

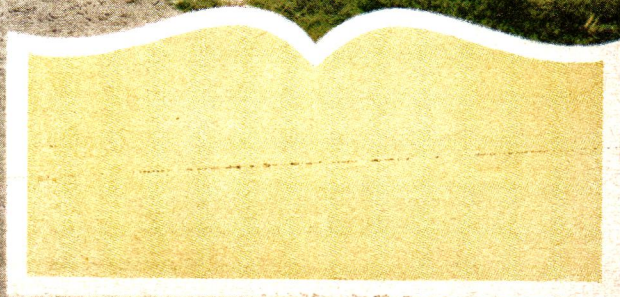
Early Spring • 1957

Popular Home

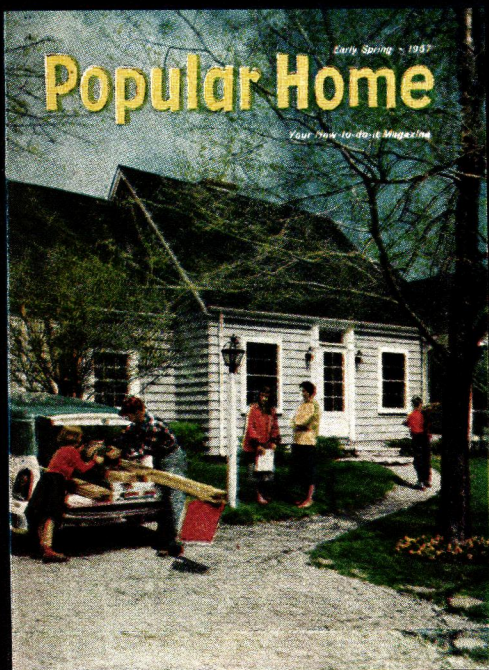
Your How-to-do-it Magazine



**FIRST IN A SERIES:
How to start toward
better living**



*This
magazine
is only
Half
the story!*

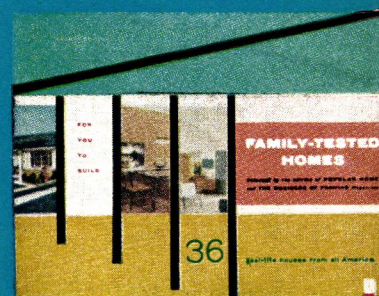
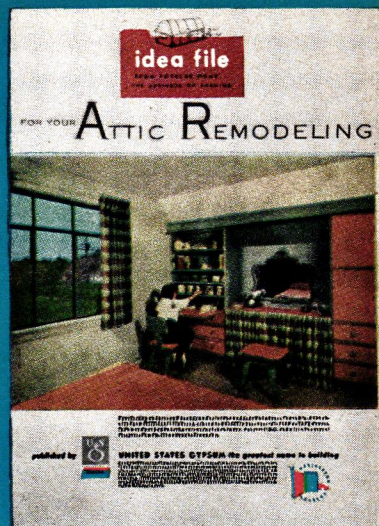


*Come see us
for the Whole story...
our name
is on the cover*

You'll find many ideas for home improvements in this issue of POPULAR HOME and in the other issues we'll be sending you. But for the full story of all the ways we can help you, come and see us!

See our new Remodeling Idea Files—free, full-color brochures loaded with ideas for modernizing homes, adding extra space—inside and out. Glance through our big Family-Tested Homes Plan Book—a library of 36 up-to-the-minute designs. Pick up free Handyman Plans for how-to-do-it directions on building and remodeling projects.

All this and more is waiting for you here at our Home Improvement Headquarters. *Come in soon!*



Popular Home

EARLY SPRING • ISSUE 1 • 1957

Cover: Home of Mr. & Mrs. Robert W. Palmer • Photography: Kranzten Studio

POPULAR HOME Magazine: Early Spring, 1957, Vol. 14, No. 1; Mailing Date: January-February, 1957. Copyright 1957 by United States Gypsum Company, Publisher, 300 W. Adams Street, Chicago 6, Ill. Eight issues per year come to you through the courtesy of the firm named on the covers of this issue. Printed in U.S.A.

how to fill your family's needs

I SURE WISH we could do something about this house! But I don't know where to begin."

The place to begin is right where you're sitting. Before you can get *practical* help, you have to do a bit of arm-chair work yourself.

First, can you answer "yes" to these questions:

- Is my house in good structural condition?
- Is the neighborhood still as attractive and convenient as it was when we moved here?
- Are our neighbors the type of people we want to have as friends?
- Can I afford to pay current maintenance costs?
- Do we need all the space we now have?

A "no" to any one of those questions means you should consider moving to achieve better living conditions.

But a "yes" to all five questions indicates you may be able to *do something* right where you are. And now you're ready for the second step.

Make a list of all the things wrong with your house. Not little things like a leaky faucet or squeaky step; they are

maintenance. But put down major shortcomings such as:

- Rooms too small or too few
- Not enough storage space
- No kitchen eating space
- No proper place for freezer, washer, dryer
- A drafty stairway or front hall
- A front door that opens right into the living room
- A living room with cross-traffic
- Not enough wall space
- A cook's nightmare of a kitchen
- Cut-up or dull and uninteresting rooms

Take your time in making the list. Just make it complete.

Next, put an *M* after each flaw that a minor change might correct. A space divider that forms an entrance hall and solves the front-door-into-living-room problem is a minor change. So are built-ins, new wall surfaces, and free-standing wardrobes.

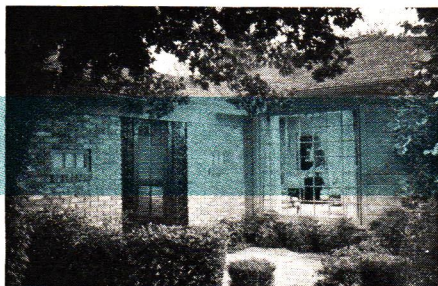
Then put an *A* (for addition) after each item that requires space you can't borrow from existing rooms. After items which would require structural change — moving walls, enlarging windows, changing plumbing or duct-work—put an *R* for major remodeling.

Now cross off all items that remain on your list. They don't belong there.

