

Popular Home

JULY-AUGUST 1959

House that's right for your climate . . . page 20

Your guide to remodeling: 4-POINT PLAN

a service of your Home Improvement Headquarters

**The C. H. Moore
Company**



There's No Place Like This . . . for Help in Your Home Improvement!



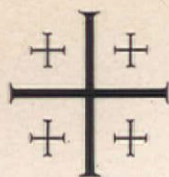
Here's where you'll find the most of everything—*most* ideas, *most* services, *most* remodeling materials—to give your family more space for better living. You can make *your home* more livable inside, more attractive outside by stopping in at our Home Improvement Headquarters. Make a date with us now!

Come in . . . our name is on the cover!

POPULAR HOME July-August • Issue 4 • 1959

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SUCCESS IN REMODELING

... the sum of 4 parts

*Here's a
4-Point Plan
proved in
actual use*

ARCHITECT: EUGENE VOITA
TERRACE, OUTDOOR FURNITURE: CALIFORNIA REDWOOD ASSN.

IF you're considering remodeling your home, you have four important factors in common with other "remodeling folks" across the nation:

Design, Financing, Building Materials, Construction.

Naturally you want your remodeling to be as successful as possible. Your improvement must increase your home's livability and add to its value. But for a completely satisfactory job, each of the four points listed above must be handled successfully.

First comes design. You must have it settled in your own mind exactly what is to be done to your home. Get these ideas down on paper. Good advice: use professional help; there's no corner on this market because expert architects and designers are everywhere. *See your lumber dealer*—he can recommend someone.

Next comes financing. With your clear-cut design in hand, the next step—unless you have cash to cover the cost—is to obtain a home improvement loan. The loan should be tailored to your own financial situation. Several types are available, such as: FHA Title 1 Loans, Conventional Property Improvement Loans, Open-end Mortgages and Individual Plans. *See your lumber dealer*—he can steer you to a source of good financing.

Third is building materials. You should demand the very best in building materials . . . because in the long run there's no saving on inferior materials. Your dealer has, or can get, any high-quality materials that you desire. *See your lumber dealer!*

Then, construction! Good construction cannot be over-emphasized. Whether you want a contractor to handle the entire job, or just structural and specialized components, get a reliable one. Don't know any contractors? Your dealer knows many contractors—*see your lumber dealer* . . . his place is your Home Improvement Headquarters.



✚ FINANCING: fit it to your income

Financing is available for fences, walks, driveways, porches and other permanent outdoor features. Attractive fence (left) shields kitchen door and service yard from front driveway; it's made of 2x4's set in concrete and backed with USC Expanded Metal. This view of U. S. G. Home Improvement House is from opposite side of that shown at right.

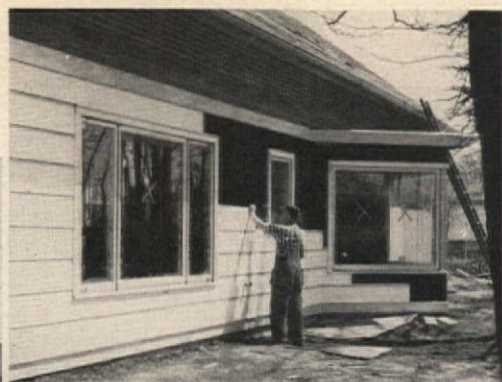


BEFORE: Ordinary and outmoded, this house (right) afforded only barest living essentials. With careful design, fine building materials and expert construction, it became an attractive modern home. Modernizing a home such as this can be financed in several ways; one method is a Federal Housing Administration Title 1 Loan which offers any amount up to \$3500, payable in easy monthly installments.



AFTER: Better living and increased value came through remodeling in United States Gypsum Company's Home Improvement House. Color close-up of terrace is shown on cover. Inspired design allows this home to scorn its past history.

On next ten pages: the 4-point plan in action . . .



4-POINT PLAN

✚ BUILDING MATERIALS *protect your investment*

1 *USG Sheathing*—the water-repellent “skin of the home” with an asphalted core that helps protect your major investment from fire and weather. Nailed or stapled to studs, sheathing provides backing for the siding. Fixed glass, with hinged windows on either side, will give sweeping view from remodeled upstairs.

2 *GLATEX Siding Shingles*—aristocratic siding material for new or remodeled homes. Design here is new “Shadow Accent”, which gives an illusion of great depth. Available in a variety of stylish colors, GLATEX never needs painting and is impervious to soot and sun.

