July-August 1958

Opular Home IMPROVENCE

Eugene Planing Mill

306 Lawrence Street



to glamorize a house of any age



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TEARLY every house could benefit from some remodeling, for the convenience of yesterday may be a nuisance today. What was perfect for your family last year may not suit so well this year. The needs of an active family change steadily.

If we tried to overcome every flaw, we would go broke trying. But on the other hand, you can wait too long to remodel and never experience the comfort and convenience and beauty you could have afforded.

What has kept you from remodeling?

Fear of the unknown? That's a natural feeling when you start, but the tide of enthusiasm soon takes over if your remodeling plans are sound.

Not knowing where to start? Here's where your lumber dealer can really help you lay sound remodeling plans. Talk with him first, because he knows remodeling, knows materials, knows the tradesmen who can do the best job for you, and has a variety of Handyman Plans and other aids to help you do some of the work yourself. Your lumber dealer has developed his Home Improvement Headquarters just for customers like you.

Finances? You hear a lot about the difficulty of borrowing money, but loans are still readily available to homeowners bent on improving their property. Your lumber dealer may have a financing plan that fits your needs, or he can refer you to good sources of money available in your community. And don't overlook the opportunity to enter the remodeling contest now being sponsored by the Home Improvement Council. A prize for a good remodeling job could doubly repay your efforts. Ask your dealer about it.

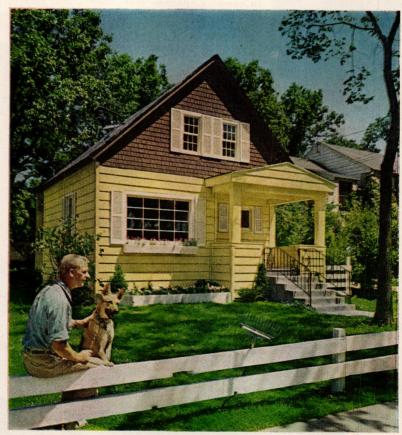
Inertia? That "we'll-do-it-some-day" feeling has stopped more worthwhile remodeling projects than all other reasons combined. Get started now while weather and building conditions are in your favor; and let nothing stop you!

Nothing stopped William C. Lewis when he decided to remodel. You can see below and on the next two pages how well he succeeded.

5 ways to glamorize a house of any age

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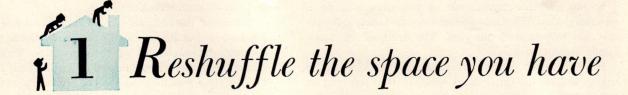




Oldest house in town (left) had become the neighborhood eyesore in Winnetka, Ill. Remodeler William C. Lewis, here relaxing with his dog Calhoun, began with new windows, new siding, new porch, new paint. Shutters, window box and fence are simple touches that add interest to plain lines of any house.

To see what happened, turn the page

5 ways
to glamorize
your house



Expansion of living space doesn't always require an addition. The 55-year-old Lewis house is a perfect example of what can be done by rearranging the space already encompassed by the four exterior walls.

To create a living room large enough for a fireplace and stairway, a wall was removed between the small "front parlor" and the "front" bedroom. To provide enough space in the kitchen for a dining area, the kitchen was relocated in the larger "back parlor". The old kitchen and small rear bedroom were combined into an all-purpose family room. Essentially, the first floor is now one huge living area; three bedrooms are grouped together in quiet seclusion on the second floor.

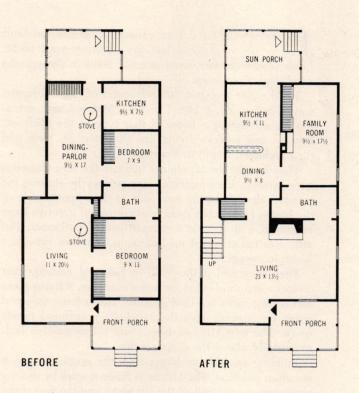
None of these changes was made overnight, or with \$28 and a hacksaw. Exterior walls needed—and were given—insulation. Interior walls and ceilings were resurfaced with ¼-in. Sheetrock gypsum wallboard and decorated with Texolite Texture paint in stylish White. These changes, together with new stock windows and doors, new oak flooring in the living room, new wiring, new plumbing and a new heating plant take away most of this home's 55 years.

But a house doesn't need to be *that* old to need remodeling. Look around. A reshuffling of space may make your living more enjoyable.



In comes a spacious look when a wall goes out. Part of partition behind Franklin stove (left) was removed and a beam added (below) to carry weight of the second floor. Used brick and dark-stained oak paneling lend a mellow atmosphere. Textured white paint makes ideal backdrop for antique furnishings.





