved to side and elimination of carport. Detached garage can be built later for additional storage space needed. Size of house: 894 sq. ft., 9,250 cu. ft.



Space economy is perfected in floor plan of larger version of house, which can be turned lengthwise to fit even a 40-foot lot. Get the technical details in Photo Plan 53-2 from your POPULAR HOME sponsor. He also can order building blueprints for you with this plan (No. PH 10-2B), or with basement (No. PH 10-2BB) —also available with reversed floor plans.



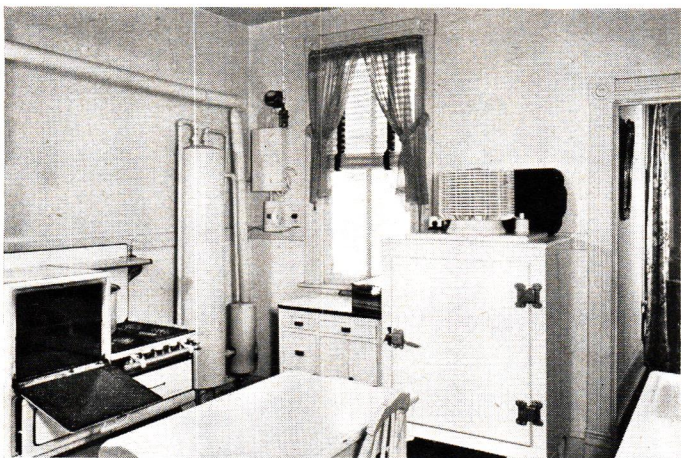


Boost Mother's Morale

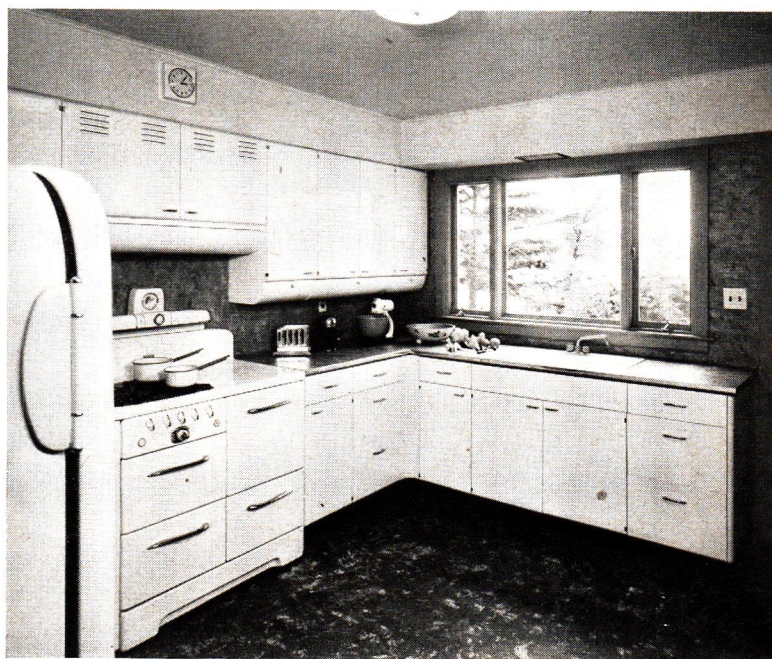
*... By modernizing the kitchen.
She'll save steps and stoops,
and love the new work space!*

WHAT MEANS MORE to mother's morale than to have a modern, efficient, well-equipped kitchen?