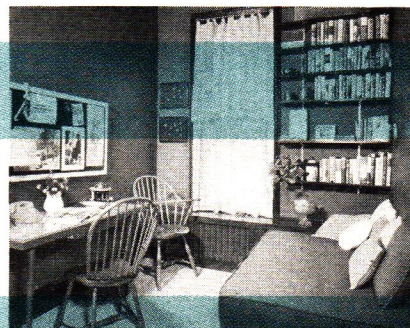
If you end up with more *R*'s than anything else, you'll find further help on page 4. If *A*'s will solve most of your problems, look on page 10. If you have only *M*'s, there are ideas for you on page 12. If your list is long and shows a mixture of *R*'s, *A*'s and *M*'s, you'll find a suggestion on page 8. And there is do-it-yourself help on page 14.

- *First of eight articles. In the next issue: New Rooms and How to Plan Them.*

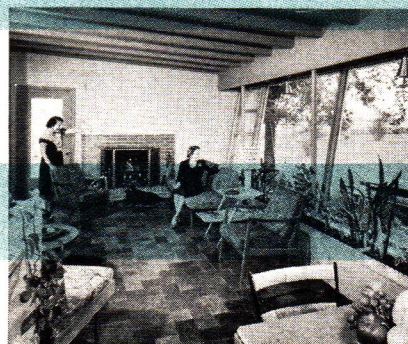
build on



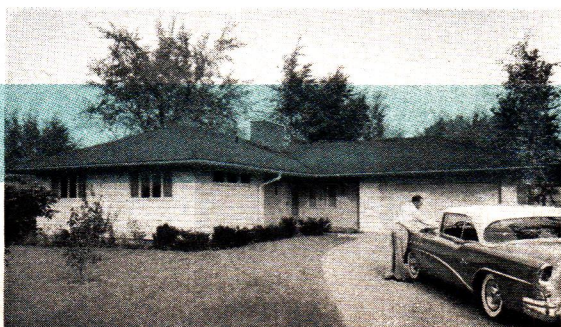
build in



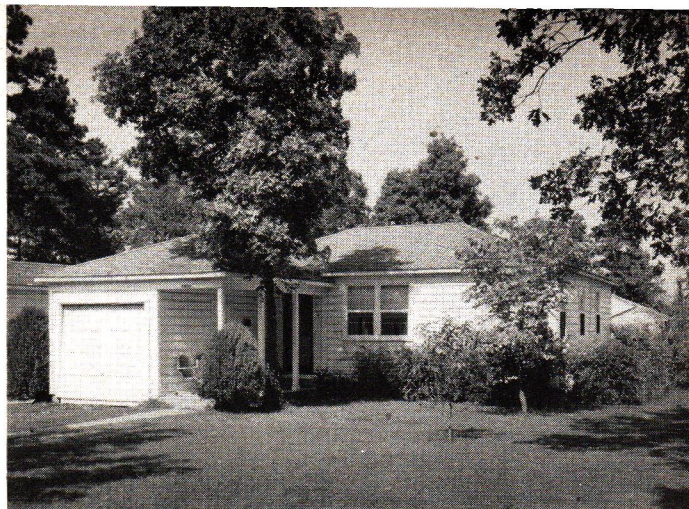
build out



build new



MAYBE
YOU NEED
ONLY A



BEFORE

AFTER →

Few changes for a Fine result

REMODELING is like taking an early morning dip in a cold lake. You dread the prospect, are glad when it's over, but feel wonderful as a result.

So don't be afraid to take the plunge. You've already made a list of things wrong. Jot down any ideas you have on how they could be made better. If you lack the ideas, thumb through magazines and clip features that appeal to you. Measure your house and develop a floor plan on graph paper, showing locations of windows, heat outlets, plumbing fixtures, lights, switches, and utility outlets.

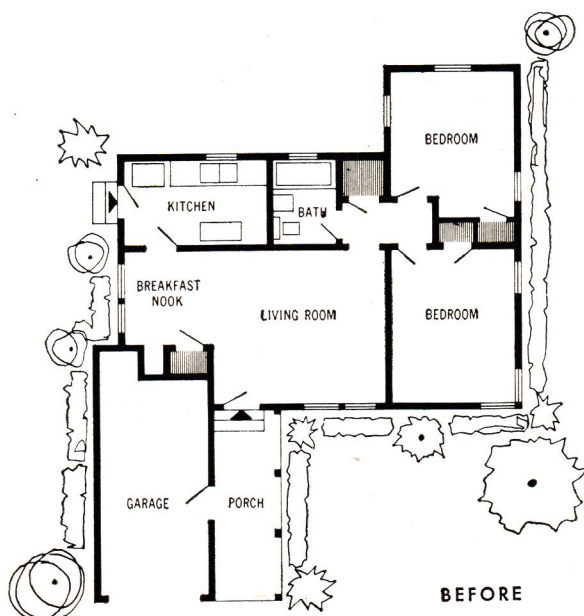
Armed with all this information, visit Home Improvement Headquarters of your POPULAR HOME sponsor. He may have a design department that can work out remodeling plans for you. He will be glad to recommend a good architect or reputable builder, and give you the benefit of his experience in building and remodeling.

Your architect—and in a major remodeling an architect's services can be a valuable economy—may arrive at a solution completely different from what you envisioned. And

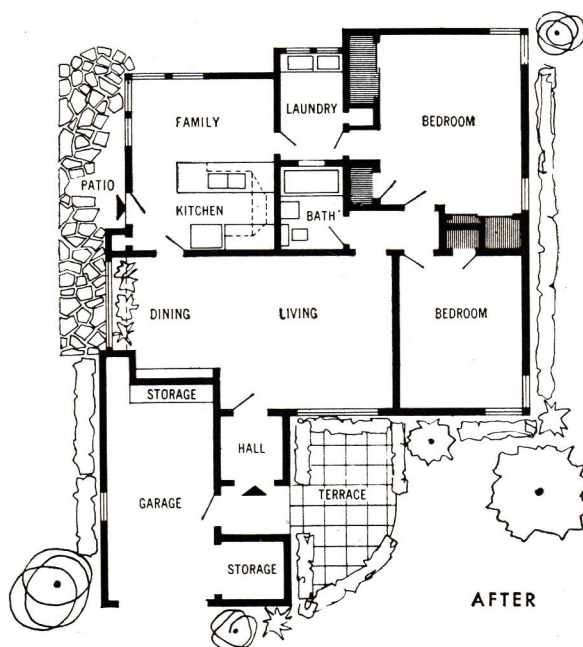
your investment is a bargain when you achieve the same fine results the Blaylocks did.