3 *SEALCO Asphalt Shingles*—recent innovation in roofing materials, SEALCO shingles are equally effective for new and re-roofing jobs; a newly-developed process bonds the shingles together against driving rain and keeps them flat even in high winds.

4 *RED TOP Insulating Wool*—protection to avoid problems of cold, heat and condensation. Insulating batts fit between studs and are held in position by stapling through the flanges. Easily cut to size with knife, these blankets are quickly applied by a do-it-yourselfer.

5 *SHEETROCK Gypsum Wallboard*—the marvel of modern building materials. Here SHEETROCK is being applied horizontally across the studs. This application method provides increased rigidity and reduces amount of finishing with PERF-A-TAPE Joint Treatment needed.

6 *RED TOP Plaster*—beautiful walls and ceilings achieved with a quality product and the skill of professional plasterers. Smooth, hard surface is result of careful troweling of the lime putty finish. Your plastering contractor welcomes small jobs as well as large ones.

7 *TEXOLITE Paint Products*—a range of Fashion Rated colors for all interior walls and ceilings, and for exterior masonry surfaces. Here an elderly room is being revitalized with a gallon of TEXOLITE rubberized paint in Cardenia White color. Whether you want ready-mixed or customized colors, TEXOLITE has it!

✚ for true durability:
*Use materials
you know are good!*

4-POINT PLAN + DESIGN:

*key step
in any
remodeling*

OLD HOUSE THRIVES ON NEW IDEAS

HERE, in New England, is a 200-year-old house that's a fine example of design in remodeling. It has the charm of Colonial design linked with the livability that comes with today's methods of construction and top-quality building materials. When Mr. and Mrs. Albert Leddy of Amesbury, Mass., bought this old Colonial, they engaged Architect Clinton F. Goodwin to re-design it. Remodeling started with the tearing away of the front porch and a rear section that had been added about a century ago.

With the fine lines of the original house revealed, the Leddys proceeded to open up fireplaces, add a first-floor powder room and storage space everywhere. Door openings were changed, and new partitions built. Walls and ceilings were put into fine shape by covering them, where necessary, with SHEETROCK gypsum wallboard. With insulation, tightly-fitting new wood-framed windows and a new roof of asphalt

(continued on page 7)

BEFORE



Before and After pictures show trim, simple lines of 200-year-old house. Strong contrast in paint colors is effective: white on front door and window casings, dark brown-black on siding. Handsome new gray roof is of asphalt shingles, popular because they are fire-resistant, long-lasting, economical. Of interest to fireplace fanciers is fact that this house has a fireplace in every room.

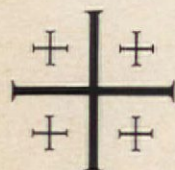
AFTER



Here's the keeping room, as it was called in Colonial days—now we call it study or den. The Leddys stress importance of built-ins (theirs include drawers, cabinets and open shelves); of using Dutch doors (ask your lumber dealer to show you various styles) because they're practical as well as picturesque; and of adding a screened porch to a favorite room like this. Contributing to charm of this room is blue-green paint color used on plaster walls and ceiling.



See more on next pages



The extra
values of
good DESIGN

Fireplace of keeping room, sealed off by previous owners, was "discovered" by the Leddys, who found in its dark depths a Dutch oven (see it?). Ceiling and walls of plaster create effective contrast with pine-covered fireplace wall.

(Right) Want a good way to "handle TV"? Door of closet was cut in half to provide storage space below and nook above for television set, which both pulls out and swivels.



NEW IDEAS *continued*

shingles, the house is now comfortable as well as handsome.

It's apparent that space is one "plus" feature to be gained by modernizing a big, old house. Storage built-ins of the quality seldom found in new, small houses are another advantage. The Leddys are in favor of open shelves, lots of them, as well as enclosed cabinets.

If you want the best for the money, and the best for your family, talk to your POPULAR HOME dealer. For quality building materials, for names of reputable contractors and architects, for real help in how-to-better your housing, you can depend upon him. A house like that of the Leddys' is a real inspiration to start you remodeling. Why wait?



To improve kitchen layout, an old window was blocked off and a new, double casement window installed over sink. Shallow cabinet located at end of storage unit in far corner masks view of refrigerator from dining room.