Clean-cut lines distinguish "traffic" side of living room. New stairway has 2x2 balusters, painted white. New walls are faced with %-in. Sheetrock gypsum wallboard; ¼-in. wallboard was applied over all existing plaster surfaces.



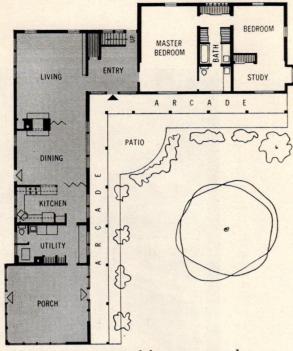
Openness without disorder is good planning anywhere, especially in the kitchen. Divider shields view, acts as serving counter and provides storage space. USG Insulating Twin-Tile on ceiling enhances room's smart appearance. Vinyl flooring was laid on hardboard underlayment.



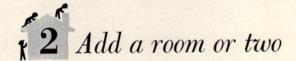
Built-in wall in family room was actually built out from the wall, using stock materials. Wainscoting is pre-finished walnut, available at many lumber yards. Ancient floor was first covered with USG Hardboard underlayment, then carpeted.



EDITORIAL SOURCE: RUTH W. LEE PHOTOGRAPHY: HEDRICH-BLESSING



Every room has a view of the terrace created between original house and new wing (in gray).



Just before the Civil War a small farmhouse was built on a hilly acreage a half-day's journey west of St. Louis. Today the farmhouse is a fine home in the suburbs a half-hour from town.

You'd never recognize it. Advocates of the Californiaway-of-living, Mr. & Mrs. Donald J. Mitchell saw no reason for not having a home of that type in the Midwest. Privacy and outdoor living are all-important, they told their architect, Ralph A. Fournier.

They bought the farmhouse because the area around it gave privacy. They increased that privacy by shifting the entrance door from the road side to the opposite side of the house. Downstairs space was converted into two large bedrooms, a study and a compartmented bathroom. The attic was too cramped for bedrooms, but does provide a bonus in storage.

Then they added the "tail"—a J-shaped addition that creates a beautiful court for living outdoors. A living room and dining room for cold weather and a large screened porch for summer give the Mitchells year-round family space. The two Mitchell boys share a combination bedroom-study above the dining room.

Building an addition larger than the original house is not often practical. The Mitchells made it work by making maximum use not only of the old house and the new wing, but also of the outdoor area they enclose.

They let the tail wag the dog

The rear-before ...





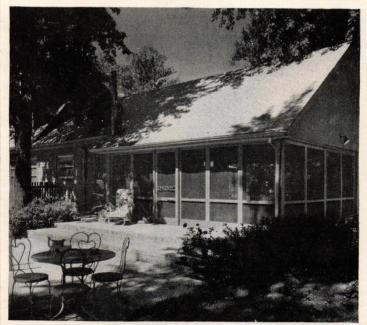
From the road

... and now, completed





Screened porch is open on three sides, has removable wood frames that are easily dismantled when autumn arrives. Pastel Gray USG Thick Butt asphalt shingles were used to roof new wing and reroof original house.



EDITORIAL SOURCE: LOIS REA

Originally a carport, the screened porch opens off kitchen for convenient fresh-air dining. Open rafters were stained, and the poured concrete floor painted and waxed after the cars were moved to a separate garage. Have you considered converting your carport or garage into a screened porch for summer use?



On the cover is the arcade lining two sides of the Mitchell house. Borrowed from early French architecture, the arcade is still practical today. It shelters glass areas from glaring sun and links indoors and outdoors together. You can even leave windows open during rains. Ceiling of arcade is hardboard.

5,600 years old, but still abreast of the times...

that's PLASTER



THE origin of plaster is lost. We do know that man used it before he could write about it. The interiors of the famed pyramid of Cheops, built in Egypt about 3700 B.C., were finished with sanded gypsum plaster applied in three coats to lath

made of intertwined reeds. Although gypsum plaster was not produced in the United States until 1878 at Fort Dodge, Iowa, its fire-resistant qualities had long been accepted around the world.

Today new tools, new mixes, and new methods of application have given plaster tremendous versatility. Here are just a few developments that you should know about:

Beauty from a gun. For speed and economy the handheld plastering gun is a vast improvement over hand application. It offers beauty, too, in an evenly textured surface of either standard or acoustical plaster.

Power troweling gives a finished surface that is compared to polished marble for its smoothness and hardness.

Resistance to damage. In rooms where walls are likely to take abuse, such as a playroom or child's room, RED TOP wood fiber plaster forms an excellent basecoat with great resistance to impact. Facing with a lime putty finish provides a hard, firm surface that's difficult to harm.

Control of cracking. As a home settles or its framing expands and contracts during the year, cracks begin to appear in walls—no matter of what material they're made. To minimize the chance of cracks in plaster, three systems of applying ROCKLATH plaster base have been developed:

1. In the Resilient lathing system, resilient clips suspend the lath away from framing members. These clips absorb structural movement of the house.