Living in a look-alike subdivision in Little Rock, Ark., Mr. and Mrs. Earnest Blaylock wanted more than their small house gave them. Their list of things wrong included a shortage of storage space, a front door that opened into the living room, a bedroom too small for good furniture arrangement, no laundry space, a cramped kitchen and a rather commonplace living area. They also wanted a second dining space so they wouldn't have to eat all meals in the living room.

The changes made by Mr. Blaylock, designer-decorator, were few but effective—the secret of a good remodeling. Enclosing two-thirds of an open porch (above) solved the entrance problem and provided bulk storage space. Expansion toward the rear solved laundry, bedroom, and dining problems. New windows and a breakfront (next page) transformed the living area. And paint and a change of materials for accent (right) gave sparkle to the exterior.



BEFORE



AFTER



READY TO BETTER YOUR LIVING? First, hold a family council (let the children in on it, too) and plan what's to be done. Visit Home Improvement Headquarters—you'll find the address on the covers of this issue—for help in planning how to do it. Then purchase your materials and move full speed ahead with the job!





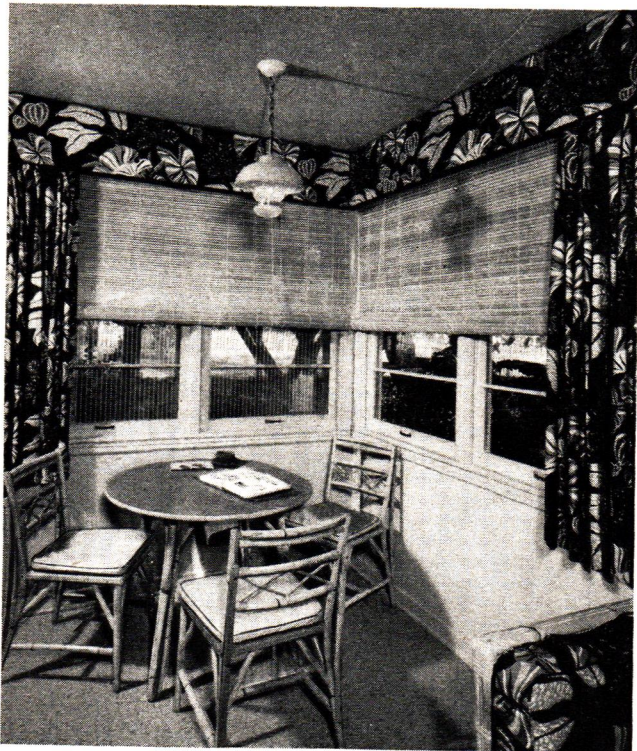
changes
for a
fine result
(continued)

Seven-foot square window lets in twice as much light as the two double-hung sash it replaced. Plants in brick planter set at floor level provide a screen of privacy, maintain summery atmosphere the year 'round. Break-front with expanded metal panels in doors doubles storage space for silver and china.

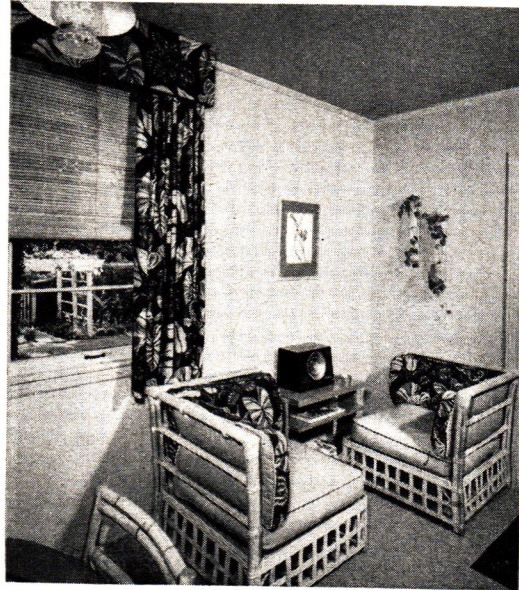
New entrance hall at right adds little to space, but much to spaciousness. Ceilings of SHEETROCK gypsum wallboard are yellow to repeat front door color. New window lets in enough light so the deep wall color is practical.

EDITORIAL SOURCE: LOUISE WILSON • PHOTOGRAPHY: SUTER, HEDRICH-BLESSING

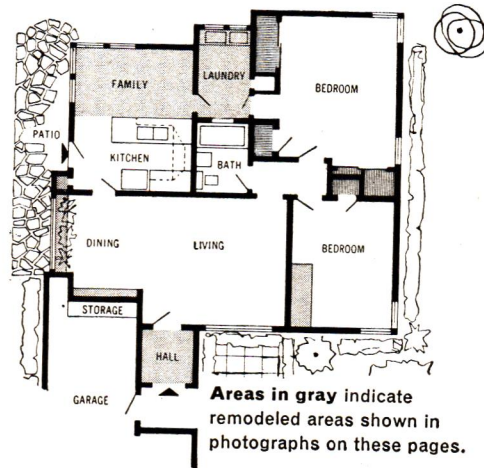




Pert and popular is the new family room. Windows removed from living room were reused here, and concentrated at one corner (left) to leave wall space in another (below). Two walls and ceiling are painted Zinnia Gold, the other two walls Kildare Green—two tube-tinted colors among 133 available in TEXOLITE DURAVAL latex paint



THE Blaylock house shows the importance of careful planning as the first step to remodeling. Where small changes, such as a change of windows, would do a big job, small changes were made. Where an addition was required, the addition was kept as simple as possible. Maximum improvement was realized with minimum outlay.