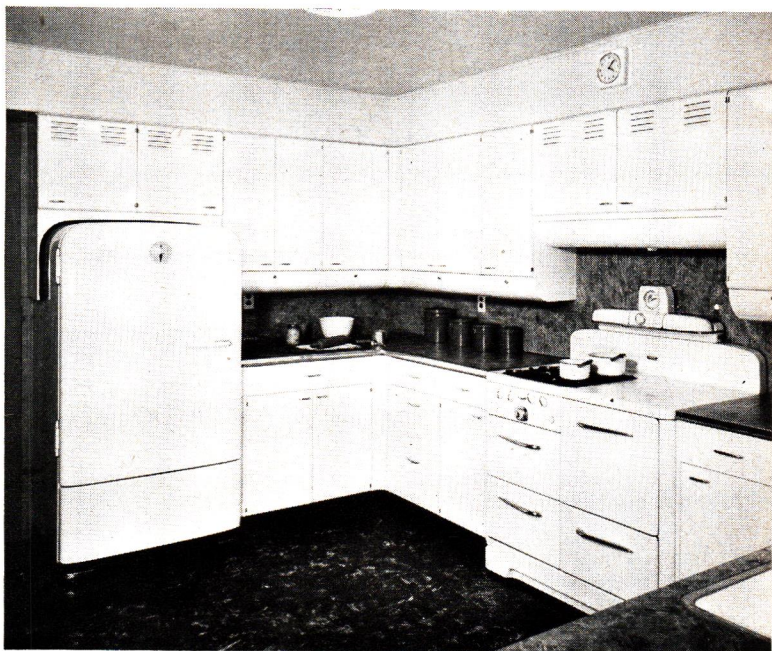
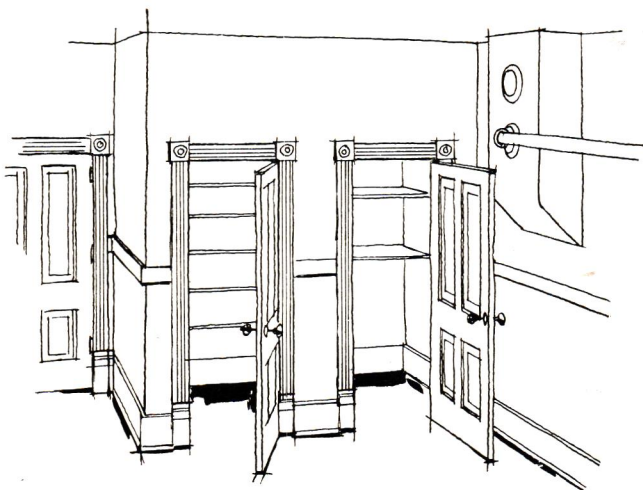
On this page is a picture story of the kitchen transformation in a typical middle-aged house, accomplished at modest cost and with a minimum of structural changes. You'll recognize the conditions that were corrected: the awkward pantry, the ugly chimney, the lack of counter and storage space. And your house can have a similar cure, easily financed if you're short of the cash for the job. See your building materials dealer or lending institution about it soon!



Hard to believe, but true: neat new work center occupies same space as old. With water heater moved to basement, double sink is located under new wood picture window, which has ventilating casements at sides. Ceiling was dropped over cabinets all around, furred down with 2x2 framing and covered with fire-resistant SHEETROCK gypsum wallboard. Note recessed light fixture over sink.



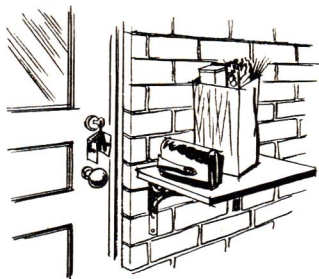
No storage troubles now, with old pantry partitions (see drawing) removed and corner made part of kitchen. Good planning groups sink, range and refrigerator. Unneeded chimney and vent pipe were removed, new door casings added. Versatile SHEETROCK wallboard again was used for wall patching. Marbleized linoleum counter top material was carried up as wall surface under cabinets. Flooring is asphalt tile.





THE HOUSEHOLDER'S Pride and Joy COLUMN

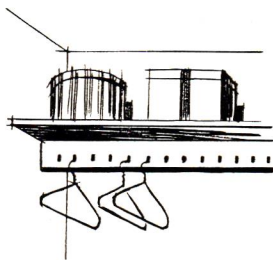
Bright Ideas for the Home



Utility shelf outside rear entrance door serves dual purpose. Missouri housewife says it's wonderful spot to deposit packages while hunting key and opening door; Connecticut reader uses shelf to keep milk and other deliveries out of animals' reach. Two angle brackets support 12x15-in. wood shelf.

Mrs. H. B. Haaland, Woodbury, Conn.

Mrs. James E. Wagner, Fulton, Mo.



Wrinkle-proof closet is neat storage trick in California home. In place of clothes rod, 1x3-in. board with $\frac{1}{2}$ -in. holes drilled two inches apart is fastened to closet shelf with screws. Intervals automatically space clothes apart, make them easier to reach.

Mrs. S. D. Bradley, Moorpark, Calif.

MAKE 'EM COME TRUE!

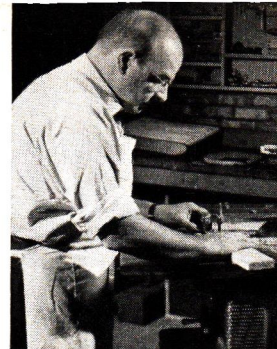
Ideas by the dozen that are practical for *your* house—information on how to go about remodeling, building, buying—await you in the big 1953 Homemakers' Idea Book, 50 cents from your local POPULAR HOME sponsor. If his stock is gone, use the coupon below.

POPULAR HOME MAGAZINE,
P. O. Box 5996, Chicago, Ill.

