

Early Spring • 1954

# Popular Home

The Homeowners' How-to-do-it Magazine

Courtesy of

Wardwell Lumber Co.  
Bristol, R.I.



*For these  
we build*



# Popular Home

EARLY SPRING • ISSUE 1 • 1954

**GREETINGS, FRIENDS!** Here's the first of eight issues of **POPULAR HOME** you'll receive this year with our compliments. We think it's great, with many *new* features and scores of ideas for better living. Improving your home can be one of life's happiest experiences, and we'd like to help at each step of the way.

You'll see real-life articles on remodeling, decorating, and home repairs; a whole series of new houses selected for this climate; features on homes of famous people; tips to make housekeeping easier. See us for the building blueprints and Free Handyman Plans that supplement each issue of our magazine.

Stop in and look over our stock of lumber and other building products—we deal in quality and value, the best for your job. We've served your neighbors, and we're here to help you carry out *your* ideas. The welcome mat is out!

*Your Building Material Dealer*

(Our name and address are on the covers)

*P.S. Many folks file these magazines—you can get all the 1953 issues in the big new Homemakers' Idea Book—see Page 15 for details. For your future reference, below is a handy Index of Features from this issue.*

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*Take off to better living*

**...and we will be your ground crew!**

Destination: *better living*—and may your trip be speeded by this magazine we're sending you throughout the year!

But we're ready to help you in more ways than this. Like a good ground crew, we've got all the supplies you need for your successful trip. That means *lumber, millwork, wallboard, flooring, roofing, siding, insulation*—everything you need to build or modernize. And not just building materials, but valuable experience and ideas, too!

So why not come in—soon—and let us help you chart a straight course to your goal of... *Better Living!*

**See our Name and Address on the Cover**



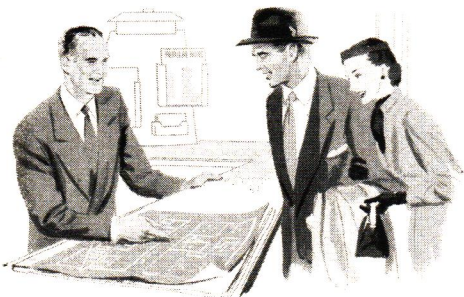
# The time is right and the help is here

SERVICE? YOU BET! For your next home-improvement project, from a small repair job to a fine new house, you'll find a friend—and expert advice—at the local firm whose name appears on the covers of this magazine. It pays to know—and use—the services that are available to you here, in your own community. Perhaps you didn't know about these:



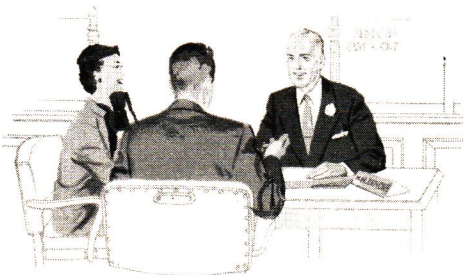
## ***Know-how to do the job right.***

Experience is everything in building, remodeling, decorating and repair work. You'll save money and get a better job, even if you do it all yourself, by taking advantage of your POPULAR HOME sponsor's facilities. If he can't help you with part of the project, he knows the people who can. Go to him first—and get on the right track!



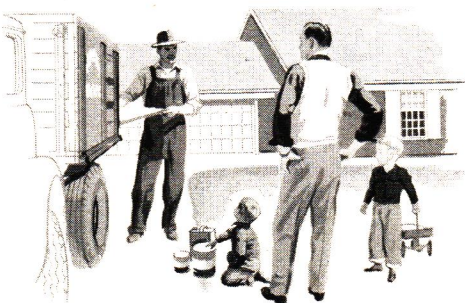
## ***Planning makes the difference.***

There's only one way to get started, and that's with plans that will produce the results you want. The firm named on the covers is Home Planning Headquarters—ask the friendly people there about plan books of new house designs, application instructions on materials, plans and patterns for home-improvement projects such as POPULAR HOME's new Free Handyman Plan on Interior Remodeling. They also can recommend qualified architects who specialize in the kind of work you have in mind.



## ***Financing as you need it.***

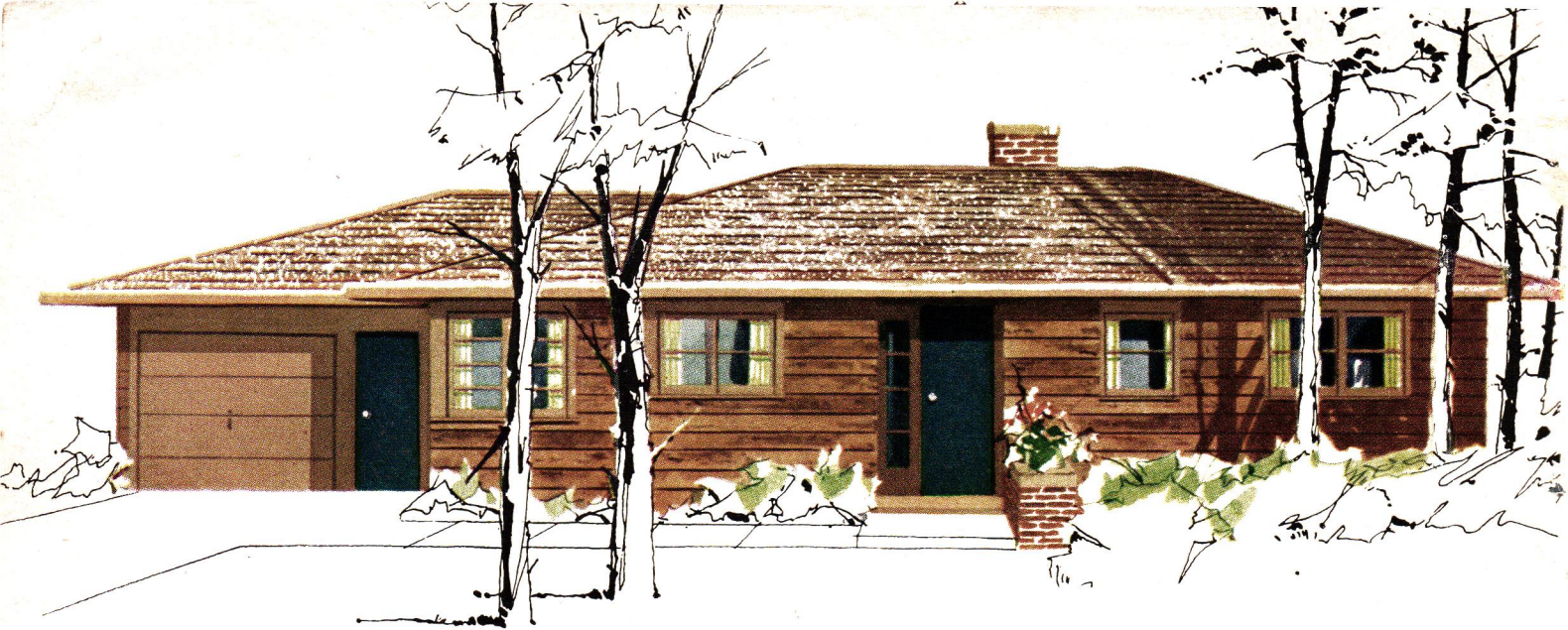
For most types of home-improvement there are several good financing plans available—an example is explained on Page 7 of this issue. Times have changed, and today it's easier than ever to have the home you want. If your POPULAR HOME sponsor can't give you all the financing details, he'll tell you how to get them.