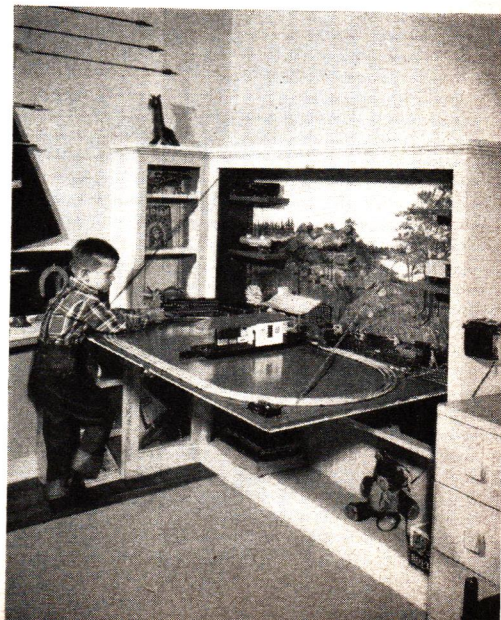
Left-over corner makes an ideal storage cabinet for jellies, canned goods, and large items used too often to stow in high cabinets. Panel of USG Perforated Hardboard puts pots in full view and easy reach. Louvered doors lead to living area.



No blue Mondays now! Double sink, washer, and storage space are condensed into a bright, efficient room. Counter is for sorting and sprinkling; cabinets hold soaps and irons; closet contains portable ironing board, shelves for linens and out-of-season clothing.

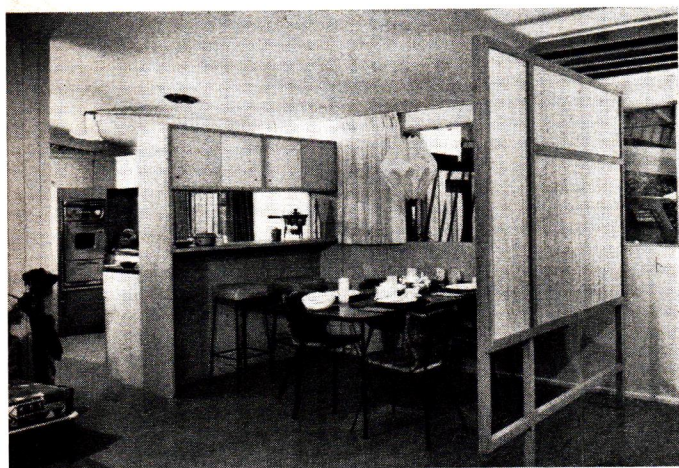


An old bookcase makes a fine frame for son Wallace's train table. Mr. Blaylock removed upper shelves and added a hinged train board of $\frac{3}{4}$ " plywood. Lower shelves provide storage space for games and toys.

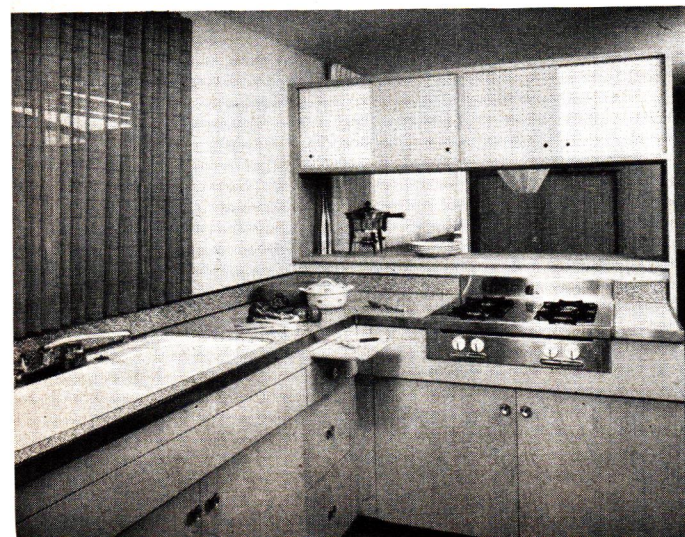




EDITORIAL SOURCE: BARBARA LENOX • PHOTOGRAPHY: JULIUS SHULMAN



Open partitions screen the dining area from both kitchen and entrance. One is primarily decorative; the other serves as snack counter and pass-through. Sliding cabinet doors of **USG Perforated Hardboard** open storage space above to both kitchen (below) and dining area. Although rooms are small, they appear spacious because they are open to each other and to the outdoors. All ceilings and all walls but one in the living room are of **SHEETROCK** gypsum wallboard.



