

POPULAR HOMIE

Serving more than 3,600,000 families in 4,800 communities *Early Spring, 1953*

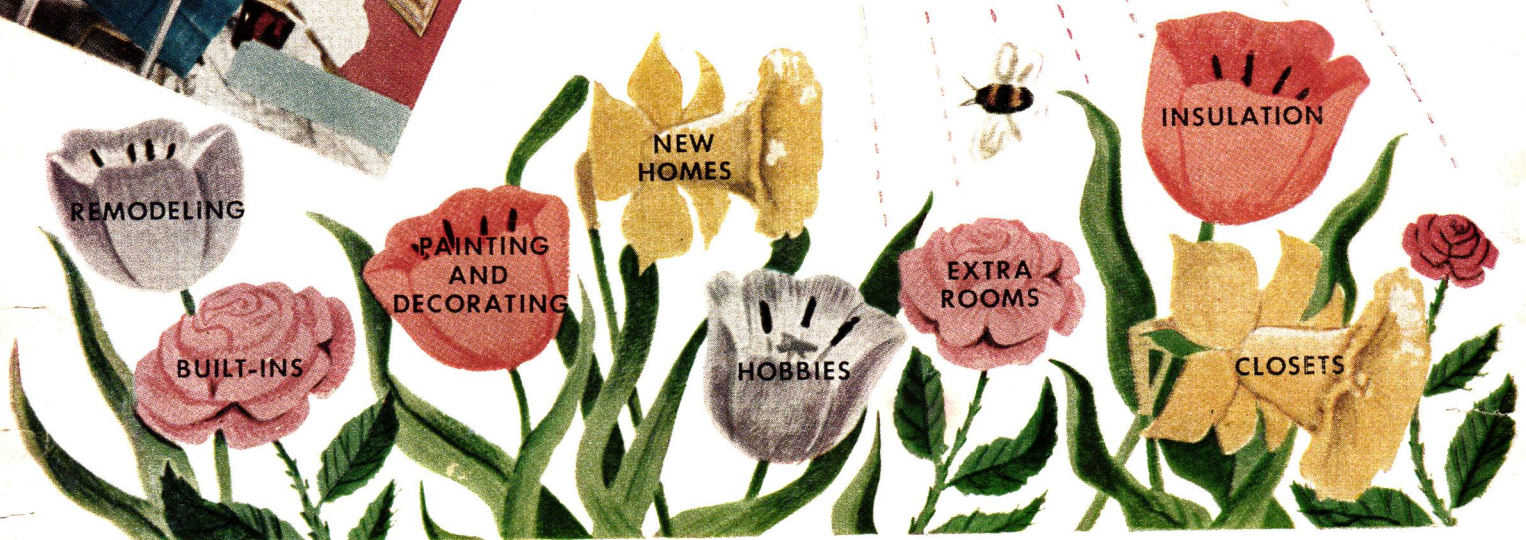
add Tomorrow's
room TODAY

fresh IDEAS in
windows, walls

build to banish
STORAGE woes

Wardwell Lumber Co.
Bristol, R.I.

*Makes ideas
blossom out
all over!*



That's POPULAR HOME, the magazine for better, happier living.
— the magazine we're happy to send you throughout the coming year.

We sincerely hope that you and your whole family

will find every issue helpful
and enjoyable, and that you
will come in and...

let us help your ideas
blossom out into better living!



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

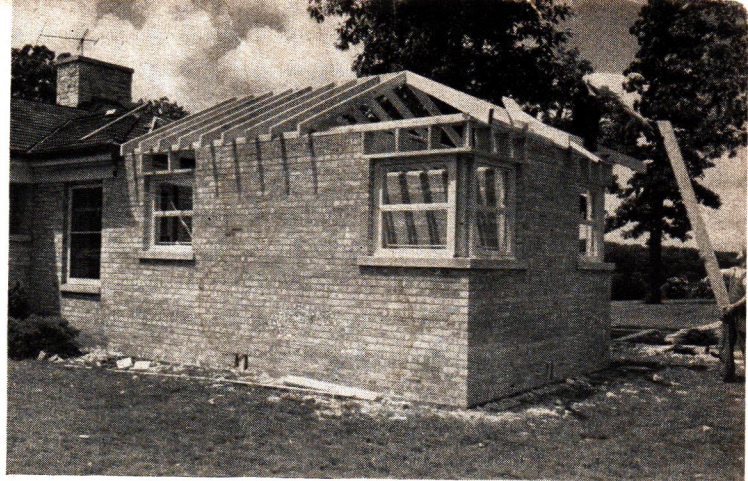
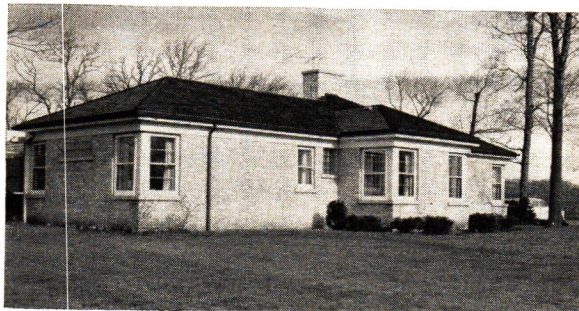
POPULAR HOME

EARLY SPRING • ISSUE 1 • 1953

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Neat is the word for this type of construction job, as small projecting wing in dwelling (below) is extended by new addition. Work caused virtually no disturbance to household routine. Roof rafters in place (right) will continue existing roof line.



Open door in former outside wall leads to new dormitory room. Room shown here, formerly small bedroom, now doubles as study center and television room for family. Bulletin board is made of insulating board. To "step through" the door, turn the page.



P

inched for space? It's time to expand!

*A one-room addition relieves
the pressure for this happy family*

IT'S TIME TO SPREAD OUT when a house begins to cry for bedroom space—especially if finishing the attic or basement won't do the trick. Indeed, many of today's one-story homes don't have sufficient roof pitch to permit attic improvement—and the pinch comes quickly with a young, growing family. The problem is identical when the older folks come to stay; the solution, a structural addition.