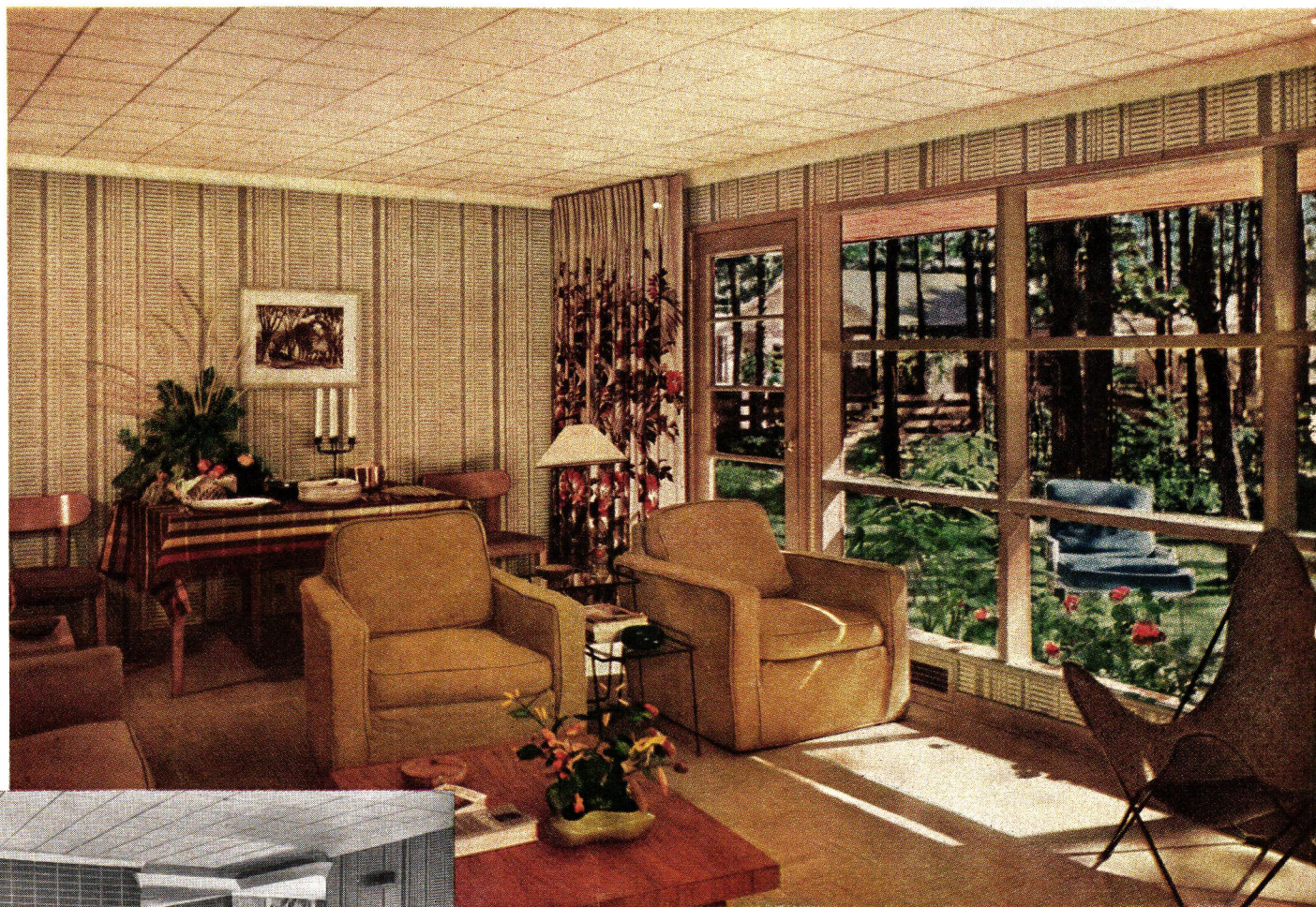
## ***Quality—dependability, too!***

When you're ready to start work, look again at the covers of this magazine. That's when the services of the local businessman named there are most important of all, for his advice on building or decorating materials is your guide to quality. Quality means durability and beauty—and long-range economy. If you need a contractor, depend on this firm's recommendations—the people there want to serve you again.

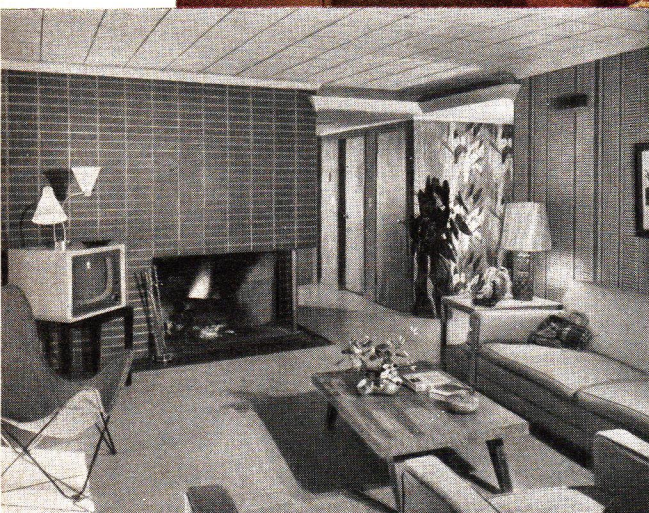




PHOTOGRAPHY: PAUL S. DAVIS

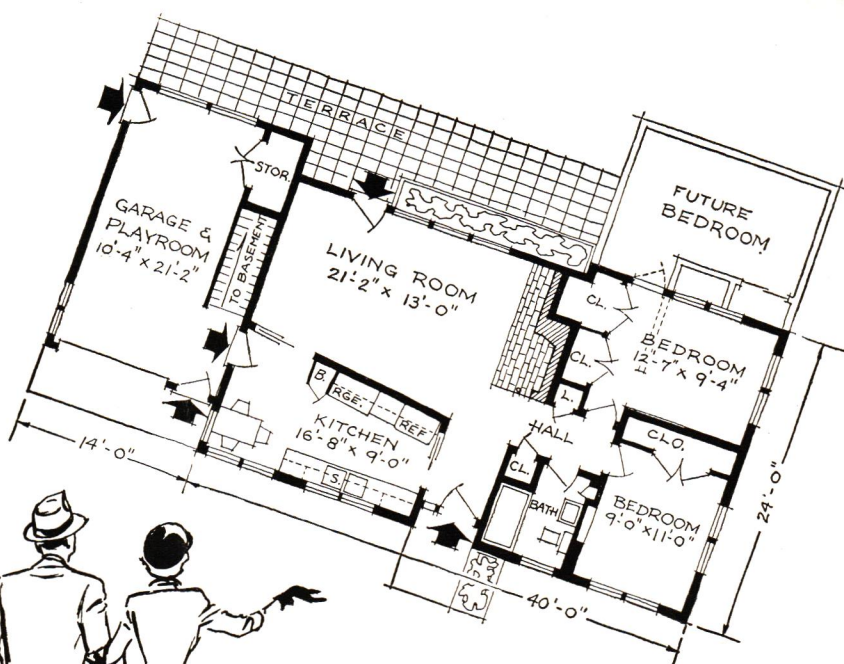


DECORATOR: HOUSE & GARDEN SHOP, REEDS FERRY, N. H.