NEED A NEW HOUSE? BUILD

POPULAR HOME'S

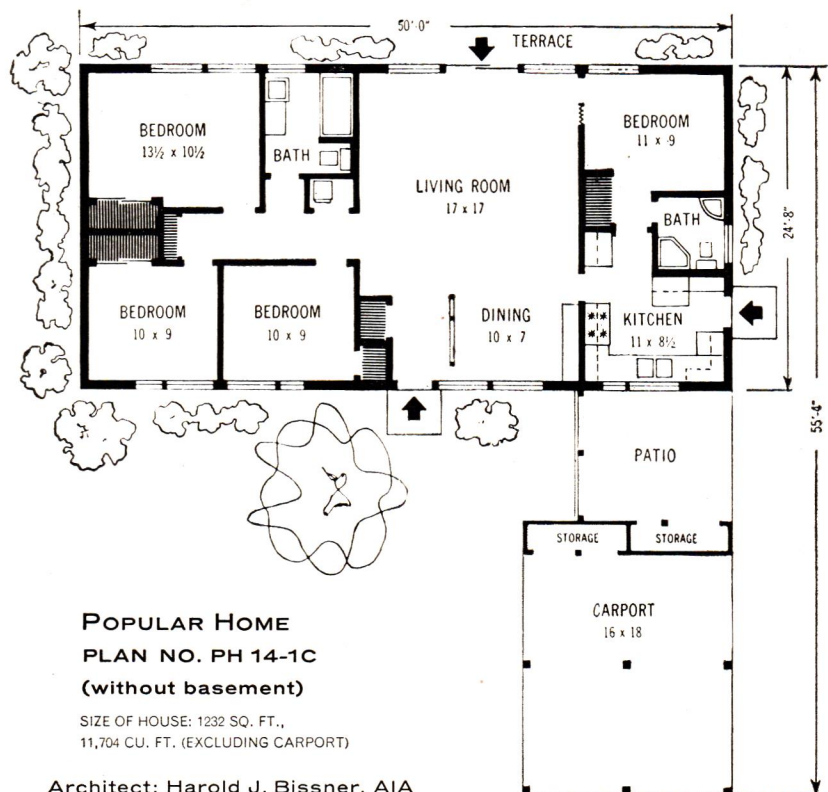
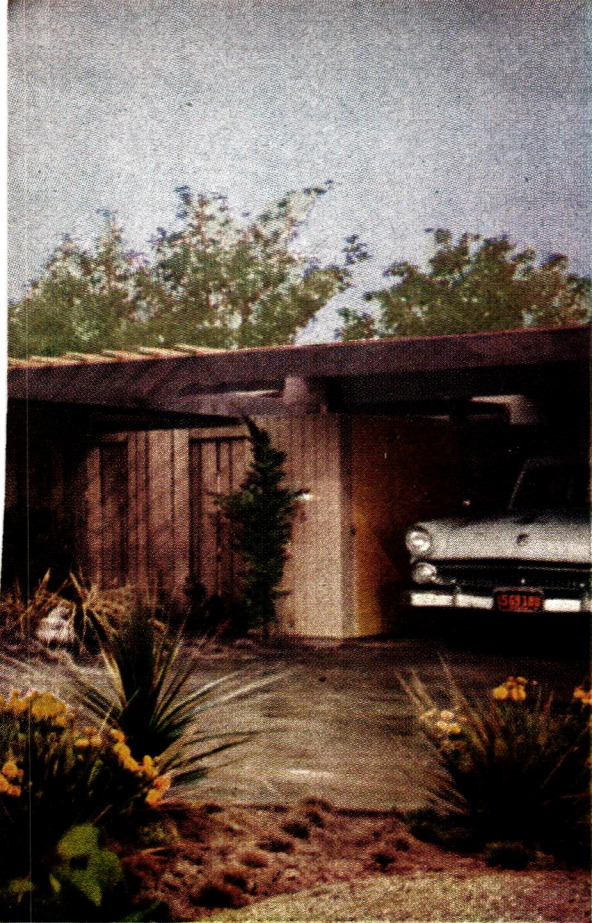
A NEW HOUSE has many advantages. You can build exactly what you want—fit house to family instead of the other way around. You leave behind the inadequacies of old plumbing, old wiring, old heating. For several years your maintenance costs will be almost nothing.

Before you do anything else, list your requirements. Make a double list, one column headed "We want" and a second column "We'll settle for." That gives you leeway to bring desires and budget together. Then look for land.

It costs no more to build a house that will fit the contours and orientation of your lot than to adapt a stock plan. So find your lot first before becoming too attached to any plan. Then look for plans. Your lumber dealer has books of plans you can browse through, including the brand-new book of 36 Family-Tested Homes. It's full of fine houses just waiting to be built.

And here, from Valinda Village at West Covina, Cal., is another fine house. **POPULAR HOME'S** 4-Bedroom Californian is designed to fit a 60-foot lot, preferably on the south side of the street. In 1232 square feet are a bright, well-ventilated living-dining area, a fine kitchen, two baths, and sleeping space for six. Connected to the house is a double carport with two large storage closets.

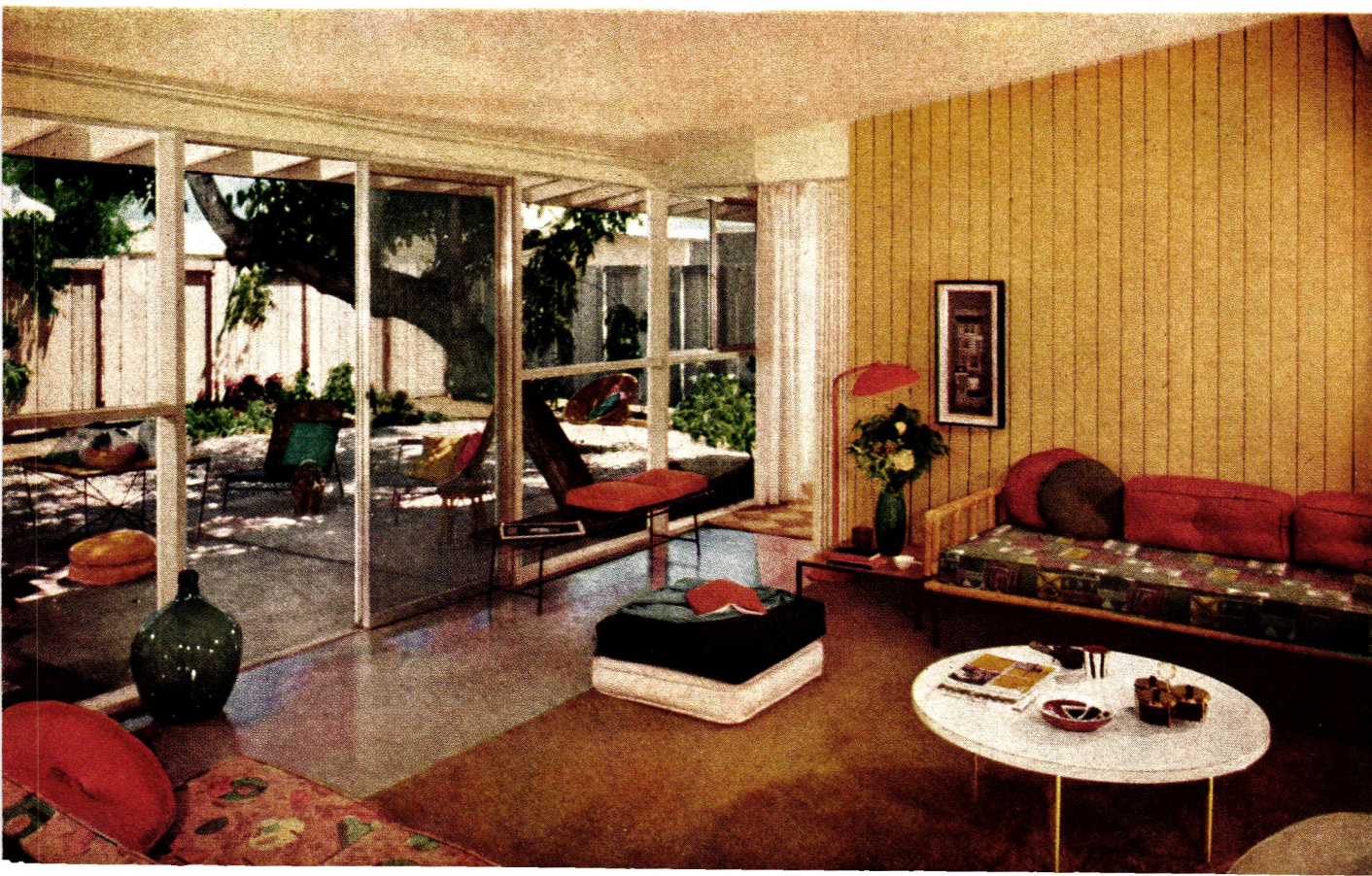
Like it? Take the next step—ask your **POPULAR HOME** sponsor to order low-cost building blueprints No. PH 14-1C (not available with basement).