A new "dormitory wing" on ground level added to an existing bedroom is one example of well-planned expansion. The addition shown on these pages was neither pretentious nor expensive, and the only

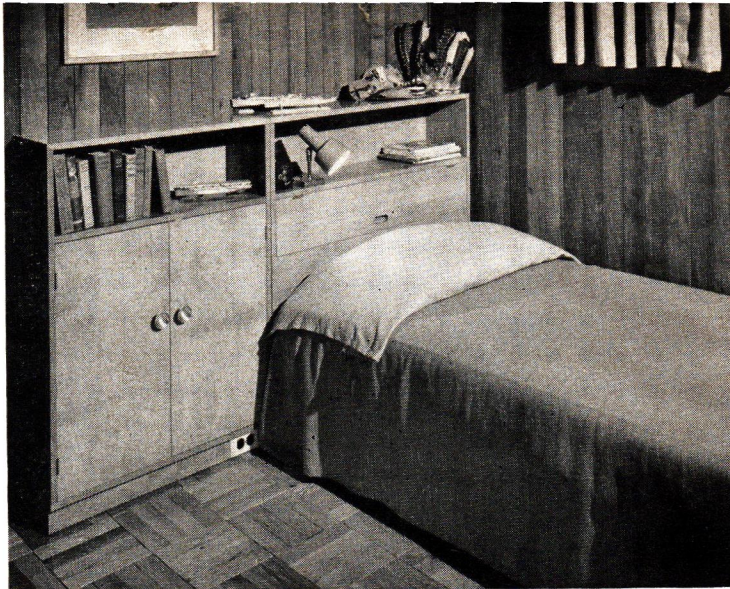
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... It's time to expand

(Continued)

changes in the existing house were to cover two windows and to cut a doorway. Now the new 12 x 18-foot room is home port for three energetic young men, 8 to 12 years old. Thanks to foresighted planning and the best use of quality building materials, the boys do their studying, pursue their hobbies, and get their rest under the *proper conditions*. Your children deserve the same opportunity!

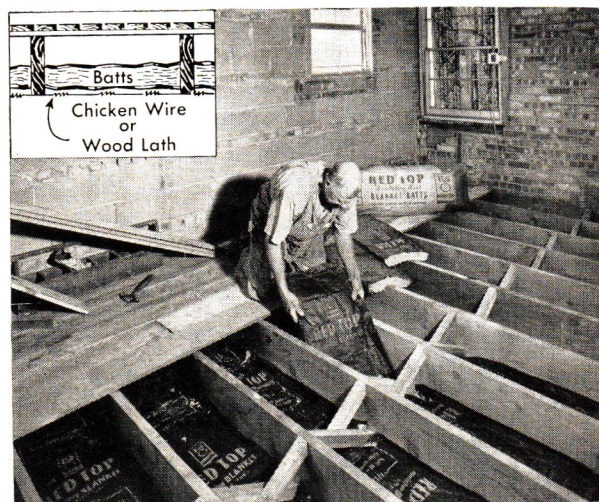
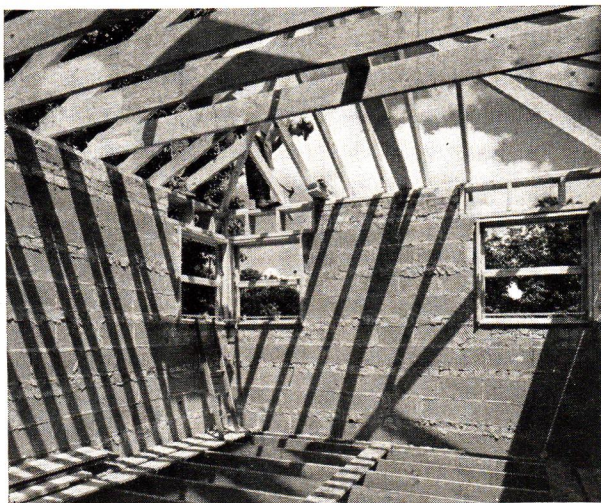
Make an accurately-dimensioned sketch of your home's floor plan and take it to the local firm named on the covers of this magazine. The friendly people there will steer you to a competent architect, or give you some tips themselves, on where and how an addition will be of maximum benefit and minimum expense to your family. You may be surprised to discover how *much* you can do to better your living.



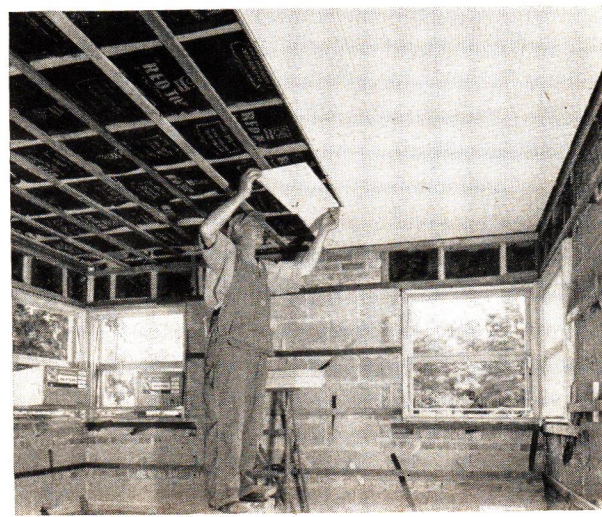
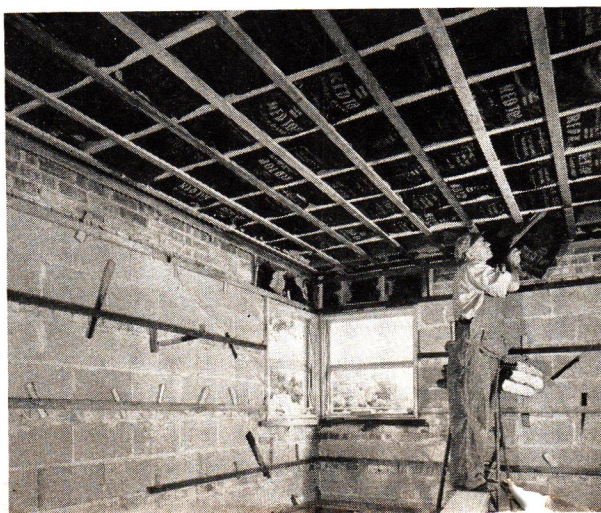
Headboard-cabinet units (above) serve each of four beds in new room. Unit at right is for bedding storage, reached by top-hinged door, while cabinet at left is perfect for clothing, play equipment. Units, of solid birch, were bought unfinished, given light treatment of brown stain, then lacquered. Floor is oak block.