Enclosed is 60 cents including postage and handling charges (plus state tax) for the 1953 Homemakers' Idea Book. Rush my copy!

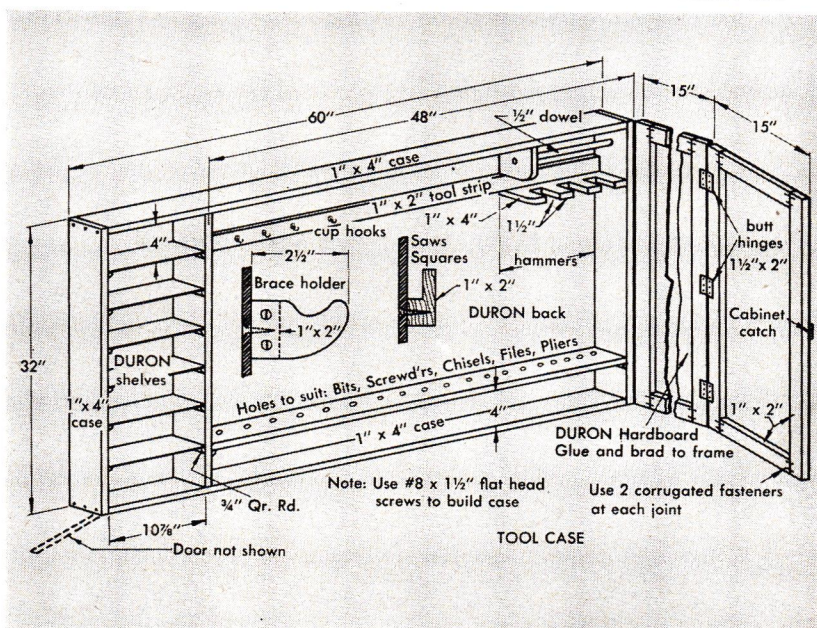
Name _____
Street & No. _____
City, Zone & State _____
I receive POPULAR HOME through the courtesy of _____

a Workshop that WORKS



Start your home workshop with a sturdy work bench
and a tool case that organizes your tools.
They're easy to build from these drawings

Exclusive designs
by D. E. Nugent,
Associate Editor

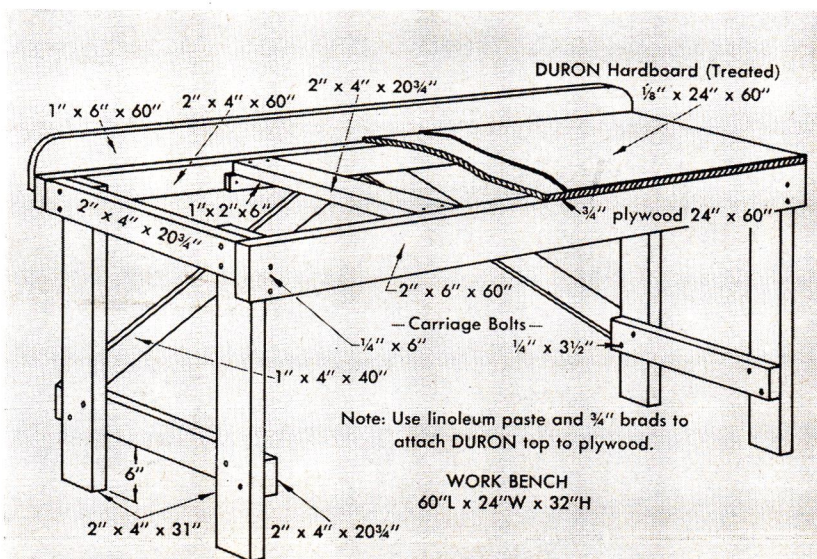


List of Materials—Tool Cabinet

- 1— $\frac{1}{8}$ "x4"x8" DUREN Hardboard
- 2—1"x4"x14" No. 1 W. Pine
- 2—1"x2"x12" No. 1 W. Pine
- 1—1"x2"x14" No. 1 W. Pine
- 1— $\frac{3}{4}$ " Qtr. Rd., 5' long
- 1— $\frac{1}{2}$ " dia. x 24" Dowel
- 12—1 1/2"x2" Butt Hinges w/screws
- 18—#8x1 1/2" F. H. wd. screws
- 1—Box, $\frac{3}{4}$ " wire brads
- 1—Box, corrugated fasteners
- 1—2 oz. can glue