4-bedroom Californian

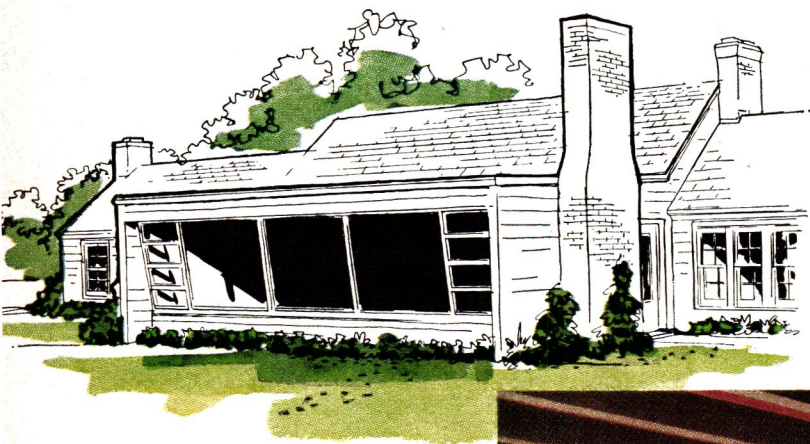
The outdoors comes right in to this living room. Ceilings follow the gentle slope of the roof, rising from about 7'-3" at outer walls to nearly 9

feet at the center ridge. Fourth bedroom (middle background) adjoins living area, can be closed off with a folding partition and used as a den.



**YOUR BEST BET
FOR SPACE MAY BE TO**

build out if you can't build in



Gathering point for family and guests alike is the sofa-bar. Seat and planter screen bar from conversational end of the room, while serving window lets Mrs. Glennon listen in from the kitchen. Interior wall is Striated Panel SHEETROCK gypsum wallboard, topped with a light cove the length of the room. Face of the bar is cork tile.

A NEW ADDITION is an answer to your need for more space only if:

1. You have enough land. If you are adding space to take care of growing children, remember that you subtract from their yard space.

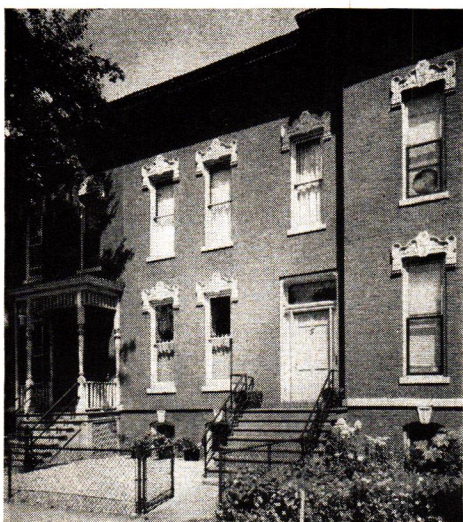
2. You can add on logically without disrupting the functions of existing rooms. You have to get to new space some way, and if that way makes a hall of another room, you've lost space instead of gaining it.

3. You don't cut daylight out of any major room. This is particularly important with a two-story house. You can add a skylight to many one-story houses.

Conversion of a garage, or porch or breezeway is the most economical solution. You eat up no yard space, you already have access doors, and you probably won't darken any room appreciably. Or perhaps you can change the use of an existing room. If you need another bedroom, for instance, can you build a new and larger living room and convert the old living space into a bedroom?

Make any new room serve several purposes. The addition the E. R. Glennons built on their home in Barrington, Ill., is a family room and dining room, with storage space thrown in. A sofa-snack bar divides the room. Living room and family area open together through French doors, while the kitchen is connected to bar and dining area by a door and serving window. Larger closets and a second bath, reached through doors from family room and master bedroom, fulfilled all the Glennons' requirements.





Untouched structurally, exterior received only paint —white on trim, charcoal gray on brick, pink on door.

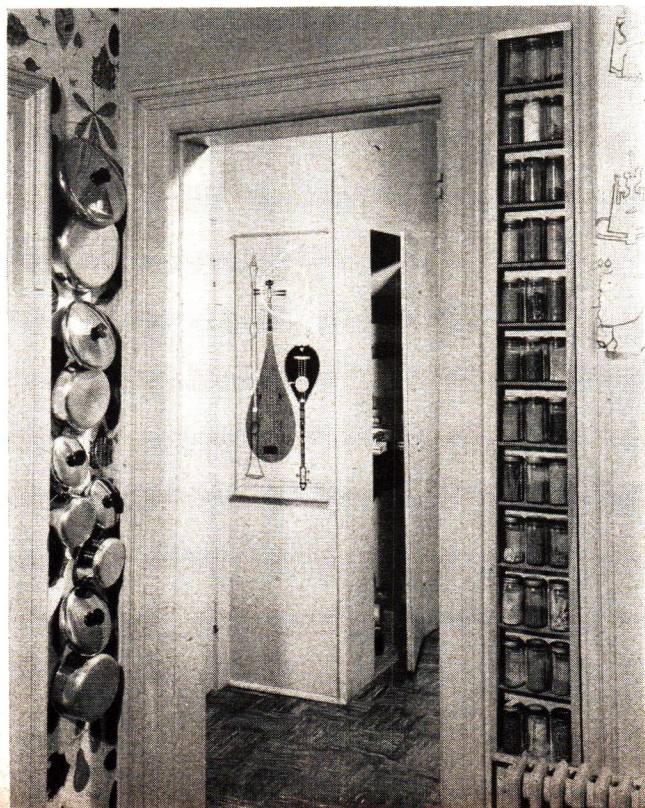
ON A TIGHT BUDGET, TRY A **tonic for tired rooms**