REMODELING DESIGNED BY NORMAN STEENHOF, ZAY SMITH ASSOCIATES
PHOTOGRAPHY: HEDRICH-BLESSING

Four Important Steps in Adding a Room of Comfort and Beauty



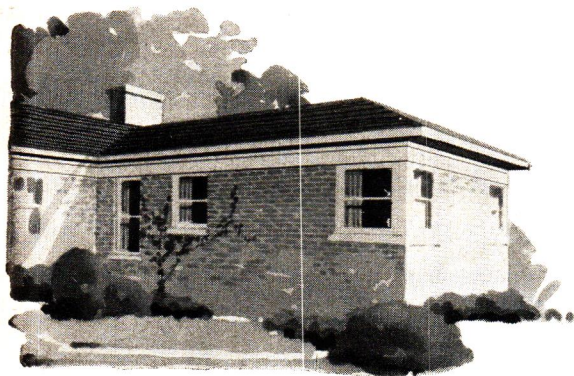
Long-lasting comfort, beauty for new room were assured by first-class construction. *Above:* concrete block backup of brick veneer wall is visible (left) as carpenter nails rafter into place; in view toward opposite corner (right) RED TOP Insulating Wool blanket batts, supported from underside (see drawing), go between floor joists to help provide warm, dry floors in winter. *Below:* same insulation fits snugly between ceiling joists (left)—best insurance against penetration of excessive summer heat, as well; finishing touch on ceiling (right) is application of QUIETONE Acoustical Tile to furring strips. Twin-Tile panels with tongue-and-groove joints go up quickly, easily. Result is handsome, easily-maintained ceiling with superior sound-absorbent qualities.

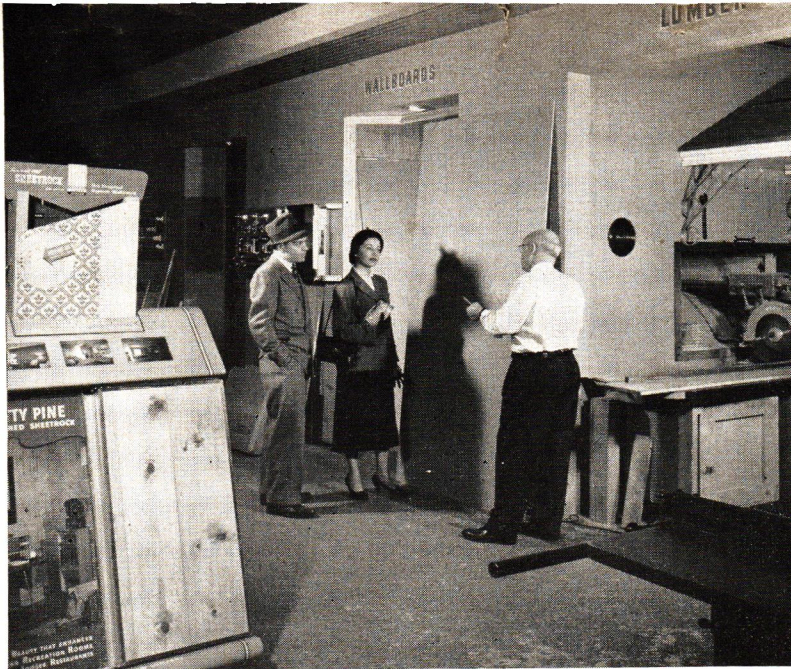




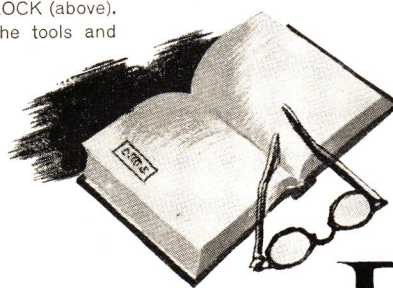
Here's finished interior of added "dormitory" room—ready to accommodate the three boys in the family, plus an overnight guest in fourth bed. Cotton rayon window draperies and bolsters, in coral, contrast beautifully with bedspreads which repeat gray-blue motif of figured floor-to-ceiling draperies.

To each his own (right) as sliding draperies close off all four beds. This unique arrangement is made possible by use of aluminum drapery tracks attached through ceiling to joists. Almost four rooms in one!





What to do with the idle bedroom? Jim and Monica started at the well-equipped store of their local building materials dealer, whose advice saved time and money for them. For a new wall surface over the old, they chose Bleached Mahogany SHEETROCK (above). In the dealer's hardware department they found the tools and accessories needed for the job (below).



the ROOM every house needs

*Here's an easy way to have
a friendly, secluded activities room*

Monica was lots of help in putting "new" room together—first step was to remove old base moldings. (1) Application of big SHEETROCK panels was quick and easy, as Jim finds in nailing board with special colored nails. (2) Assembling cabinets was a big part of job. Jim bought them from his lumber dealer, many of

whom sell unfinished cabinets made in integrated sizes. (3) For desk top, Jim cut down old panel door, faced it with smooth DURON Hardboard. (4) Jim's home-made bookcase, of 1x10 stock lumber with back of DURON Hardboard, goes into position. Cleat on wall supports desk top, to which dowels under bookcase are attached.





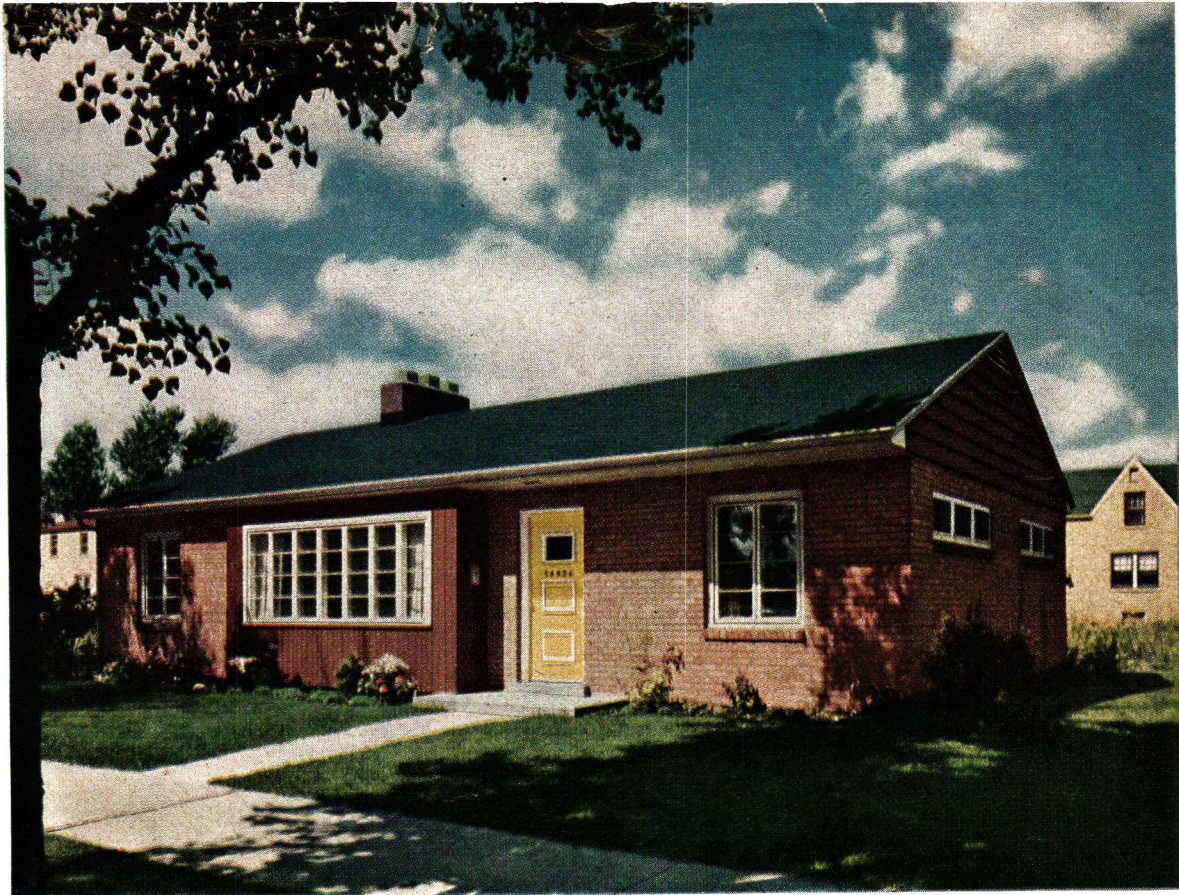
"Knew you'd like it," said Jim of finished result. Against smart background of Woodgrained SHEETROCK Wallboard, striking beauty combines with utility of compact storage cabinets. Except for Jim's few innovations, entire job was accomplished with stock materials available from many local lumber dealers.