**You make your own view** through big living room windows (above) that overlook rear patio, garden. Furniture is easily arranged to create separation for dining area, near end wall. Handsome fireplace wall (left), easily-maintained insulating tile ceiling are other highlights. View here shows part of entrance foyer, bedroom hall. Double-door closet walls (right) serve both bedrooms. Walls throughout house are of strong, fire-resistant laminated gypsum wallboard.





### Order Building Blueprints

through the firm named on the covers—you'll find the house beautified and protected by cedar siding, asphalt shingle roofing (left). Feature of floor plan is oblique partition between living room and kitchen, widening both areas where space is needed. Note ample closet space. Windows in rear of garage make "winter greenhouse", simplify future conversion of garage to study or playroom. Size of house: 1,216 sq. ft., 24,000 cu. ft. (including garage).

POPULAR HOME'S

# house that blends with nature

*Contemporary and charming,  
this small house will expand  
with a growing family*



**I**F YOU'VE WONDERED when you can afford that "fine new home of our own", the wait may be over. For here is POPULAR HOME'S House that Blends with Nature, designed and built by a talented young architect for his own family — and to fit a limited building budget.

In the lovely setting of a New Hampshire pine grove, this house takes the best from its surroundings. Its low, contemporary lines set off nature's colors on the exterior, and a wall of glass in the rear, oriented to the south, brings the outdoors into the living room. At the same time, it's built of economical but durable materials — with two bedrooms at the start, but with provision for future additions to the side and rear whenever the need appears.

You can have the house just as Architect Alexander Majeski planned it, and as his family enjoys it. Complete building blueprints may be ordered through your POPULAR HOME sponsor, with basement as presented here (No. PH 11-1B), or without basement (No. PH 11-1A) — both available with reversed floor plans. Build it on your lot — the time is right!





Ah, Spring! Jill, the older one, has just come in oozing two pounds of mud per shoe and trailed by five "garden fresh" small friends. Some prospective rug cleaner is getting richer with every step!

Spring decorating has started early, too. The "paid for" kind of decorators have just arrived next door. Our own decorator, Willie (father, that is), is in the basement where he has—in line with an old family custom—just spilled the first bucket of paint of the season. And that's not Mendelssohn's Spring Song he's singing either!



Spring and painting. I don't know how it works in your house, but in ours Willie volunteers for the big, flat "hard to paint" areas, and saves the "easy stuff" for me. You know, window moldings, radiators, baseboards, locks, hinges, door-knobs, etc.! If this is your fate too, try this next time you're bogged down on one window to his four walls: coat the locks, hinges, handles and other hardware with Vaseline. Then, any paint that splashes on them

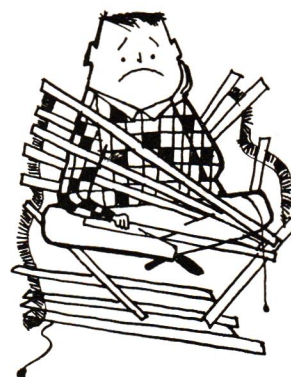
(it always does) can be wiped off quickly and easily.

Once the decorating is done, there's one thing you can do to keep peace in the family and paint on the walls: cap handles of children's brooms, mops and the like with rubber cane tips. This way they won't leave marks where they strike the wall.



Speaking of kids and walls (and I shudder at the combination), here are a couple of protective measures to take with baby: if he's a "rocker", screw a screen door latch hook to the back of his highchair, and a hook eye to the wall. Hooked in place, he can't tip over, bump head or wall. Second, fasten a 12-inch towel rack to the back of the highchair—it's a handy place to keep bib, washcloth and towel, and makes this particular variety of "Spring cleaning" lots easier!

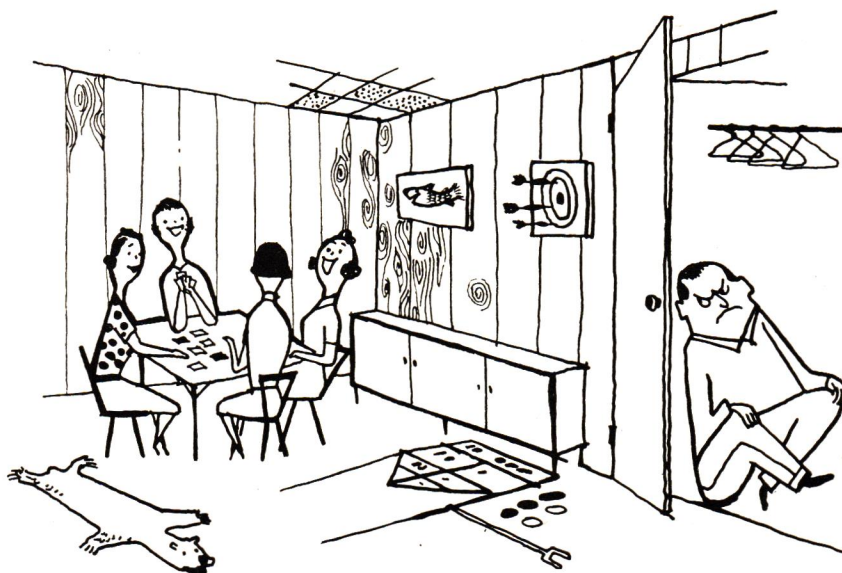
Soon the grass will turn green, and buds will burst yellow, white and pink, but meanwhile the Venetian blinds are turning blacker and blacker.



Willie's two standard suggestions are: (1) throw the bloomin' things out and fie on the Venetians who invented them, (2) scrub and retape them (who said a woman's best labor saver is a man?). But here's the best shortcut I've found—clean tapes with liquid shoe polish of the same color. Really makes 'em look like new!

Ooops! Sounds like Willie is battling the paint buckets again. I'd better go see—and on my way I mustn't forget to take those mudpies out of the oven. Ah, yes, Spring! It's just around our corner!

**Cash for contributions! \$10 each is paid for original Household Hints used in this column. Address POPULAR HOME Magazine, 300 W. Adams St., Chicago 6, Ill. Selections included above were contributed by Mrs. Grace Portsche, Lincoln, Neb.; Mrs. H. B. Caldwell, Jr., Eau Gallie, Fla.; Mrs. Martin Growe, Arkansas City, Kas.; Mrs. Herman Geisler, Jerseyville, Ill.; and Mr. Richard Settlege, Kenton, Ohio.**



POPULAR HOME MAGAZINE

"Harold's been so happy since he built his den!"