THE OLDER a house is, the more expensive it is to remodel. Beams are heavier, walls are thicker and often solid, ceilings are higher and harder to make look well.

But a motherly or grandmotherly house has so much more space per assessed value than a new house that you might logically stay where you are, and improve what you have. You can take years off an aging house by:

- Remodeling closets so all space counts
- Adding shelves and other built-ins or built-ons
- Changing your fireplace with a new mantel or new face
- Increasing storage space, particularly in the kitchen
- Letting fresh paint work its wonders.

Twelve inches of wall space beside a kitchen door takes care of small jars. Shelves fit between studs, while pots and lids hang from hooks set in another 12 inches of wall. Utility closet fills excess space in rear hall.



These are the answers Mr. & Mrs. Daniel Berk told considered when they bought a row house conveniently close to Chicago's Loop. They touched few partitions: removing one which separated living and dining rooms, and closing off or opening up doors through others to increase closet space in bedrooms. But with minor changes they created a gracious environment for this period in their lives.

You can do the same. Before you do any planning, ask a builder what structural changes could be made economically. Then see your lumber dealer named on the covers. His office is a haven of ideas to start you on the road to better housing for the years just ahead.

To dress up a blank wall in a kitchen too narrow for cabinets on both sides, the Berkolds built a counter 18 inches wide, and papered behind it. Long counter is for setting things down, serving, snacking, and 'phoning.





AFTER

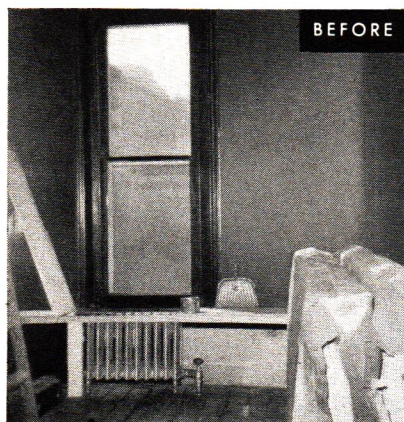


BEFORE

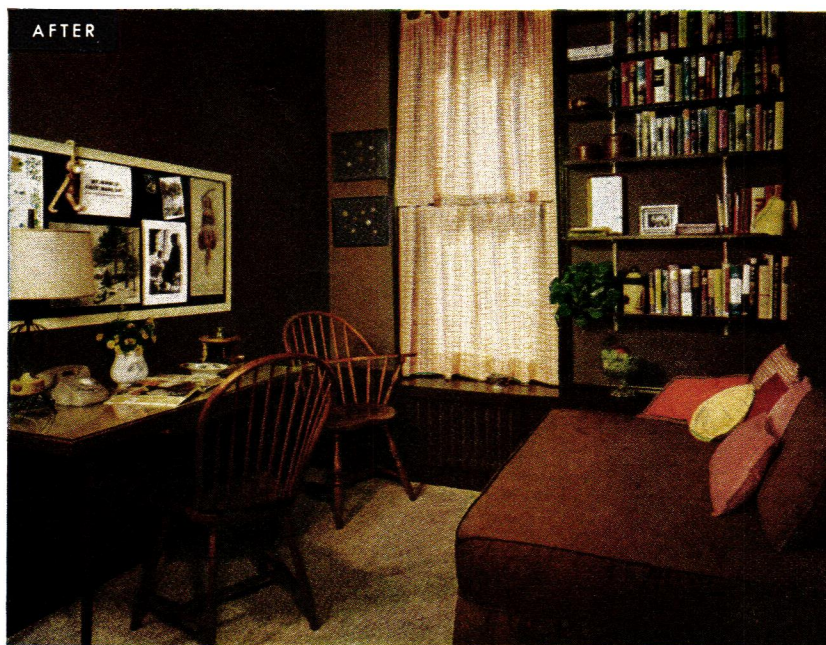
Quite a difference! And what makes it? A solid background of paint replaced busy wallpaper. The arch and partition between rooms were removed so light enters

one large room from both ends. Bookshelves at mantel height break the vertical feeling caused by 10-foot-high ceilings. Sanding paint from floors made room brighter.

Shelves and color transformed a dungeon (left) into an eye-catching den-guest room. Walls were repaired, then painted with TEXOLITE DURAVAL Polo Brown to absorb glare through a single south window. Bookshelves, window-seat, closet, and pin-up board complete the room.



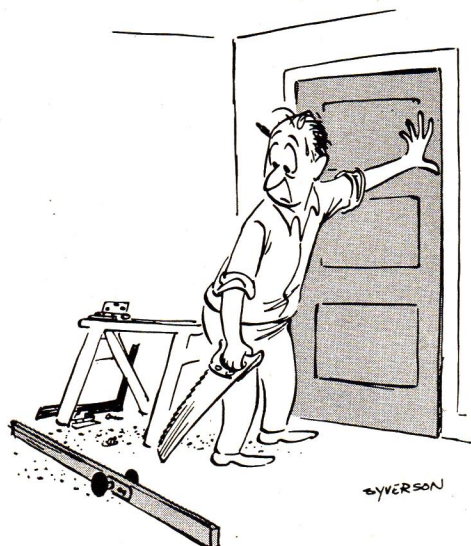
BEFORE



AFTER

PROJECT DIRECTOR: CYNTHIA MONTGOMERY

PHOTOGRAPHY: SUTER, HEDRICH-BLESSING



ROOMS TIRED?

here's how to revive them

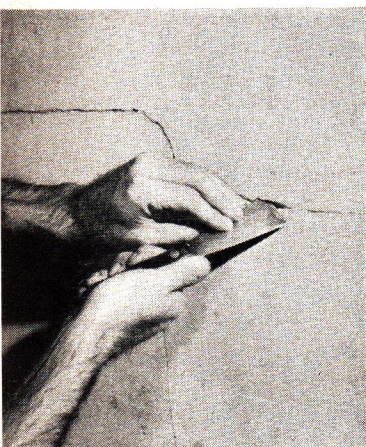
- Walls uneven?
- Corners not square?
- Moldings old-fashioned?
- Fireplace antiquated?
- Radiators, pipes, and other unsightly plumbing exposed to view?