SIMPLE YET HANDSOME, vivacious yet restful; the perfect setting for relaxation or heavy headwork. These are the things an *activities room* gives to an active family. And *you* can have one—in any room that's not now doing full-time duty.

It's just a matter of minor remodeling and furnishing. First, you want walls that are handsome and warm in feeling; the kind you get with any of the three lifelike finishes of Woodgrained SHEETROCK Wallboard. The whole job makes an ideal family project, and can be surprisingly inexpensive—especially if you plan it as did a young couple of POPULAR HOME's acquaintance. These pages tell their story.



POPULAR
HOME'S



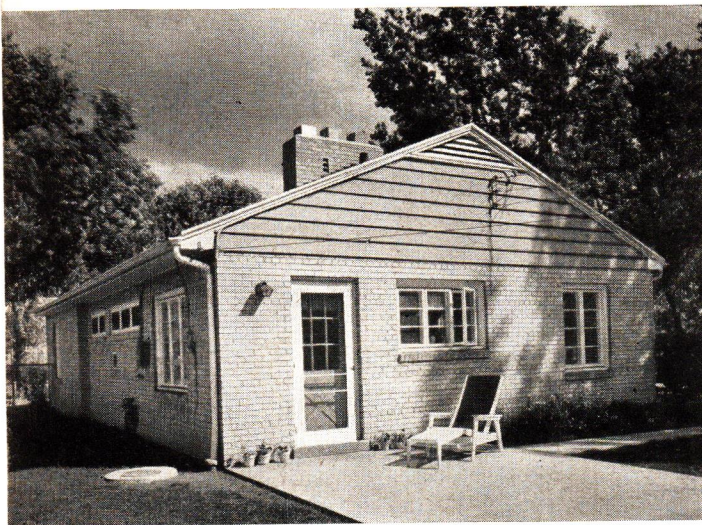
House for a busy future

*Comfortable for today, ready for tomorrow:
That's this small house that loves to grow*

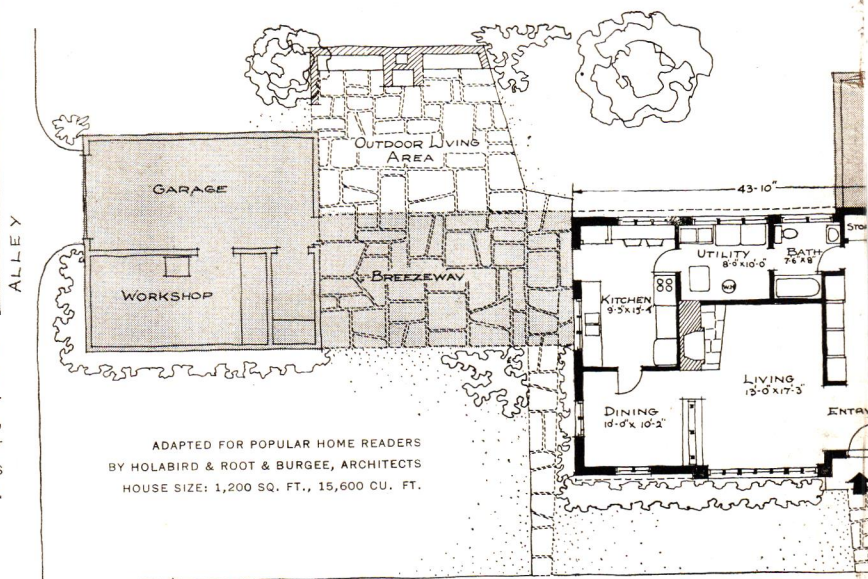
Fresh, clean modern lines combine with pleasing traditional touch in exterior. Brick and frame siding are highlighted by white trim, bright yellow door. Roofing color is Bluetone, one of beautiful effects you get with USG Thick Butt asphalt shingles.

HOW TO STRETCH a limited building budget into comfortable living for the years ahead: that's house-hunting headache No. 1 for America's young families. The answer is hard to find—but a young Chicago architectural designer has done it.

The house he designed for his own family in Riverdale, Ill., is POPULAR HOME's House for a Busy Future—and now can be built anywhere from building blueprints available through your local firm named on the covers. It's a two-bedroom basementless dwelling with smart appearance, an easy-to-live-with floor plan, and plenty of storage space—but it's pre-planned for