List of Materials—Work Bench

- 1— $\frac{1}{8}$ "x24"x60" DUREN Hardboard—Treated
- 1— $\frac{3}{4}$ "x24"x60" Plywood
- 1—2"x6"x60" No. 1 W. Pine
- 1—2"x4"x12" No. 1 W. Pine
- 2—2"x4"x10" No. 1 W. Pine
- 1—1"x6"x60" No. 1 W. Pine
- 1—1"x4"x8" No. 1 W. Pine
- 1—1"x2"x24" No. 1 W. Pine
- 12— $\frac{1}{4}$ "x3 1/2" carriage bolts, nuts, washers
- 8— $\frac{3}{4}$ "x6" carriage bolts, nuts, washers
- 1—lb., 8d (2 1/2") common brads
- 1—qt., linoleum paste



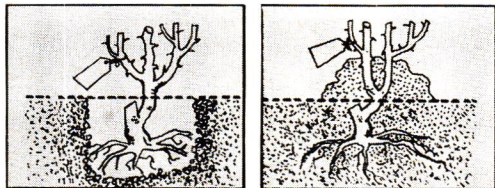


edited by **C. Eugene Pfister**
President, American Rose Society

How to grow Roses that bloom

Here are 10 rules for successful rose growing:

1. **Know your varieties.** Read bulletins, and catalogs of nurseries, rose societies. Learn common varieties and types—shrubs, climbers—small or large flowered, hybrids, polyantha, floribunda.
2. **Buy from good nurseries.** Plants they sell are guaranteed. Good plants are worth any small difference in price.
3. **Set in right place.** Select a spot with good drainage, ventilation, with 6 to 8 hours sunshine daily. For best results, mix 3 parts soil and 1 part peat moss or well rotted cow manure.
4. **Plant properly.** Dig hole large enough to spread roots. Plant bush firmly and water well. Keep bud union (where plant forms branches) about level with ground. Hill up soil around plant (see sketches below). Unhill in 10 days to 2 weeks if planted in spring. Leave hilled if planted in fall in colder sections.



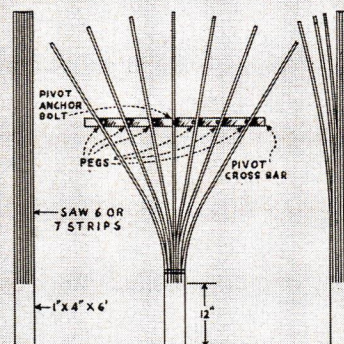
5. **Water well** and regularly — do not allow to dry out.
6. **Cultivate top inch of soil** early in season and after rains. Mulch with ground corn cobs, peat moss, buckwheat or other grain hulls, straw, hay, spent mushroom manure, grass, etc.
7. **Spray or dust** at least once a week with a good recommended material for black spot, mildew and insects.
8. **Feed plants** from about April 15 to August 1 with any good well-balanced fertilizer according to directions.
9. **Prune and cut properly.** Do not cut long stems which would remove foliage. Prune dead wood only in spring.
10. **Protect for winter.** Hill up soil 10 or 12 inches around plants and remove April 1-15 in North, earlier in South.

Write American Rose Society, 1316 Derry St., Harrisburg, Pa., for A Guide for Beginners and a Buying Guide.

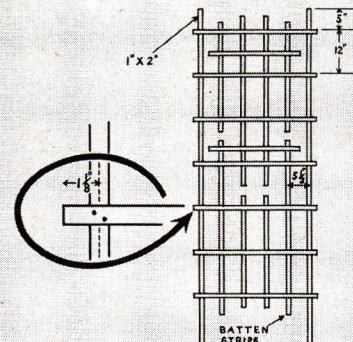
**Support Your
Climbing Roses on**

TRELLISES

There are many types of supports for climbing roses. Below are described three of the most common types you can build or buy from your local dealer.



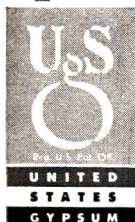
FAN-SHAPED TRELLIS is suitable for most types of climbing roses. Fasten canes, as they grow, to trellis with twine or string. In fall, remove plants from trellis and cover with about three inches of soil, which prevents winter burn or sun scald. Or fold up trellis, canes and all, wrap in layers of newspaper and waterproof paper, and heap soil around plants. Fan type can be made by slitting a 6' long piece of 1" x 4", as shown, or by bolting together batten strips.



STANDARD RECTANGULAR TRELLIS can be used against outside of a house, out in the open, or fitted with seats and top and used in yard or garden. Two outside pieces can be made of 1" x 2", the rest of batten strips. Should be 7' to 8' high, 24" to 30" wide.

FENCE-TYPE TRELLIS can be used for all types of climbing roses. Simply set two posts in the ground about 10 feet apart, and nail on cross pieces of lumber or wire.

**Your POPULAR HOME Sponsor
Is the Home Owner's Friend—
Let Him Help You!**



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