# Face-lifting on a budget

***Well-planned Modernizing will put  
This House on the Comeback Trail,  
With the Cost Spread Over the Years***

**P**UT YOURSELF in the shoes of Mr. and Mrs. Roger Werner, who own the substantial house of 1925 vintage illustrated above. It's similar to thousands across the country — large enough for the family and with many useful years left, but with too much old-fashioned inconvenience and too much space located in the wrong places.

You know it needs modernizing, and you know where to begin — with a competent architect who specializes in home remodeling. He works out some amazing changes that make the house better-looking and easier to live in. On the front exterior, for instance, he tells you to rip off the old porch and substitute a graceful canopy, a small porch and simple railing,

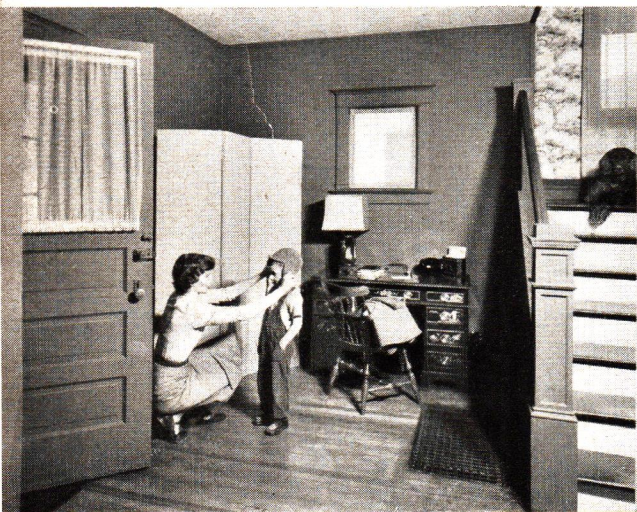
as shown above. The unneeded roof dormer is to come out; a new picture window and shutters will be added.

But what about the cost? Well, either through your building materials dealer or your local lending institution you'll find that several good financing plans are available, the type depending on whether the house is now mortgaged, and on other factors. Under one of them, a 15-year conventional loan, you might find you could finance the entire remodeling job, as shown on this page and the next two, with a small initial payment and mortgage payments of only about \$64 a month exclusive of taxes.

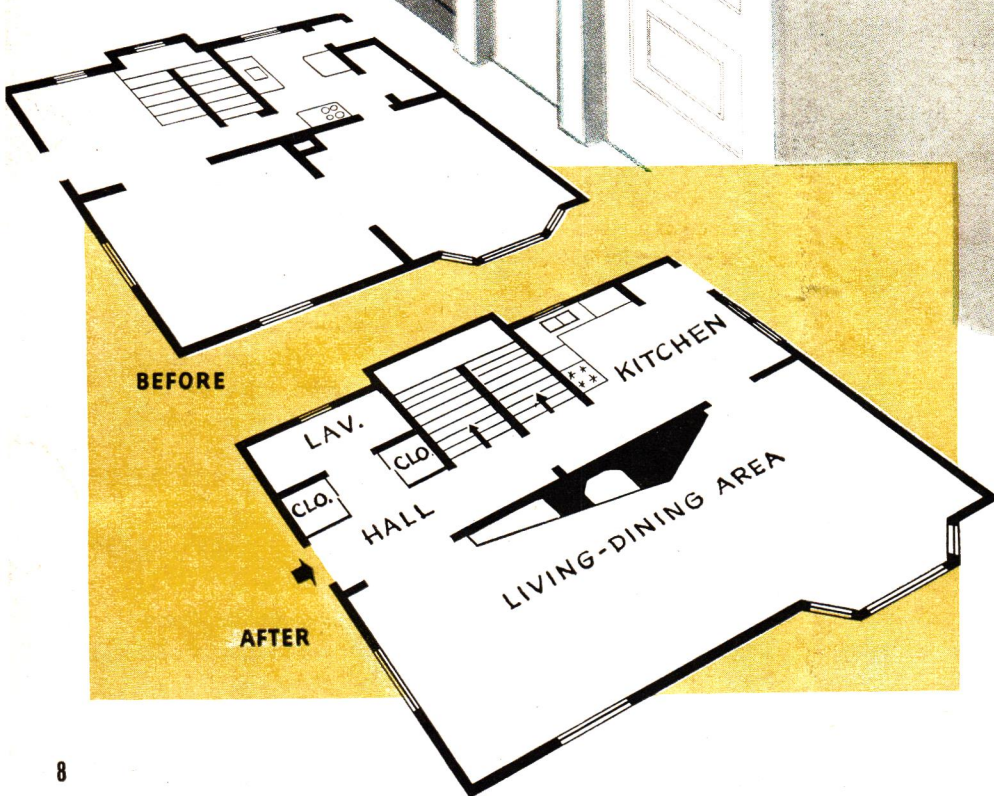
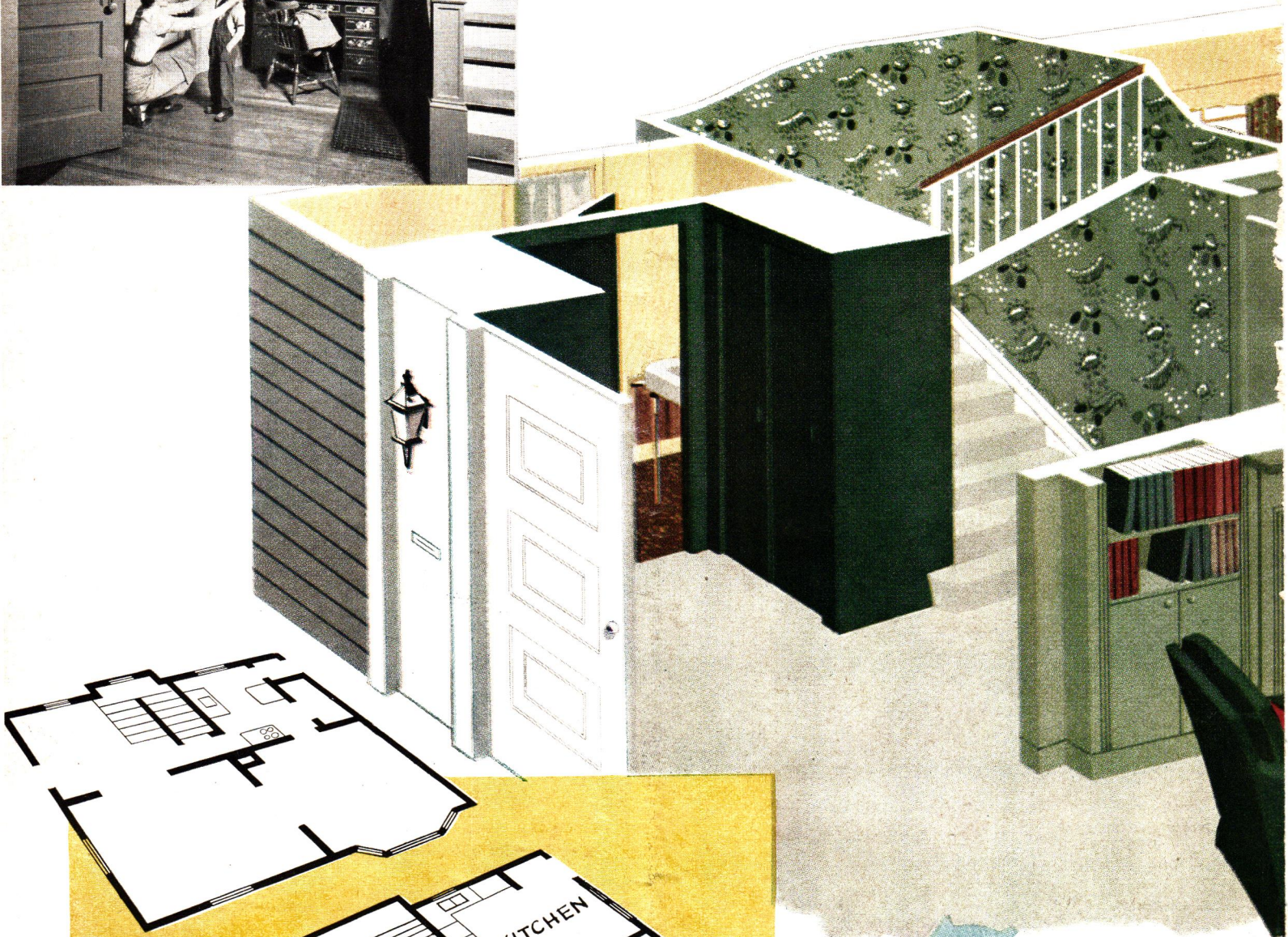
If you decided to do the job piecemeal, undertaking only one part at a time, you might want to consider a short-term FHA-insured Title I loan, which could give you all the front exterior improvements pictured here for perhaps as little as \$48 a month. The rest of the transformation, in the living-dining area, kitchen, and entrance hall, would be just as easy to accomplish, as you'll see! *(Continued on next page)*