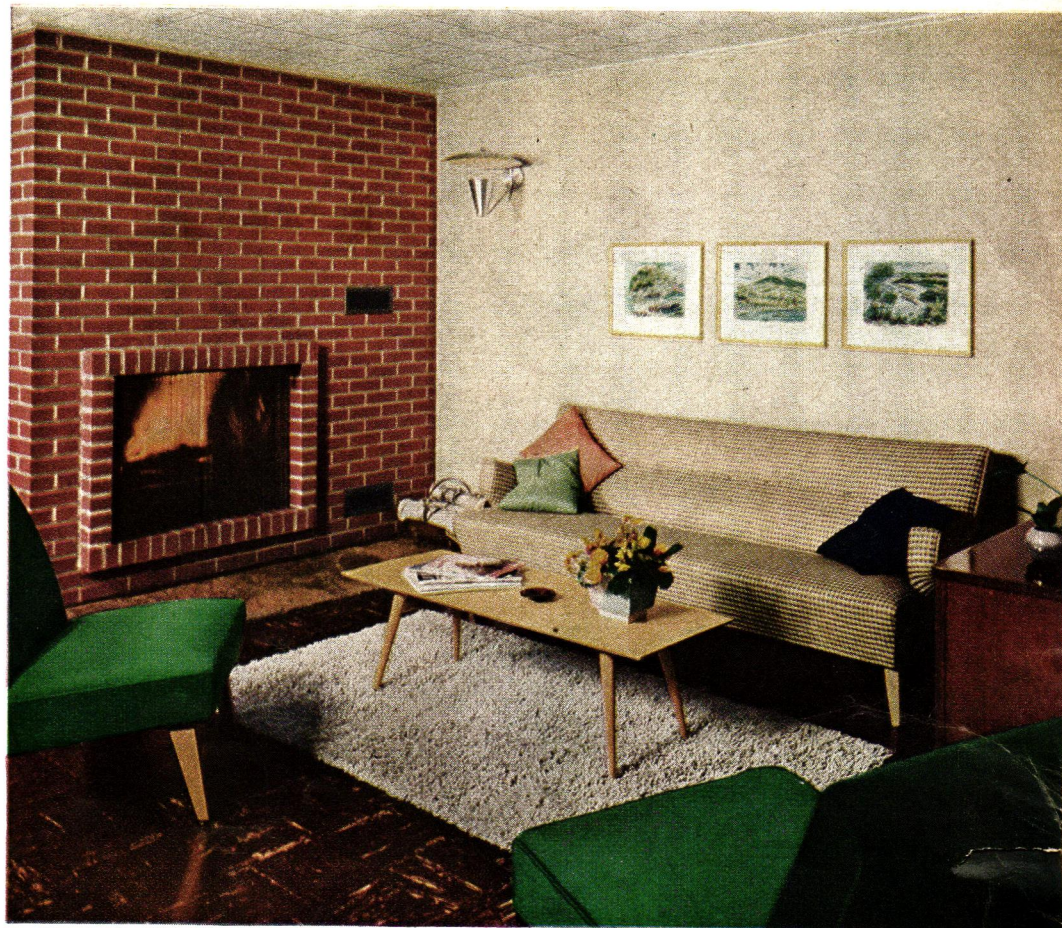


Ready-made to enlarge, house has side door (above) located to serve breezeway-garage addition, for which owner already has laid slab. Access to future rear bedroom will be through present utility closet at rear of hall (see floor plan). For more pictures, information on house, ask your POPULAR HOME sponsor for Photo Plan 53-1, price 10 cents. He can order building blueprints for you—available also with basement, and with reversed layout.





Bright, cheerful living room has 12-foot window of casement sash above built-in bookshelves, radio-phonograph. Entrance door at left is protected by recess. Ceiling is of attractive WEATHERWOOD Tile.



Right for entertaining or quiet evening is fireplace grouping in living room. Mr. and Mrs. Arnold Labahn, the owners, chose neutral background for accents of furniture and accessories. Smooth, blemish-free walls throughout are of SHEETROCK Gypsum Wallboard.

expansion. That means a third bedroom added to the rear when you're ready for it, even an attached breeze-way, workshop and garage if your lot size will also permit expansion to the side. And the additions won't look like afterthoughts, but will harmoniously complement the original structure.

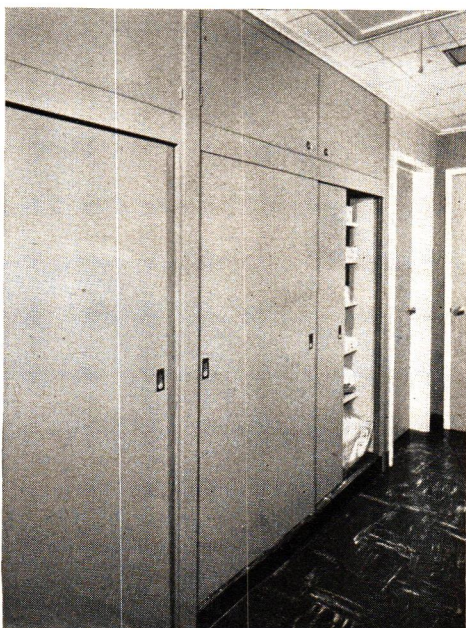
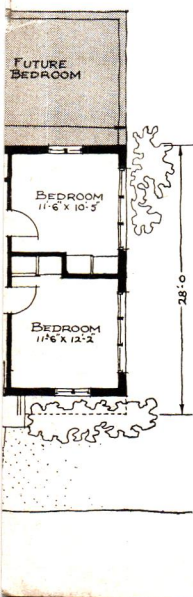
What's more, the House for a Busy Future represents *extra* value because it's constructed of handsome, long-lasting, easily-maintained building materials—the materials your United States Gypsum dealer will supply for the home you build. Let him show you the wisdom of building dollars well spent!

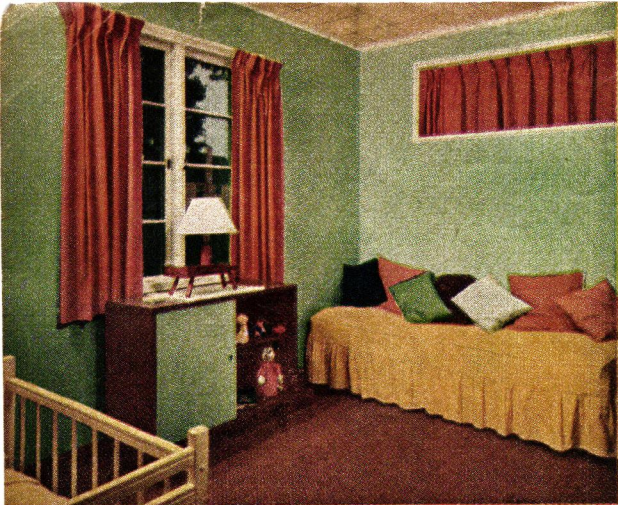
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Visual separation between living and dining areas is achieved by use of movable cabinets, and contrasting draperies in two areas help this effect. Dining table extends for eight persons. Flooring is asphalt tile over concrete slab.

Exceptional feature of this small house is hallway closet wall, equipped with plywood sliding doors. Bathroom door is at left rear, next to utility closet door located for future expansion. Attic is accessible through hatch in ceiling.