Kitchen welcomes you to inspect its features. Fireplace, in good working order, is set off by walls painted Gardenia White, ceiling painted Zinnia Gold (old walls and ceiling were first resurfaced with 4-foot-wide panels of SHEETROCK gypsum wallboard). The Leddys chose wood-trimmed windows and mellow-finished wood kitchen cabinets as most compatible with their Early American kitchen.



Storage in unexpected places is feature of keeping room. Why don't you add cabinets and closets to relieve clutter in your own household? This view shows the result of changing partitions and re-locating door openings. Features are radiator treatment, new powder room with wall built of SHEETROCK gypsum wallboard (note sliding door), and overhead storage in doorway to kitchen.

White-painted trim against deep brown-black paint gives new clapboard siding a crisp look. New windows in two styles (double-hung and casement) have wood trim. Owners and architect, working and planning together, achieved an unusually handsome back view. Long screened porch, which replaced old ripped-off section, extends beyond house to provide free view and fresh breezes.

When you add a porch, double the size you think you'll need and you'll triple your enjoyment and use of your new outdoor room. That's good economy.

Ideas here include (1) generous size, (2) good location, adjoining both kitchen and keeping room, (3) white-painted ceiling made of 4-foot-wide panels of hardboard with seams covered by molding strips, (4) plastic screening, (5) doors at both ends.



ARCHITECT: CLINTON F. GOODWIN
BUILDER: CARL HOLMSTROM
DATA: ESTELLE BOND GURALNICK
PHOTOGRAPHY: LISANTI, INC.



Space for luxury bathroom came from dividing a bedroom into two sections (bathroom and a dressing room) with partition built of SHEETROCK gypsum wallboard. Ideas worth copying include sink with cupboards below and pink-surfaced counter top that extends under newly installed casement window. Cabinet on left wall takes little floor area but gives much storage space.

What every woman wants Mrs. Leddy has . . . a full-sized dining room. Open shelves are in three places. In corner, they come from opening up top section of a closet. Open shelves are in hallway and, again, in kitchen where they shut off view of refrigerator. Your lumber dealer has a variety of well-styled fireplaces. See them . . . if you're building a new house or remodeling an old one.



4-POINT PLAN + GOOD CONSTRUCTION:

*vital factor in
successful remodeling*

EXPERT WORKMANSHIP

REVAMPS MIDDLE-AGED HOME

DECORATING CONSULTANTS: COTTINGTON FURNITURE SHOP



Restrained elegance keynotes new storage wall (above) in living room. Contractor paid particular attention to details. Shelves are supported on adjustable cleats; radiator was moved from corner and screened with decorative cover flanked by cupboards. Old windows were camouflaged by shutters.

BEFORE



Same view, different effect—example of how good design was realized with professional construction. Old opening was enlarged to include side windows; louvered doors (of stock type from lumber dealers) were hinged together for complete closure when desired. Side casement windows of sun porch were replaced with fixed glass. Clumsy radiator was replaced with new baseboard variety. Note continuous corniceboard of USG Hardboard that conceals drapery hardware, indirect lighting tubes.

See more, next page

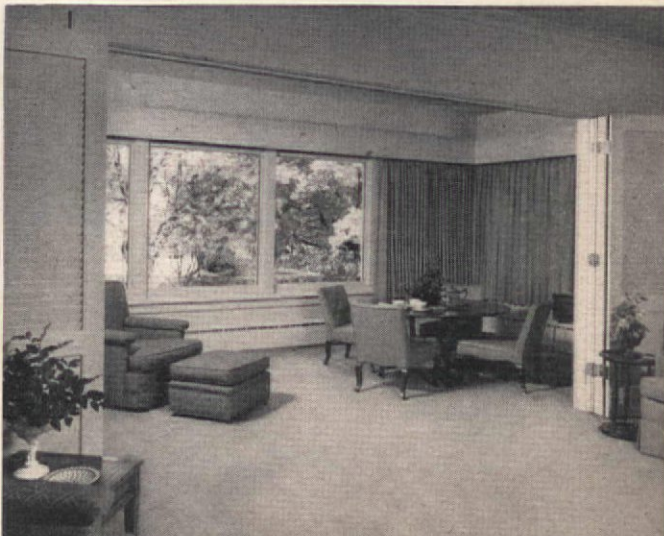
WHEN many people think of contractors, they think of towering buildings, new or extensively remodeled homes; that's a misconception, because contractors handle both large and small projects.