2. Normally joints between lath fall on framing members which are likely to move. In the Bridgint Lathing System, joints of lath fall between framing members, and lath units are held together with clips. These clips absorb structural movement of the house, and provide the flexibility to resist cracking.

3. In the "Canadian" system of applying lath to ceilings, the point of greatest weakness—where ends of lath meet—is reinforced.

Control of noise from room to room. Because the Resilient lathing system separates the wall itself from framing, it serves as an effective sound barrier. This system is excel-

lent for sound-insulating workshops, recreation rooms, bathrooms, and other sources of much noise.

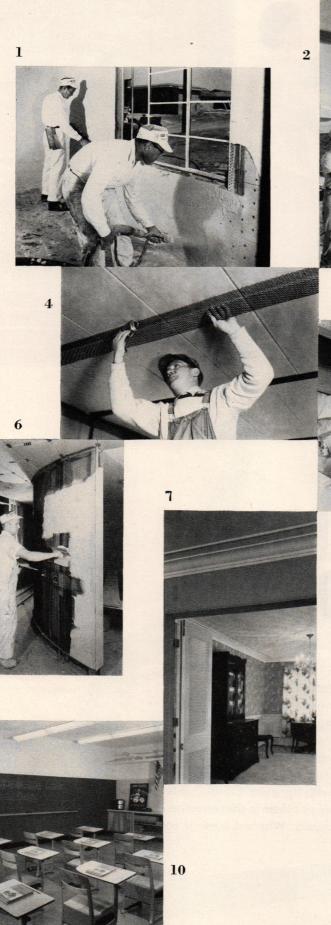
Control of sound within a room. In existing houses an excellent method of controlling echo within rooms is a ceiling of Audicote acoustical plaster. It can be either sprayed or trowel-applied to existing plaster ceilings that are firm, clean and free of all loose matter. Its natural color is attractive Satin White, but it is also available in Special White and can be spray-painted without noticeable loss of sound absorption.

Shaping and sculpturing. The trend in decoration today is away from the starkly plain rooms of the early 1950s. We aren't likely to revert to the Victorian era, but pattern, texture and form are returning to architecture.

No material lends itself better to shaping than plaster. It can be molded into coves, ceiling or wall decoration that suit your specific taste. In other words, from a stock material you can have unique design and beauty.

Plaster is not a do-it-yourself material. But in the hands of a good craftsman, it is the most versatile of all building materials. It conforms to any shape, yet becomes as hard as marble. It can be as smooth as glass or bear a handsome texture. You may pay a slight premium in cost for a premium plastering job, but you are more than repaid by premium results.







5





- 1 Structo-Lite basecoat plaster is being sprayed through a nozzle onto Perforated Rocklath plaster base where it forms a sturdy, fire-resistant surface.
- 2 Plaster poured into hopper of this gun mixes with water to form a finely textured surface. This eave is the outdoor continuation of a living room ceiling.
- 3 Power troweling gives walls a marble-hard finish without blemishes or waves. Blades are made of hard rubber or steel, and the stiff and flexible blades are interchangeable.
- 4 To minimize the possibility of ceiling cracks, Rocklath plaster base is applied with ends butted and joints staggered in the "Canadian" system. Striplath reinforces joints and areas above windows and doors where structural stress is greatest.
- 5 Resilient clip system of applying gypsum lath is best insurance against cracks and excess noise. Lath is supported on clips nailed to framing members, leaving plaster surfaces flexible without loss of strength.
- 6 Plaster conforms to any shape. It will even follow a curve, as formed by USG Metal Lath.
- 7 Because plaster sets slowly, it can be formed into graceful coves or given a swirl texture with a stiff brush.
- 8 The day after Audicote acoustical plaster was sprayed on this ceiling, a square wood form was pressed into it.
- **9** Plaster can be poured into a mold and modeled into a plaque, or be scribed on a wall.
- 10 Children like to write on your walls? A strong plaster with hard finish and two coats of chalkboard paint will give them an excellent writing surface that they can wipe clean with a damp rag.



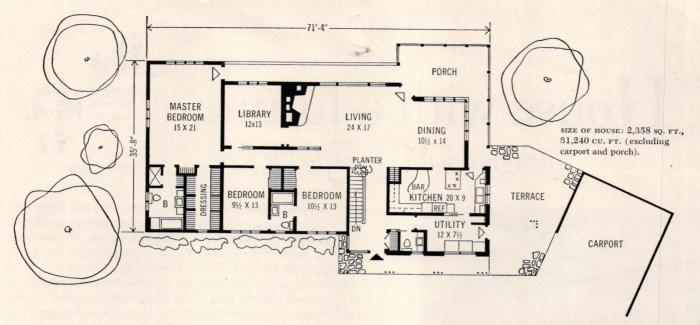
for help
in home
remodeling...