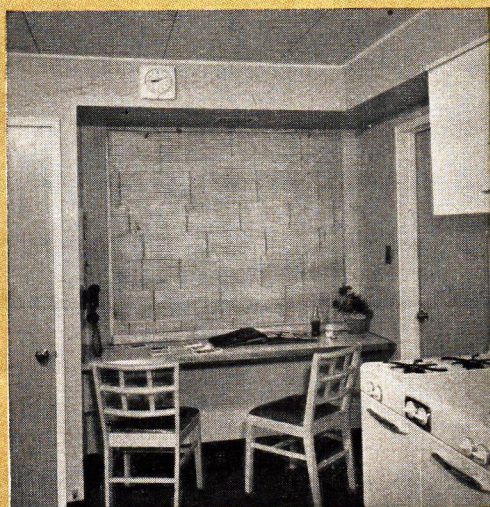




Window arrangement provides cross ventilation, ample wall space in both bedrooms of House for a Busy Future. Rear room here is furnished to double as nursery and guest room. WEATHERWOOD Tile ceiling is finished in Sunlight Yellow of TEXOLITE paint line.

House for a busy future

(Continued)



Beneath triple window in rear of kitchen is garden-view breakfast counter, next to small pantry closet. Door at right leads to utility room and bathroom, both accessible from two sides. For views of other rooms and technical details, pick up POPULAR HOME Photo Plan 53-1, yours for 10 cents from firm named on covers.

A helping hand for your dreams

Remodeling, building, buying—the book to help you make the most of your plans *this year* is here: the big 1953 Homemakers' Idea Book. 144 pages, including all 1952 issues of POPULAR HOME. It's yours for 50 cents from your local POPULAR HOME sponsor—or, if his stock is already gone, use the coupon below.

POPULAR HOME MAGAZINE,
P. O. Box 5997, Chicago, Ill.

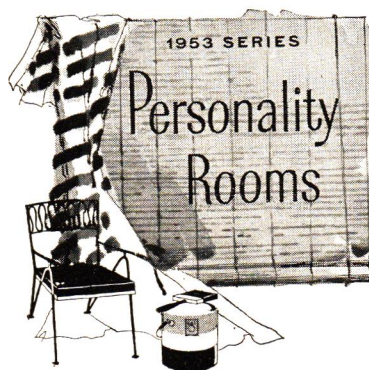
Enclosed is 60 cents including postage and handling charges (plus state tax) for the 1953 Homemakers' Idea Book. Send my copy right away!

Name _____

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I receive POPULAR HOME through the courtesy of _____



Beauty on a Budget

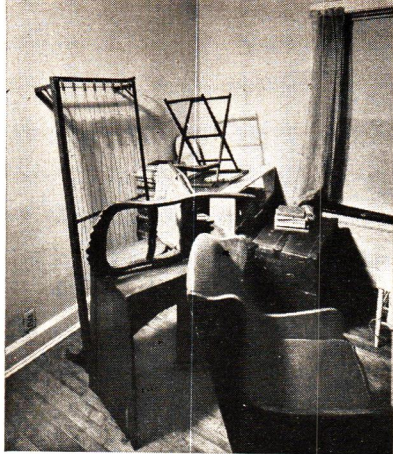
Here is the first of a collection of rooms with good color schemes and decorating ideas. In issues to come you will see rooms in large and small, old and new houses, decorated on unlimited and on shoestring budgets. Watch for them!



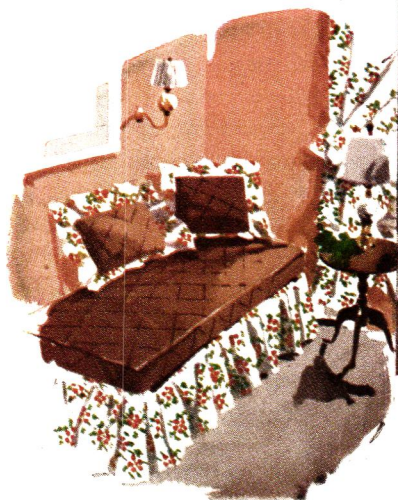
STOP WISHING for a pot of gold to transform idle or listless rooms into well decorated "magazine story" settings. Reach instead for pots of paint and dye, your sewing machine and just a little money. Here we show the conversion of two seldom used rooms into livable space. Good taste and homeowner effort, coupled with the economical magic of paint, were the main ingredients for the transformation. The new rubberized paint, TEXOLITE DURAVAL, is your answer for a color cure.



2-Before. Ambitious owners saw the possibilities in this extra bedroom, clean and tidy, but seldom used.



1-Before. Known as "the back room", a catch-all where everything landed in emergencies.



1-After. Now it's a relax-in-comfort room for family or a guest. White sheeting curtains (above) contrast with Gun Metal wall color, easily mixed by stirring together equal parts of Canterbury Blue and Congo Brown. **Alternate color scheme** (left) combines coral red, brown and white with walls painted Sea Island Peach.



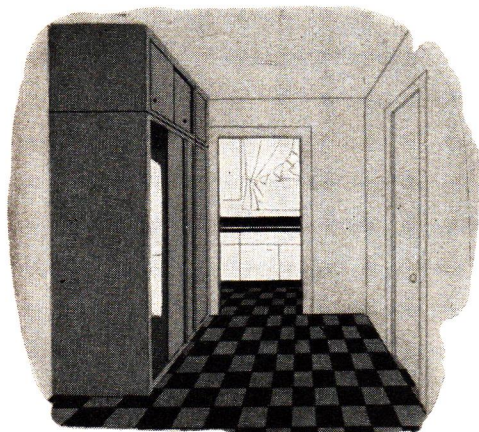
SEE THE TEXOLITE DURAVAL PAINT COLOR CARDS FOR ALL OF THE WALL COLORS SHOWN.

2-After. Now it's a study-guest room (bed was moved to another corner). Walls painted Candlelight (below) and curtains dyed to match give effect of captured sunshine. Small cotton rugs are sewed together. **Alternate color scheme** (left) shows effective combination of yellow gold and tomato red with Brewster Green walls.