## face-lifting (Continued)

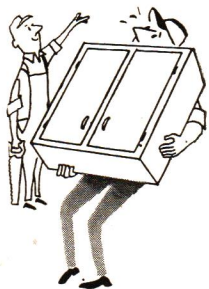


**More closets and storage space** get priority in remodeling plan worked out for Werners. In wasted space in entrance hall where Mrs. Werner puts outdoor togs on son Ricky (left), will be two new wardrobe closets and a convenient powder room (below). Closets like this, with sliding doors, are easily built from directions in a Free POPULAR HOME Plan on Store-All Closets—see your local firm named on covers. The cost? This entrance hall remodeling might be financed on payments of only \$21 a month!

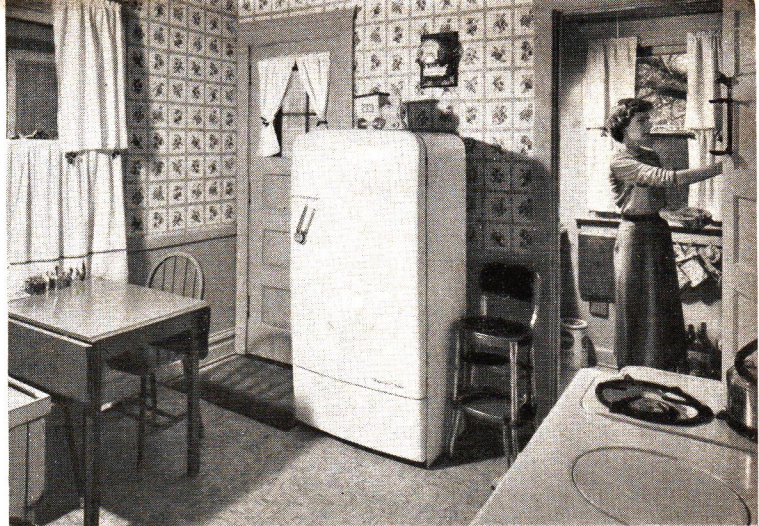


*How to do it  
in your house?  
See your  
**POPULAR HOME**  
sponsor for Free  
Handyman Plan  
on Interior  
Remodeling*





**Kitchen was sore spot** (right) in old plan, without enough counters or cabinets, and with good space wasted in outdated pantry and porch entry. Modern work center (below) will have partitions removed, porch enclosed, new windows and cabinets installed, and pleasant breakfast spot overlooking rear yard. Efficient L-shape arrangement of cabinets, appliances will save steps, with handy serving counter located next to dining area. The cost? Your payments on a kitchen like this might be only \$56 a month!

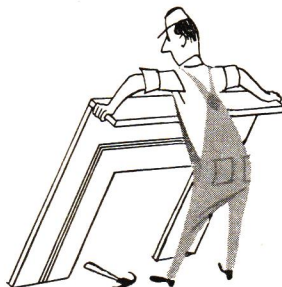


ARCHITECT: W. LOCKWOOD MARTLING, JR.



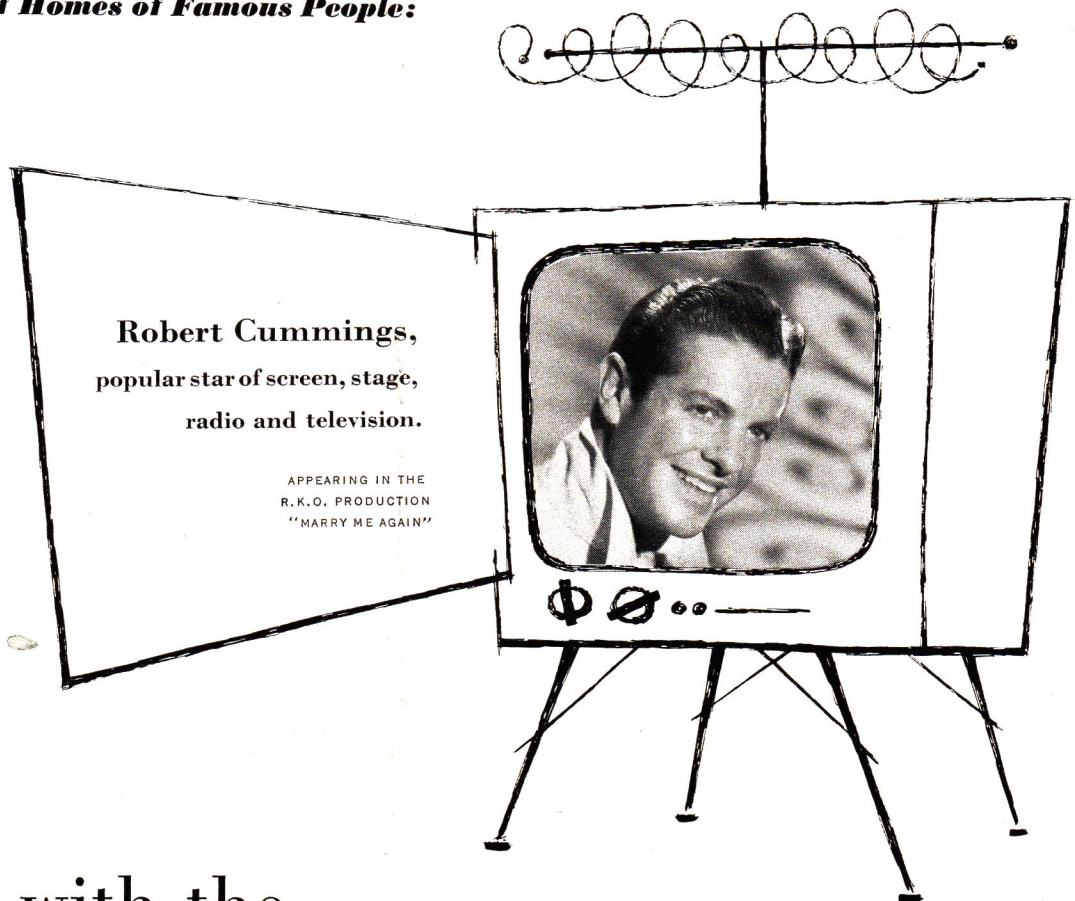
**Out with the old**, in this case the partition which cut up living and dining rooms (right). In with the new (above), a handsome fireplace which will connect to existing chimney, with built-in bookshelves and cabinets at left, china closet at right. New fireplace mantel is of stock type available through lumber dealers. Now the Werners will have a spacious, eye-pleasing area for entertaining or quiet family evenings. The cost? Even if you did but little of the work yourself, this kind of transformation might be yours with payments of only \$31 a month!