ATM RIGHT FOR OUR DOOR

Advice...Ideas...Materials—they're important factors in any remodeling project; you'll find them all here at Home Improvement Headquarters! Sound, practical advice on any job from putting in an extra closet to adding another room—advice based on our years of experience. All kinds of good ideas on ways to improve your home, including pictures, plans, and money-saving features. Materials: everything you'll need—lumber, wallboard, doors, insulation, cabinets—many others in the newest, easy-to-use materials. Helping you is our business. Why not come in soon?

Our name is on the cover



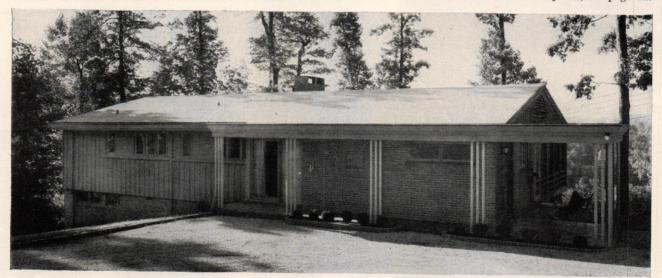


by Robert H Dougherty

POPULAR HOME'S House with a future

Turn the page for more details

Striking but conservative is the streetside exterior of gray board-and-batten and red brick. To order blueprints, see page 12.



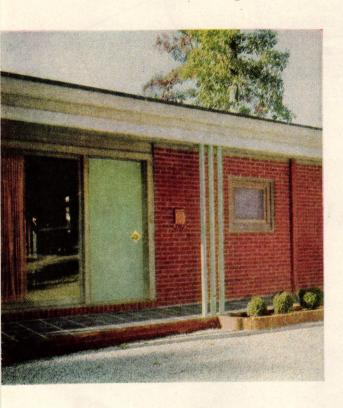
Adaptable to most sites, the house can be built with no basement, with basement below ground, or exposed below a balcony.



House with a future

designed with an eye to the past





W A good design must satisfy not only your present needs, but what you expect your needs to be in the next decade. Mr. and Mrs. Russell C. Scott of Richmond, Va., were looking that far ahead when they built Popular Home's House with a Future.

Like many people, however, the Scotts weren't interested in a complete break with the past. Their house might be called "transitional" in mood—a studied blending of modern building practices and planning with a strong traditional feeling inside. It takes kindly to antiques, modern furnishings, or a combination of both.

Ground-floor space is planned for the sleeping, eating, work and leisure requirements of a family of five. Convenience abounds. Dining room, snack bar, porch and lower terrace can be served from the centrally placed kitchen with almost equal ease. The bright living room, open balcony, enclosed porch and library offer a broad variety of setting for relaxation, whatever your mood. And in the basement, there's space when needed for two more bedrooms, a shop and family room.

Is House with a Future in your future? It can be. Your local lumber dealer will gladly order low-cost building blueprints for you—No. PH15-4A (without basement) or No. PH15-4B (with basement.) And for still other choices of Family-Tested home plans, look over the selector cards in your POPULAR HOME dealer's Home Improvement Center display.

Living in the treetops is the effect you get from the living room and its balcony. Ceiling of Red Top plaster slopes gently up to-

ward outside wall so windows can be maximum stock size. Face of fireplace is slate in 12-in. squares. Note simple wood trim.







A drop in ceiling height helps visually to separate dining room from living room. A movable partition (stored behind doors at right) can be pulled to close off the dining room completely. Note how well traditional and modern furnishings blend together in this setting. Walls are painted with Texolite's Jadesheen; ceiling is white tinted with wall color.

Curved bar at end of kitchen is as useful as a Christmas bonus. It is convenient for breakfast or snack, provides a serving counter to dining room (through door at right), is handy for ordering groceries, and has a concealed sink that isolates drink mixing from food preparation at party time.

Master bedroom occupies a corner of the house, has access to the balcony through door in background. Cross ventilation and Texolite paint's Gardenia White on ceiling and all walls keep room bright and fresh-looking at all times.





Shore up structural sag

How to support

ost homes, even new ones, settle a little. Just as human muscles stretch as a body grows older, joists and girders tend to give with the years.

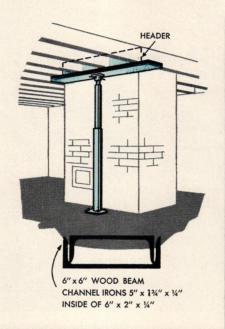
You can't put a girdle on a girder, but there are ways to strengthen weak structure. Some jobs are for professional contractors-shoring of two-story additions, repair of termite damage, alterations to masonry walls. But much sagging you can correct yourself.