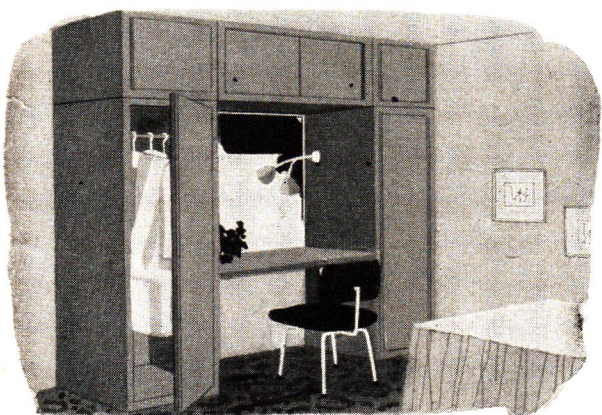


*Store Away Your
Storage Woes . . .*

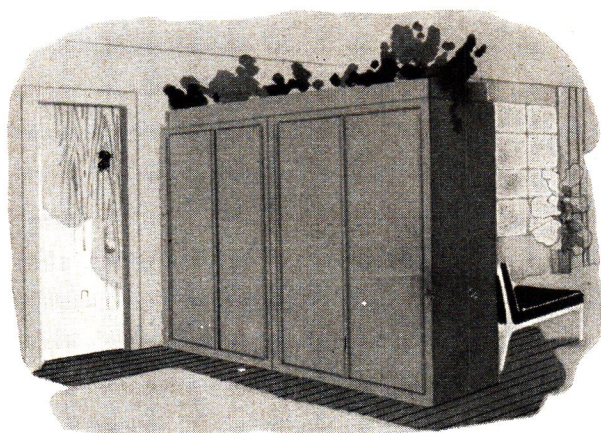
Store-all Closets



How about 96 cubic feet of new storage space in your hallway, kitchen or utility room? That's the total provided when all four units are combined into large storage center. Two-foot units in rear have hinged doors.



Modern convenience for your bedroom—with an eight-foot "storage wall." Four two-footers and the small sliding-door unit do the job. Vanity shelf and mirror are added for final touch of glamor.



Handy haven for coat storage—four-foot sliding-door units serve as guest closet and room separator near front entrance. Back and side panels of DURON Hardboard are excellent spots for unusual decorative effects.

FEELING the closet "squeeze" in your house? Maybe your trouble is Storage-Itis, the common malady of houses short on closet space.

There's a quick remedy for your home's illness—Store-all Closets you can build yourself. POPULAR HOME has designed four free-standing modular units to be used singly or in combination throughout the house. They accommodate clothes, food, linens, utensils—almost anything that's now in your way.

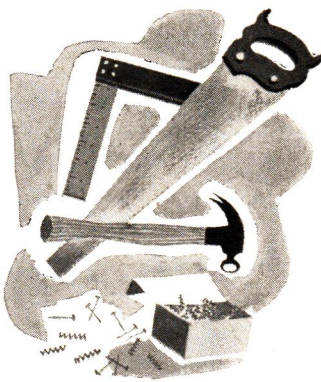
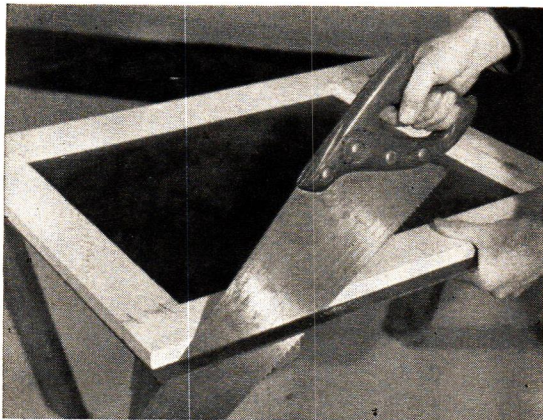
Complete how-to-build instructions are yours—in a free POPULAR HOME Handyman Plan available from the local firm named on the covers. See your local building material dealer for the DURON Hardboard, lumber and hardware required for construction. The cure's in your hands!



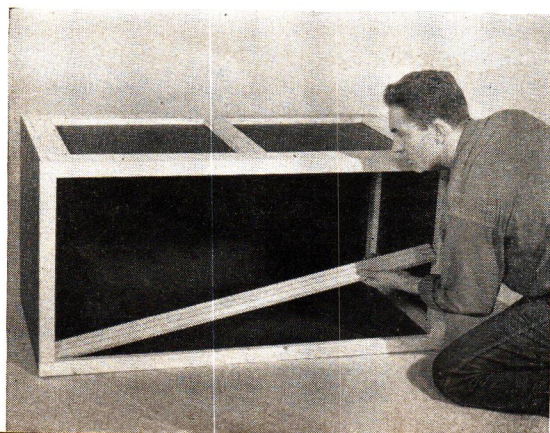
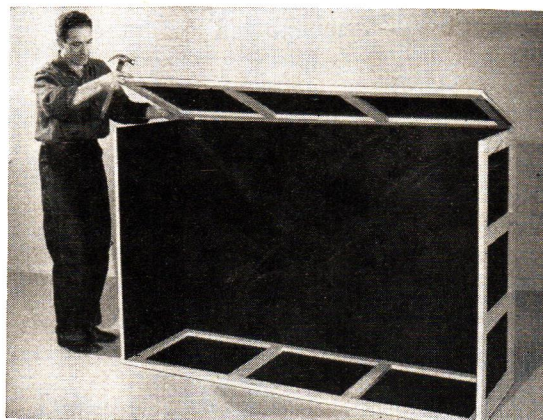
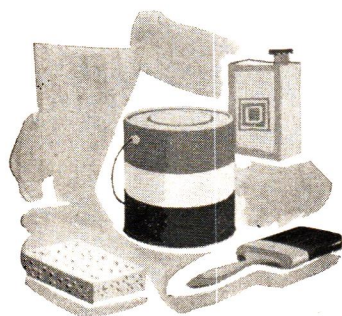
Storage with a smile—here are the four-foot units with sliding doors, an ideal bedroom wardrobe with lots of shelf space. The small unit on top is excellent for storing blankets and linens.

YOU can build

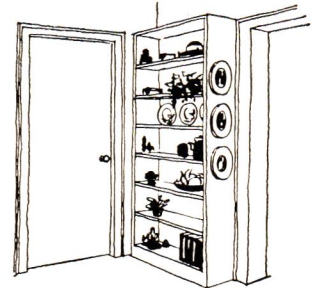
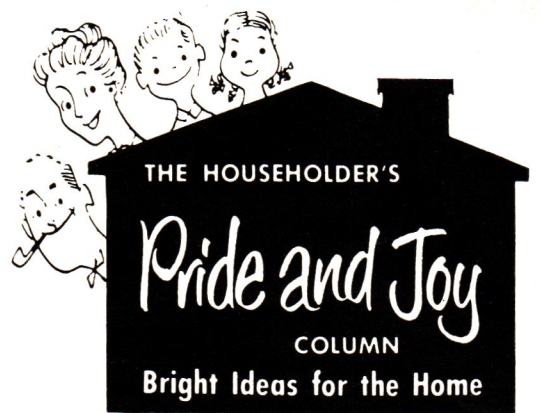
- *Permanent or Portable*
- *Sturdy and Economical*
- *For Anywhere in the House*



Typical easy construction is shown by these three photographs. (Above) Rough-cut edge of panel is trimmed to size after fastening to frame. Square-cornered panels are easy to make by employing accurately-cut edges of hardboard as guides. (Below) Side panel of four-foot Store-all Closet fits perfectly because all panels are squared. (Bottom) Tracks for sliding doors are fastened to base and top after face frame is attached. Smooth door operation results from use of furniture glides sliding on track.