NOTE: ABOVE PAYMENT ESTIMATES BASED ON FHA-INSURED TITLE I LOAN, MAXIMUM REPAYMENT PERIOD 36 MONTHS, MAXIMUM AMOUNT \$2,500.





**First in a series of Homes of Famous People:**



**Robert Cummings,**  
popular star of screen, stage,  
radio and television.

APPEARING IN THE  
R.K.O. PRODUCTION  
"MARRY ME AGAIN"

# open house with the Robert Cummings



**T**HERE IS AN AIR of graciousness about the Robert Cummings home of Beverly Hills, Calif. It is a large white Colonial built atop a hill. Surrounded by beautiful gardens, it boasts of everything for family enjoyment . . . tennis courts, a pool and a special play yard for the youngsters.

The Cummings, you may recall, were married in 1945, with his mother, a minister, performing the ceremony. They now have three children, Robert Richard, 7, Melinda, 5, and baby Patricia.

The house is furnished with practical upholstery fabrics and furniture to withstand a lot of family living and frequent entertaining. Wall color in the living area is a soft grayed-green. A darker tone of the same green has been used in the social room just off the living room. Deeper greens in fabrics, draperies and rugs are accented with yellow, geranium and lilac.

DATA BY: MARY F. ELLSWORTH

**Contract in hand,** Robert Cummings expresses shock and surprise to an amused audience.

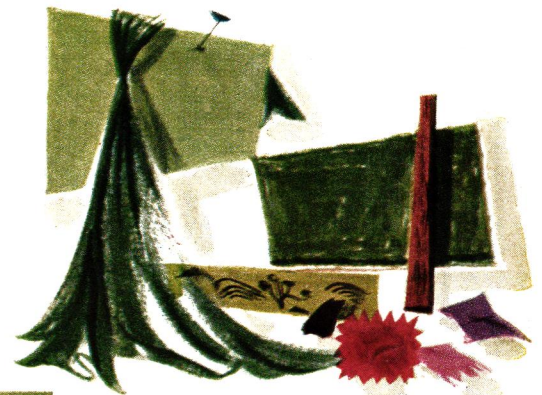




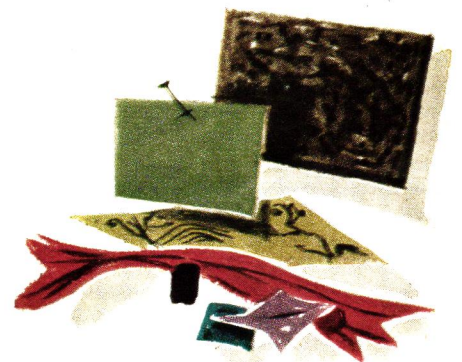
PHOTOGRAPHY: RAY M. JOHNSON

**The muted greens of this charming fireplace setting** are eye pleasing. Painted walls in soft grayed-green, deeper greens in rug, draperies and sofas, and pinpoints of color in yellow, geranium and lilac pillows make an unusual combination. Coffee table provides storage space in shelves and drawers. Water color over the mantel was done by the Cummings' decorator, Mr. Tony Duquette.

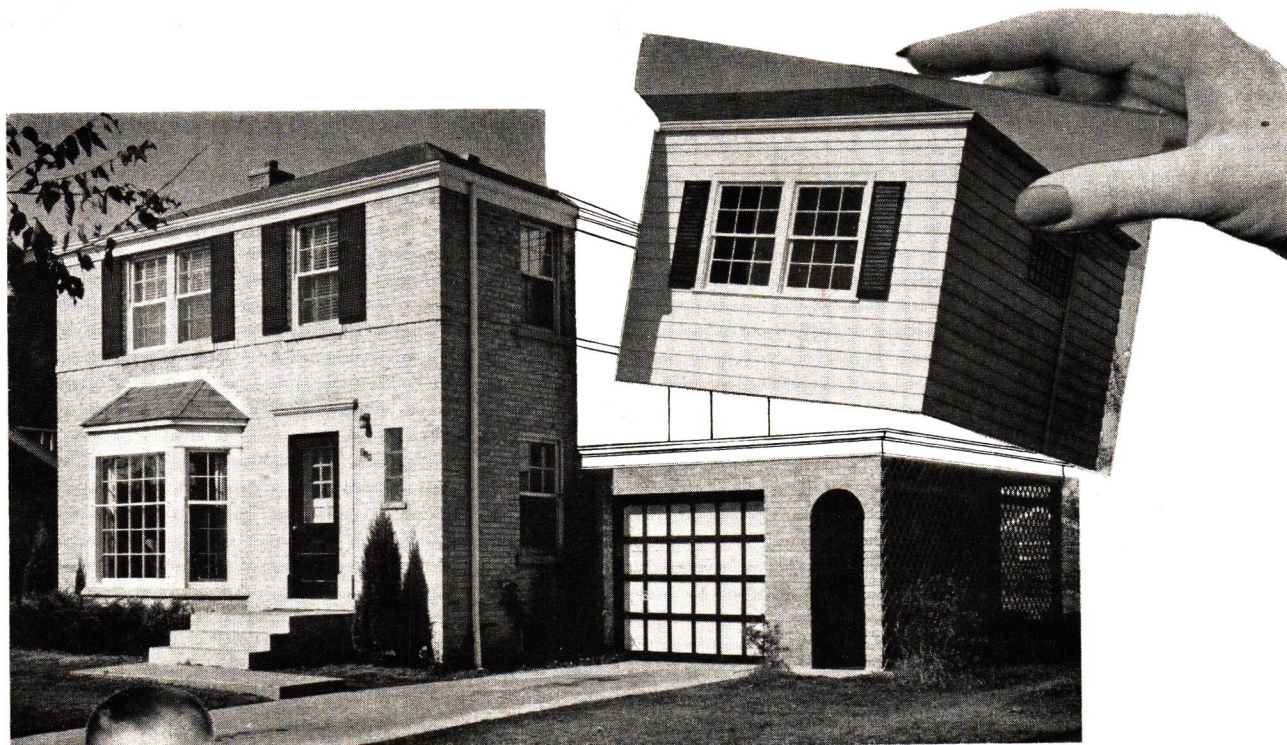
**Through the doorway is the social room** with green painted walls just a tone darker than in the living room. On one wall, hand painted paper shows a Chinese scene. There is vivid color with pleasing effect in the chartreuse, lilac and cobalt blue pillows against the geranium couch, and in the watermelon chair with shiny black buttons to simulate melon seeds.