To verify sag in a joist or girder, stretch a chalk line between nails driven into the ends. When you find deflection, get rid of it. It won't get better, and it can get worse. The drawings here will guide you in the proper steps to take. If you need further help, your POPULAR HOME sponsor (named on the cover) is at your service.

Sag near openings. The cause: weak headers - those crosspieces that frame openings around chimneys (below) and stairways (below right). Headers transmit their weakness to surrounding joists.

The cure: a single adjustable post and

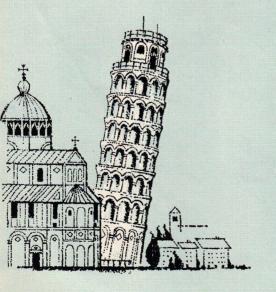
beam for short headers carrying few joists, or two posts and a heavier beam to raise longer headers. Posts must bear against a 6-in. wood or steel beam or a pair of channels set under the header and extending beyond supporting joists.

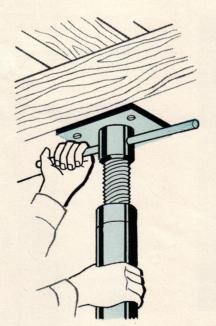




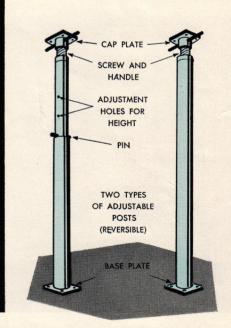
Third in a series on problem houses:

THE PISA





Adjustable posts, available in lengths up to 8 feet, will safely support far greater loads than normally found in houses. One type extends like a telescope; the other extends only 3 in. Both types operate with screw action, and are reversible. Often



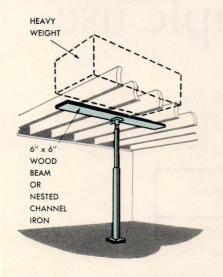
base and cap plates are predrilled for bolts or lag screws.

Caution: never turn the screw more than half a turn per week (above, left). This allows stresses to change slowly, and prevents damage to walls.

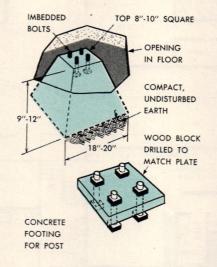
a sagging house by E. R. Haan

Bowed joists. The cause: joists not deep enough or spaced too far apart; framing supporting heavy loads, such as a freezer, piano or the weight of partitions or plumbing fixtures added without proper reinforcing. Vibration of a floor and extensive creaking are evidences of weakness in joists.

The cure: an adjustable post and heavy beam will straighten joists and provide permanent support.

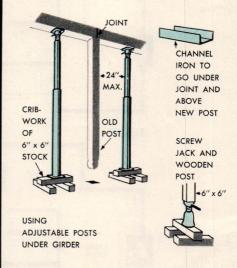


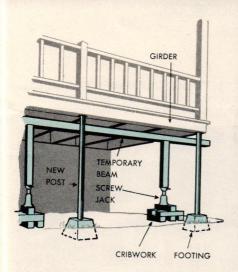
Concrete footings are required to keep basement floor from cracking under pressure exerted by posts. Use a plumb bob to locate center of footing, and dig a hole to fit shape (below). Tamp earth at bottom to minimize settling, and fill hole with concrete to floor level. Before concrete hardens, insert bolts that fit holes in base plates, holding the bolts with a bored wood block. Concrete should cure for a week.



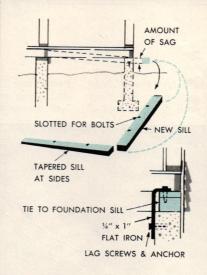
Sunken girder. The cause: settling of footings, or rotted wood posts.

The cure: raise one-piece girders with an adjustable post placed within two feet of old post. Use two posts when there is a joint. You can also use screw jacks under 6x6 posts. Distribute pressure on floor with cribwork of 6x6s shimmed level. Then install adjustable posts set on sturdy footings, and use channel iron to steady joint in girder.

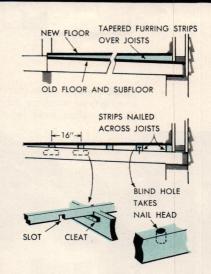




Raise a sagging porch a trifle with a long beam, posts, and screw jacks on cribwork (see sunken girders). Set temporary beam near edge of porch but to inside of girder. For posts, use 3-in. steel pipes fitted with flanges and set on footings extending 6 in. above grade. Steel plates ¼ in. thick on underside of girder will prevent flanges from sinking into wood. Brick, concrete or treated wood may also be used for posts.