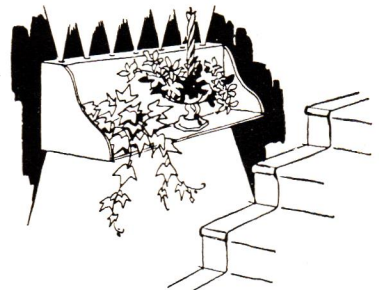


Free Handyman Plan
available—see your
POPULAR HOME Sponsor

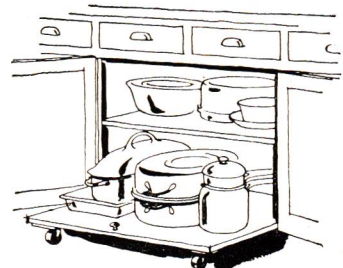


A Nook-Knack, by a POPULAR HOME family. Ten-inch shelves built into hall offset make a convenient library center. Other wall recesses can be used similarly for what-not shelves, 4 inches deep, or for radio-record spot with 14-inch shelves.

Robert M. Kintz, Erie, Pa.



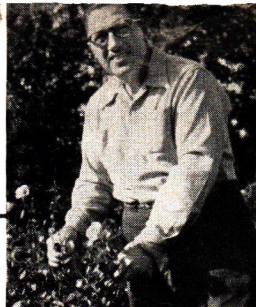
Dark and dreary stair walls or landings are brightened by a hanging shelf with concealed lighting. Tubular lamp lights wall above through holes drilled in DURON Hardboard top. The open bottom directs light to lower wall and stair treads. Plantings and pottery are back-lighted for dramatic effect.



Save your knees, get no crook in your back—casters and a piece of plywood will turn the trick. This reader's kitchen improvement makes hard-to-get-at places accessible. Additional storage can be created in any deep, low cabinet by using a dolly shelf like this.

J. Harold Hawkins, 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;
president, American Rose Society;
past president, Men's Garden Clubs of America.*

How to read a Seed Catalog

by Dr. R. Milton Carleton

THIS IS THE TIME of year we begin dreaming about the great outdoors. We can at least begin planning our gardening by ordering the seeds we'll need well ahead of planting time. Most seed catalogs are accurate, but it's important to know what they mean. Home gardeners need not be interested in good shipping qualities and other factors that are important to the truck gardener. Instead, you want beans, for instance, that will produce a fair-sized picking every few days over a long period of time.

In reading a seed catalog it's important to pass up any varieties marked "leading commercial variety", "good shipper", "market gardener's favorite", "uniform maturity", and other descriptions that identify the commercial kinds grown by truckers.

Instead, look for such words as "tender", "high quality", "good for local market only", "long period of production" and "a home garden variety". If descriptions do not give this information, always give the earlier variety preference, since quick growth means less fiber as a rule.

Most beginning gardeners manage to make a good selection of vegetables,

but annual flowers from seed confuse them. Here are some reliable annuals that will grow anywhere, and are better than old-time varieties:

Small flowered Petunia Celestial Rose, the best easy-to-grow pink bedding Petunia; Marigold Yellow Supreme, always good—big yellow flowers on 30" stems; Bachelor Button Super-double Blue Boy, as good as those found in florist shops; Unwin Dahlias, small dahlias that flower as soon as Zinnias from seed; Calendula Pacific Beauty Mixed, new heat-resistant strain of an old favorite; Zinnia Super Giants or Cactus Flowered Hybrids, both mixtures of superior types, enormous flowers and fine colors; Sweet Peas Cuthbertson Mixed, heat-resisting variety with fine flowers.

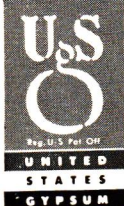
WHAT'S COMING? Other helpful columns in this new series, to appear in succeeding issues, include: (Spring Issue) **How to Grow Better Roses**, (Late Spring) **Garden Vegetables for Your Table**, (Early Summer) **How to Use Insecticides and Fungicides**, (Summer) **Care of Trees and Shrubs**, (Autumn) **A Lawn to be Proud of**, (Late Fall) **Tips on Tulips and Bulbs**, (Holiday) **Getting Ready for Winter**.

the household sleuth

Here's a Check-List to Help You Catch Your Spring Maintenance Troubles Before They Catch Up With You:

CHECK

- ☐ 1. Window frames, sills—putty condition, decorative finish, weather-stripping, rot.
- ☐ 2. Electrical appliances—cords and plugs for loose connections, faulty insulation.
- ☐ 3. Clean furnace filters, oil fan and motor bearings.
- ☐ 4. Drain water heater—remove winter's collection of silt.
- ☐ 5. For cracks in walls, ceilings—in corners, around openings. Blistered paint and stained walls are evidence of roof leaks.
- ☐ 6. Painting equipment, tools—plan new color schemes, remodeling projects, built-in features.
- ☐ 7. Masonry for discoloration, chipped bricks, disintegrated joints needing tuckpoint repairs.
- ☐ 8. Porches, stairs, siding, fences for new finish, rot, loose boards.
- ☐ 9. Concrete sidewalks, drives—for heaving, crumbling, loose packing in expansion joints between sections.
- ☐ 10. Check your local USG building materials dealer for ideas, assistance, materials to cure your household ailments. Cut out this list, hang it up for ready reference.



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"house raising"

1953 STYLE

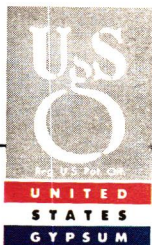


"Way back when," neighbors got together to lend a hand when a family built or remodeled their home.

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It's their business to know the answers when it comes to building or remodeling. They're always glad to keep you posted on the latest ideas, financing plans, materials.

Yes, "house raising" 1953 style is still a neighborly get-together. So, if you're planning to build or modernize—talk it over with someone who knows—the "good neighbor" who sends you this magazine. (You'll find his name on the cover.)



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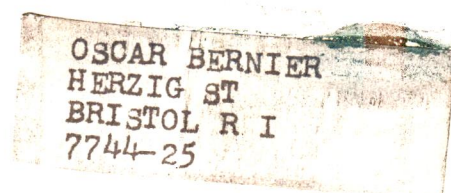
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