**For your redecorating,** color schemes above and below show the approximate amount of each color in the Cummings' rooms.







# SPACE to fit the family

*Wondering How to Expand Your House?  
Here's a Sample of the Possibilities*

**G**ROWING FAMILIES soon run out of space in a small house. That's no reason, however, to automatically start looking for a larger one. Most houses can be expanded with a structural addition so that once again they fit the family, and usually it's the most economical thing to do.

Three bedrooms just weren't enough for the eight persons in the Lewis E. Martin family. A second-story addition over the attached garage was the obvious answer, and Mr. Martin made the most of it. Now, this 14x20-foot dormitory room provides play, rest and study space for four healthy, energetic boys, ages 1 to 7. With a single addition the house not only is comfortable again, but has a much higher resale value.

If you're pressed for space, give your house a chance to meet the family's needs. You'll find that an addition is easily financed and quickly built. Decide what you require, and develop a plan. Then let your local building materials dealer show you how to get big value at small expense, how to do some of the work yourself. The reward is worth working for!

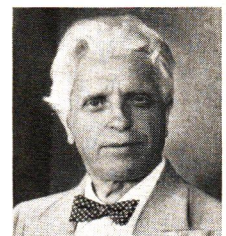




DESIGN AND DECORATION: NORM STEENHOF, ZAY SMITH ASSOCIATES  
PHOTOGRAPHY: HEDRICH-BLESSING

**It's share the wealth** for the Martin boys in their new room, as each has his own drawers, cabinet and wardrobe space. Three desks are grouped under window for the older boys. Furniture is of type available in unfinished form through many lumber dealers. Flooring is oak block on plywood base, curtains are of printed cotton.

## ***What Every Child Needs: A Corner to Call His Own***



**By Angelo Patri**  
*Author of "Our Children"*

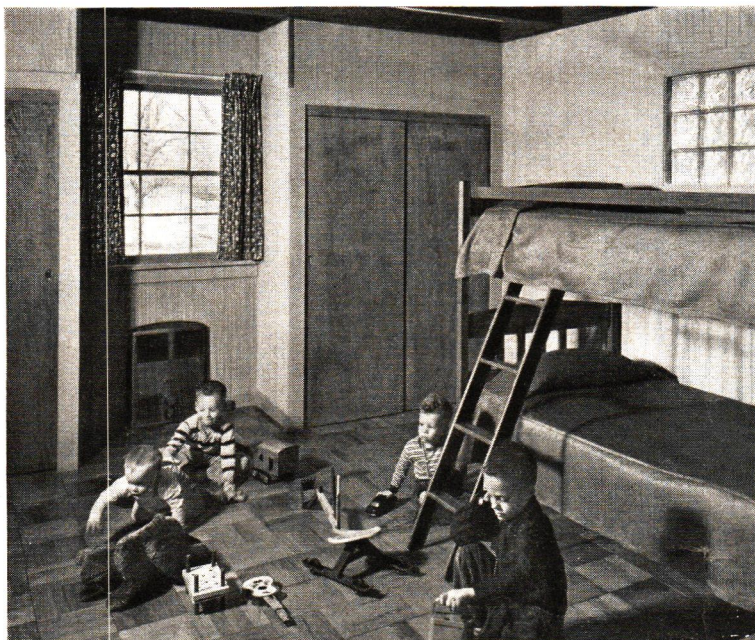
**C**HILDREN TOO OFTEN are taken for granted. Little provision is made for their growth, their comfort, and contentment in the home.

It is no matter of course. A child needs a chair suited to his size. He needs a corner that he can call his own, where he can do a bit of living on his own as his elders do.

To my mind the first right a child possesses, the first duty of his parents to provide, is space for living, opportunity for enjoying life with his family.

Children who find what they need, what they most desire, at home, go there, stay there, and when they are away from it cannot get back fast enough.

REPRINTED BY PERMISSION OF BELL SYNDICATE, INC.



**Everything wears well** in this room, and playtime's easy on mother, too. In opposite end of room (above) are Peter, 1, Jeff, 4, Jay, 2, and Roger, 7. Gas unit heater is recessed under window. Twin closets (right) have rods within boys' reach, are equipped with sliding doors. Second bunk bed set is on wall to left.

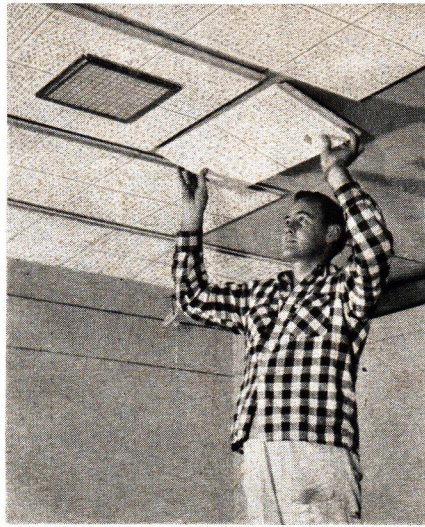
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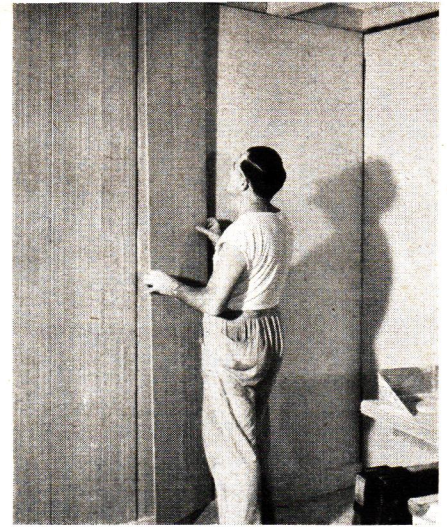




**Easy-to-apply materials** speeded interior finishing, and important first step was to staple insulating wool batts between studs. Mr. Martin hired carpentry, roofing and sheet metal work done, did finishing work in spare time. Insulation in walls and ceiling guarantees comfort in room.