To level a one-story addition, insert a new sill. Loose fill under footing is the usual cause, but fill is probably firm by the time you're ready to repair. Raise the addition with a beam set across joists near the outer wall (see sagging porch at left). The new sill must be slotted so it will slide past sill bolts. In windy parts of the country where walls must be anchored, fasten flat metal ties to sill and foundation.



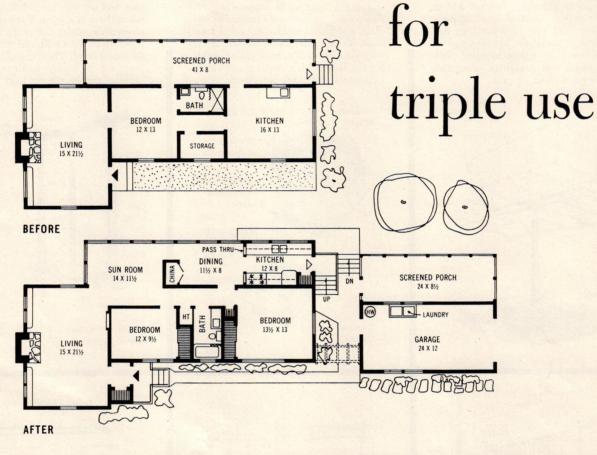
Build a new floor if it's impractical to level an existing floor. Simplest method is to nail tapered furring strips over joists (top) and refloor. To avoid added height of a new floor, remove old floor and nail 2x2s to joists so tops are flush at highest point. If strips cross joists, notch and support some on cleats (bottom), drill others for sinking nails with a punch. Ceilings can be leveled in the same way.

Summer house?

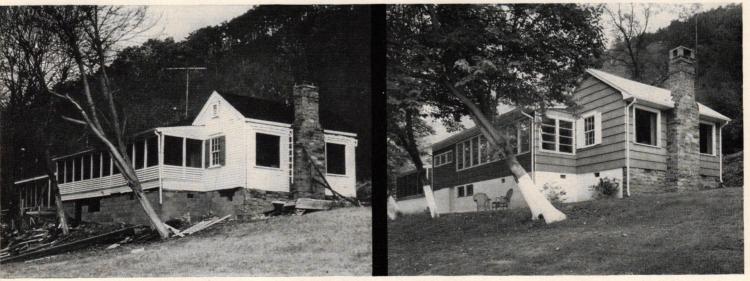
Year-round residence?

Retirement home?

This house is all three because it was Remodeled



Space bonanza came from enclosing the riverside porch. New awning-type windows let in breeze and view. Mist Gray GLATEX siding looks especially well with the new roof of Pastel Gray USG Thick Butt asphalt shingles. Concrete foundation was given a coat of Texolite Vinyl Exterior paint. New screened porch in the background also faces the river.



BEFORE AFTER

ALL of us hope to retire some day, somewhere. But few of us are as foresighted as Mrs. Matilda Gott, and there's a lesson in her story.

Many years ago the Gotts built a small summer place on the bank of the Coal River near St. Albans, W. Va., not far from their home in Charleston. When Mrs. Gott's children married and she was widowed, the city home was too large for her needs. But the familiar little summer retreat was just right!

With professional help from her son-in-law, Architect Robert L. Wilson, she began a transformation. As a concession to year-round living, the long screened porch was enclosed. As a concession to convenience, the floor plan was revised, an up-to-the-minute kitchen added, and a new entrance hall created. As a concession to summer weather, a new screened porch with a sweeping view of the river was attached to the garage.

Today Mrs. Gott enjoys the quiet of the hills and the beauty of the river every day of the year. The city is near—but not too near—and summer acquaintances are now close friends. Yes, foresighted planning has wrapped the past, the present and the future all together in one small house.



PHOTOGRAPHY: HEDRICH-BLESSING

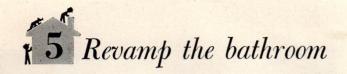


Lovely to look at, the relocated kitchen is only half as large as the old one but twice as convenient. And the ever-changing river is in full view from every inch of counter, too! Walls and ceilings of smooth Red Top plaster are painted Blue Chiffon, yellow and white.

Built-in china cupboard separates dining area from sun room on former porch. Simplicity without starkness, and upkeep with a minimum of work are built into every room in the "new" house.

Below road level, the house hugs the river shore. Driveway in foreground leads to garage and porch which are separate from house, but unified with it by a trellis for future roses. New stoop and a foyer with closet help keep mud and dirt out of the living room.





Here are nearly a dozen ways to Better your bathroom

Expand a small bathroom. Space stolen from an over-sized closet (right) now contains tub and shower in splendid privacy. A viewless window was plastered over and a counter lavatory and three-sided mirror added (below) to make shaving less of a chore.