Don't despair. You'll find on the market good answers to your remodeling and maintenance needs, and you'll find them at your lumber dealer's yard and office.

For suggestions on what to do, and for help with planning and materials, step into his office. He'll be pleased to work with you. For recommending a builder or an architect or someone to arrange financing, he's the man you can talk to in confidence and with confidence.

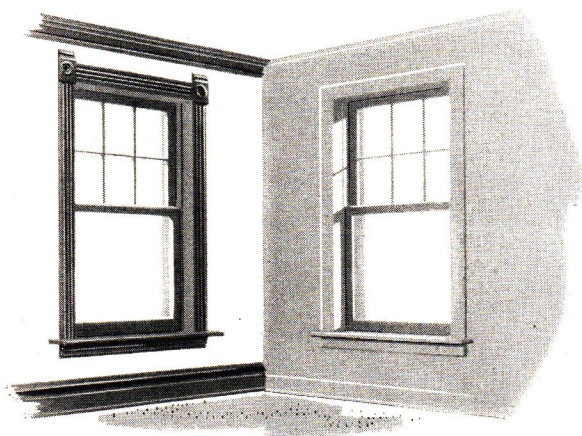
And if you're thinking about making your attic more usable, ask him for POPULAR HOME's Remodeling Idea File on attic remodeling. It's free.

When the time comes to get to work, look over his supply of free Handyman Plans. You'll find how-to-do-it information on every phase of home improvement. Ask particularly for Handyman Plan No. 371—Interior Finishing. It answers all those questions on how to change your old place into a showplace.

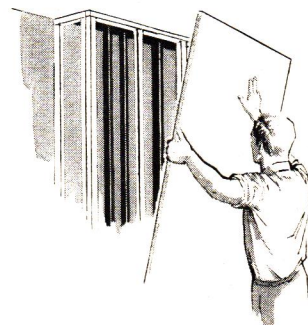


To repair plaster, rake out and undercut cracks with chisel (left), blow out all loose chips, then moisten the area. Fill with RED TOP patching plaster until wall is smooth again. If cracks are in corners, apply PERF-A-TAPE joint reinforcement and cement (above, right).

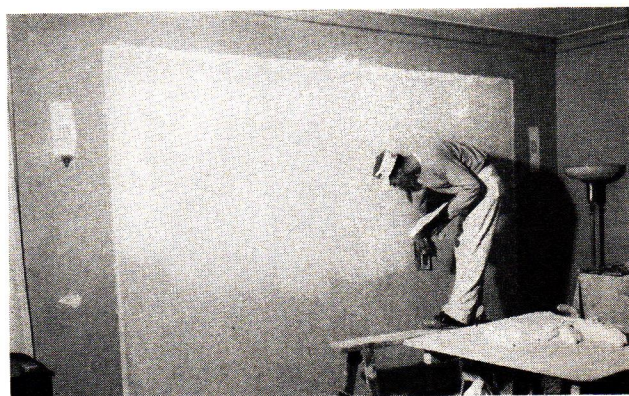
Modern moldings will take years off the apparent age of a room. Remove old moldings carefully; you may be able to cut them down with a rip or power saw and re-use them. Your lumber dealer has a variety of attractive new moldings in stock that will fill your needs.



Bothered by exposed pipes or ducts? There's nothing to it. Just build a 2x4 frame around the offenders, face with SHEETROCK gypsum wallboard, finish with PERF-A-TAPE joint system, and then you are ready to redecorate.



To close a door opening, remove trim and frame, then fill opening with studs spaced 16 inches on centers. Professional application of ROCK-LATH plaster base and RED TOP plaster will make new wall match old.



NOTICE: The following trademarks are owned and/or registered by the United States Gypsum Co. in the U. S. Patent Office, and are used in this publication to distinguish the indicated products manufactured only by this company: SHEETROCK (gypsum wallboard), USG (perforated hardboard, roofing) DURAVAL (rubber-base paints), PERF-A-TAPE (joint system), TEXOLITE (paint, spackling putty), RED TOP (patching plaster, plaster), ROCKLATH (plaster base).

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SHEETROCK*

THE FIREPROOF GYPSUM WALLBOARD

Build or remodel with SHEETROCK, the fireproof gypsum wallboard. Through the years you'll live with enduring beauty—the beauty of walls and ceilings that are uniformly smooth, blemish-free, strong and durable.

When you choose SHEETROCK, you'll find it easy to decorate and redecorate with paint, texture, wall fabric or wall paper. The beauty and construction versatility of SHEETROCK have made it the wallboard preferred by the majority of residential home builders everywhere. For more permanent surface beauty—*natural wood beauty at a fraction of its cost*—choose predecorated Woodgrained SHEETROCK.

Convenient-size SHEETROCK panels are easy to apply. Joints may be featured in a paneled effect, or easily concealed with the PERF-A-TAPE* Joint System.

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

The Greatest Name in Building



See us for all your building or remodeling needs...our name is on the cover



LET US GUIDE YOU IN THAT
**Treasure Hunt for
Room Ideas**



Growing family got you searching for space? Your search ends here, with our "treasure chest" of ideas for economical home modernizing. Make a modern bedroom, bathroom, kitchen. Turn an unused basement or attic into a family room. Our ideas are endless—so's our service. We'll suggest the right materials; advise you every step of the way; save you money. Let's start today!