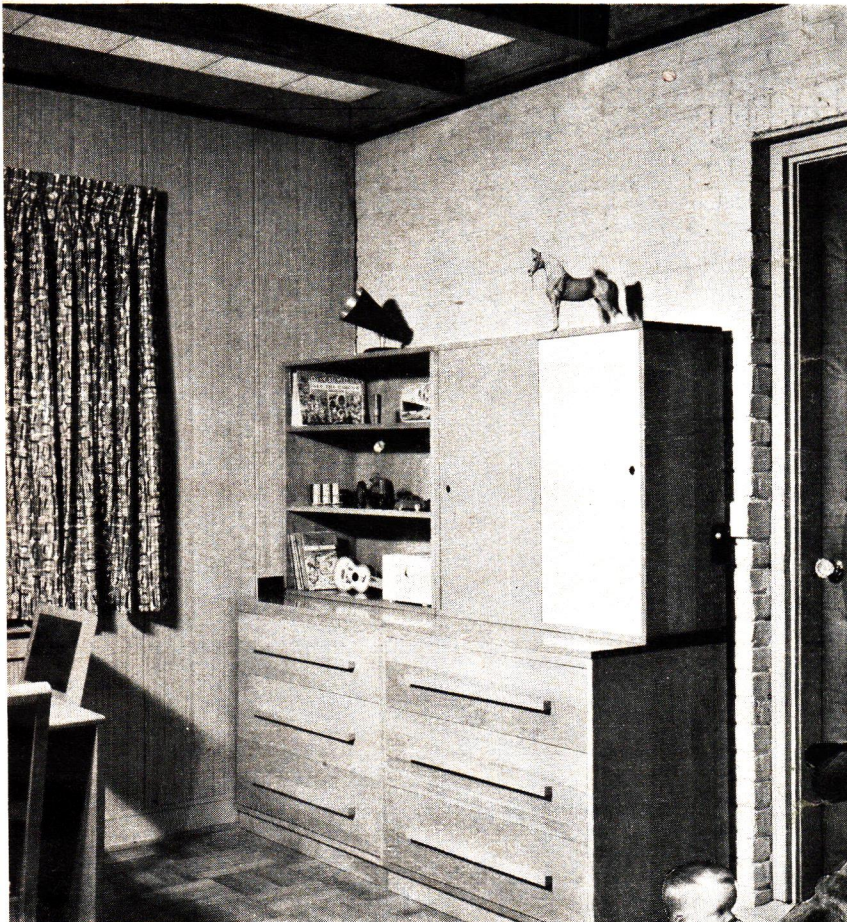
**Sound control** is a "must" in room like this, was easily provided by applying acoustical tile to ceiling. False boxed beams went between double rows of tile. Two recommended methods: staple Twin-Tile panels to 1x3 furring strips, or cement single tiles to base layer of gypsum lath.



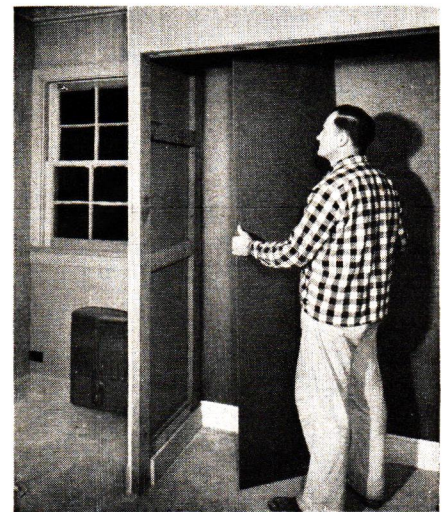
**Great new development** in wall surfaces, Panel SHEETROCK® Wallboard in striated pattern, creates striking beauty and texture in dormitory room. Application of 16-inch wide panels is simply matter of applying adhesive to back, pressing panels into place against wallboard base course.

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

## Space (Continued)



**Cabinet units** like these encourage Martin boys in good habits. Brick wall formerly was outside wall of house, now is painted pleasing soft green color. Door, which formerly served garage roof sun deck, was covered with cotton batting and plastic fabric tacked in pattern.



**Closet finishing** was simple and neat. Interiors were lined with 1/4-inch semi-hardboard nailed directly to 2x4 framing. The new Panel Wallboard, used on outside of closets to match walls, is cut to fit around openings by scoring face paper with sharp knife, then snapping core.



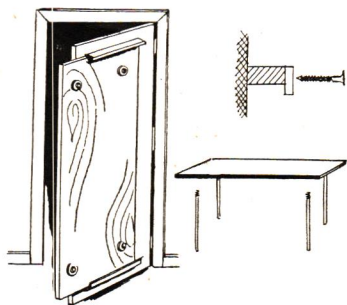
**How to Do It? See us for a free Handyman Plan on Interior Remodeling**

(Our name and address are on the covers)

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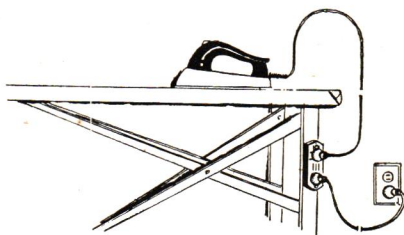


# THE HOUSEHOLDER'S Pride and Joy COLUMN



**Just the ticket** for cramped quarters, this neat dining table stores on the back of a door when not in use. Stock flush door makes the table top. Legs are  $\frac{3}{4}$ -in. pipe screwed into floor flanges fastened to top. Wooden channels screwed to door hold table in place.

*Mrs. Arthur Shalit, Newark, N. J.*



**The little lady** can iron where she pleases with this arrangement. You buy an 8 or 10-ft. appliance duty extension cord, and fasten a separate receptacle box to her ironing board. She then has use of full length iron cord, at any distance from the wall receptacles.

*William Kaplan, Tampa, Fla.*



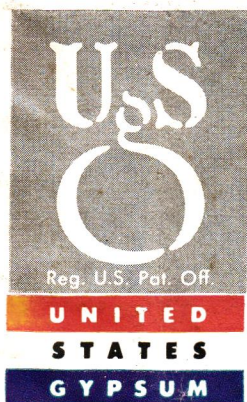
**Lingerie drying rack** is easy-to-build project for a spot over the bathtub. It's 42 in. long, 12 in. high and  $3\frac{1}{2}$  in. deep. Hinges, pivot towel rods and catch are standard hardware items. The ends, top and bottom are of 1x4-in. lumber, front and back are of  $\frac{1}{2}$ -in. plywood.

*Mrs. Lee Williams, Medford, Ore.*

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

## Ideas? Here's a Book of Them!

**How to go about remodeling, building, buying**—144 pages of ideas for your house! **See your POPULAR HOME sponsor** for the new 1954 Homemakers' Idea Book, 50 cents. If his stock is gone, send 60 cents including postage and handling charges (plus state tax) to POPULAR HOME Magazine, P.O. Box 5997, Chicago, Ill.



# modernizing miracles begin where you see this famous symbol...

## Brand-new rooms to live in



## New closets from waste space

## Attics turned into apartments



## Basements made into game rooms

What improvement do *you* need to make your home more livable? Whatever it is, you can be sure of help—real help—from your U.S.G. dealer. For not only does he have the materials you need—everything from lumber to SHEETROCK\* wallboard to flooring to paint—but he has the ideas and experience to help you work a real modernizing miracle. Your U.S.G. dealer—a mighty good man to know!

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