DECORATOR: MARIAN QUINLAN

Reorganize a large bathroom. Although the old room (below) had plenty of area, there was no storage space, no planning, no beauty. Now (right) the room is practical and beautiful, yet no fixture locations were changed. A second lavatory is set in a counter of unglazed ceramic tile that extends to tub and conceals a radiator. Cabinets and walls are spattered with gilt. Home of Mr. & Mrs. George E. Marienthal.



DECORATOR: MYRTLE TODES EDITORIAL SOURCE: JESSIE WALKER PHOTOGRAPHY: KRANZTEN

9 more ideas on pages 20 and 21



BETTER YOUR BATHROOM (continued)







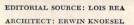


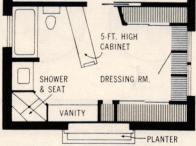
- 3 Give a feeling of warmth by using warm colors and pattern. Shutters at the window, quarry tile on floor and counter, natural wood of partition and cabinets, and wallpaper design lend coziness without affecting serviceability. A room must be fairly large, however, because pattern makes a room look smaller. Home of Mr. & Mrs. Burt Dinnison.
- 4 Fit a vanity onto a section of blank wall. This shelf is only 12 inches wide, but it keeps powder and perfume away from the lavatory so husband and wife can use the bathroom simultaneously. Because the mirror could not fit above vanity, it was built across the corner behind the wastebasket (right).
- 5 Give a feeling of spaciousness by using light colors and little pattern. Cabinets below counter include storage space for tissues and cleaning supplies, and a hamper for soiled clothes. Linens are low, medicines high in cabinet on opposite wall. Recessed lights spotlight twin lavatories to supplement general lighting. Home of Mr. & Mrs. Joseph Oros.
- 6 Give a feeling of privacy with folding wood shutters. Louvers let air circulate even when shutters are closed, help protect rooms from sudden rains. Several types are available through most lumber dealers. Valance hides fluorescent tube above mirror. Home of Mr. & Mrs. Earl Melville.











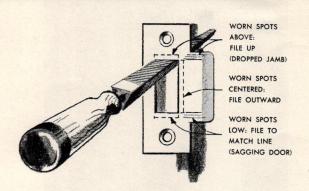


PHOTOGRAPHY: DEWEY MEARS

- 7 Combine bath and bedroom into one master suite. Back-to-back closets act as divider. Pair of closets on bedroom side hold the usual suits and dresses. On the bathroom side are kept robes, slippers, sleepwear, luggage and most bathroom supplies.
- 8 Divide a bath into compartments for maximum privacy and multiple use. Toilet and shower share space closed off by a sliding door. Fluted glass panel maintains privacy while admitting light onto counter-vanity. Plants thrive in their moist atmosphere, and help keep room fresh. Home of Mr. & Mrs. Ernest G. Wichman.
- 9 Separate all fixtures as much as space permits, especially in a family bathroom. Dressing table, shower, lavatory and tub are well-spaced and well-lighted here. Divider between dressing area and bath proper (see plan) puts everything—radio, paper, towels, soap—within easy reach. Home of Mr. & Mrs. F. J. Van Buren.
- 10 Combine bath and dressing room (Nos. 9 and 10) for real luxury. Closets flank tiers of drawers with center compartment for shoes and purses (Handyman Plan No. 384 has how-to-build details). Louvered door at right ventilates closet for night clothes.
- 11 If you're handy with tools—or even just fair—ask your local lumber dealer for Handyman Plan No. 384—Bathroom Built-ins. He has your copy at his Home Improvement Headquarters—look for the countertop display rack. Bathroom Built-ins is one of many Handyman Plans to help you solve your remodeling, expansion, finishing and storage problems.

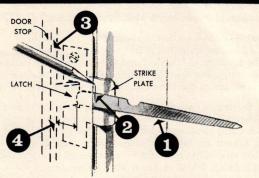


FIXIT FORUM CLIP FOR YOUR FILES



When a door won't latch properly, work on the strike plate and not the door. Shiny or worn spots on the strike plate tell if the latch is hitting too high, too low or too soon.

Simplest solution is to remove the strike plate, file its opening larger, replace it in the same holes. Enlarge the mortise hole with a chisel, if necessary, to accept latch.



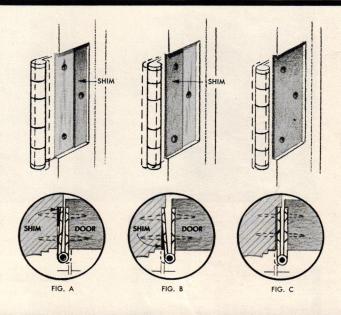
When a door rattles, relocate the strike plate. Establish the new location by holding nail file or cardboard (1) against the latch between the door and strike plate while you press the door shut. Mark with a pencil (2). Then rest nail file on latch, press it against door stop (3) and mark again. Marks indicate proper space between stop and outside edge of mortise (4).

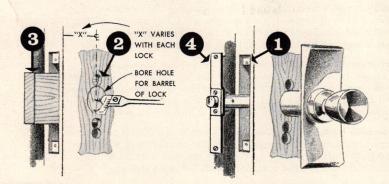
Remove strike plate, fill old screw holes with wood pegs dipped in glue, and enlarge mortise to accept latch. Set strike plate in position, mark and drill holes, and attach plate to jamb.

door hardware

When a door has sagged so it either binds or won't close properly, try fitting shims behind a hinge. Cardboard from a shoe box is about the right thickness for a shim. Cut shim to shape and punch for screws. Then remove hinge and insert shim behind it. A shim at the back of a mortise will reduce binding at the jamb (Fig. A). A shim at the front will help a loose door fit tighter (Fig. B). A full-sized shim behind the bottom hinge will correct sag and binding against top of jamb opposite hinges (Fig. C). If screws in hinges seem loose, replace with the next longer length.

If door binds against head of frame, the frame has settled and you need a carpenter.





Installing a modern barrel lock as replacement for your old mortise lock is much easier than you might expect. Simply ask your hardware or lumber dealer for a change-over kit. Procedure varies slightly depending on the manufacturer, but most new locks are designed to cover completely all signs of an old lock.

Remove the old lock, and make sure the new latch plate will fit properly into its mortise (1). Then locate the position of the barrel (2) as per instructions that came with the lock; a block of scrap wood (3) inserted into the deep mortise will give your bit something to bite into when you drill. Bolt the small latch plate of the lockset (4) into the extension plate that covers the old mortise opening.

Then follow manufacturer's instructions to complete the changeover. For half an hour's work you can give your door a brand-new appearance.

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In the recipe for prosperity...

your home is the basic ingredient!

DOZENS of cures have been suggested when recession afflicts America's economy. Each, perhaps, has some merit; none, probably, is the whole answer. But certainly one of the most immediate and effective is the transfusion that you and other homeowners can give the economy just by catching up with needed home improvement projects—this year.

The new room you need, the modern kitchen or bathroom, the finished attic or basement, the paint or insulation or patio or wiring—any of these can give your family new comfort, new convenience, new pleasure, increased property value . . . and give the economy new jobs and new sales. Your home improvement project, and those of millions of other homeowners who will provide themselves with better living in 1958, can unquestionably help cure our economic headache.

No one modernizes his home, of course, just to help the economy, and we aren't seriously asking you to. But we do suggest that you look into several very important reasons why you will find home improvement possibilities particularly timely right now . . . reasons like these:

- 1. Prices on all types of building materials and home equipment are especially favorable.
- More than ever, in times of economic uncertainty, your home is your best investment. Sound, sensible home improvement increases its value beyond the cost of the improvement. In that sense, it's better than money in the bank.
- 3. More dealers and contractors than ever before are fully equipped to take care of your whole project—all the materials and labor and financing you need—in one stop.
- 4. Financing is readily obtainable at ideal terms-through your dealer or contractor or direct from your financial institution.
- 5. Men to do the work are more available, too.

These and other factors add up to one crystal-clear conclusion: Home Improvement, especially in 1958, is a sound investment, a sensible purchase.

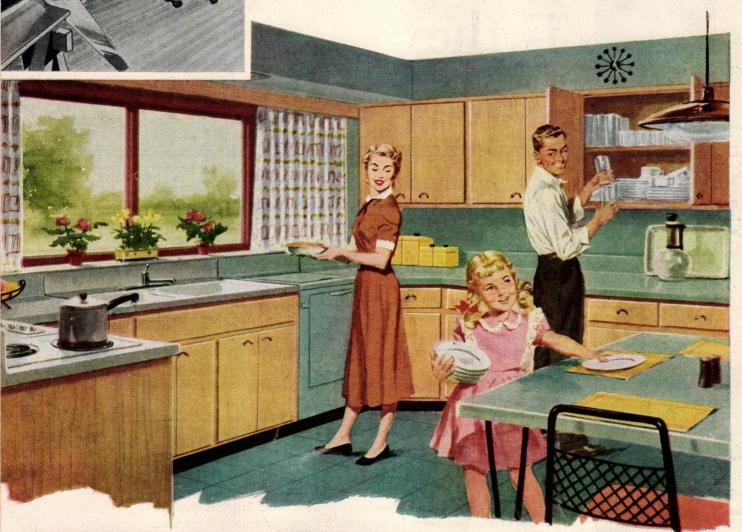
Like charity, prosperity begins at home...your home

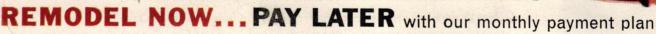
The Home Improvement Council





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