The William C. Ayres family of Glen Ellyn, Ill., had a problem: their home was of 1920-30 vintage, well-constructed and nicely located, but the interior was plain, unimaginative and lacking in storage conveniences. After making rough sketches and working out design details with their competent interior decorator, the Ayreses decided to forego a desired new car in favor of a revamped home.

Mr. Ayres contacted Contractor Edward Doyle and asked him to handle the job. Why a contractor for a relatively small remodeling job? There were three major reasons: (1) The Ayreses wanted the job completed by a specified date, (2) they wanted to rely on someone with structural knowledge, (3) they wanted a professional-looking final result, with particular attention to finishing details.

Photographs on this and the following page tell their own story about the success of this remodeling. So take a tip from the Ayres family—for a truly professional-appearing job, finished on schedule, hire a contractor! Your dealer who sponsors POPULAR HOME can recommend one.

AFTER



EXPERT WORKMANSHIP

continued

Remodeled fireplace wall is punctuated by clean lines. Paneled-wall effect, such as this, can be achieved with panels of 16-inch-wide SHEETROCK gypsum wallboard. Ceiling molding was built out five inches from wall to accommodate fluorescent tubes; tubes are concealed behind opaque plastic strips. Simple shelf serves as mantelpiece, was made from length of ceiling molding turned upside down.



AFTER



BEFORE



*Need plans
to get started?*

See the local company whose name is on the cover . . . the helpful people there will give you *free* Handyman Plans (covering 19 different subjects). Those plans, plus your dealer's good materials, will get you going this very weekend!



Study corner shows result of good planning, good construction follow-through. This room was formerly a first-floor bedroom; now it serves family as combination den-guest room. Practically all elements of room are built in to conserve space. Old radiator is shielded by expanded metal screen. All lower cabinets have recessed bases (prevent stubbed toes). Acoustical ceiling of USC Fashion Tile helps insure quiet, is basic part of decorating scheme.

PERFECT FORMULA + combine good DESIGN,
superior MATERIALS,
top CONSTRUCTION,
sound FINANCING


THEY DEMANDED THE BEST . . . AND WON BIG DIVIDENDS

A REMODELING *must* be a great success when the owner says, "It's been two years since we finished remodeling, and I can say there isn't a single thing I would change."

That remark was written to POPULAR HOME by Mrs. Charles Getman of Spokane, Wash.

The Getmans liked the style of their English Tudor house and they were happy in their neighborhood, but something had to change. There was no inside space for the children to play, the kitchen was cramped and obsolete (it had six doors) and there were only two bedrooms. The minor irritations were more numerous: living room and bathroom door were in line, the back door was one story up and on opposite side of house from the driveway, there were neither closets nor laundry facilities on the first floor.

After much house-hunting, Mr. & Mrs. Getman decided to
(continued)



Name a modern convenience and this kitchen has it! Birch cabinets and chintz-covered end wall are offset by white ceiling of SHEETROCK gypsum wallboard. All counter tops are covered with ceramic tile. A provincial-shaped valance parallels two walls, at ceiling line, to conceal fluorescent-tube lighting. This room is an encyclopedia of ideas . . . see more of them on next page.

Come rain or shine, it's only a step through double French doors from side patio-carport into new kitchen made from former bedroom. Roughly hewn uprights and overhead beams are in keeping with original style of house. Corrugated plastic was laid over beams to diffuse sun rays, give weather protection. Floor is poured concrete.

CONTRACTOR: WALLACE LIBBY
EDITORIAL SOURCE: BETTY NORTHROP
PHOTOGRAPHY: INFINITY INC.





No space-consuming range here—just pull down individual electrical units as they are needed. Mixer at right is on pop-up shelf, ready for instant use. Trash bin in center rolls out for easy emptying. Shallow drawers at left hold utensils. All cabinets are birch—hand-rubbed to glowing finish.



Barbecue indoors? Certainly, if you have a kitchen fireplace with electric rotisserie. Rolling cart at left has chopping-block top, is on free-wheeling casters for use where it's needed. Wood door behind Mrs. Getman is folding type for conservation of space.

Rolling cart, with chopping-block top, slides into its own niche when not in use. Refrigerator and freezer are above silverware drawers. Little closet holds children's wraps. Door to patio-carport is Dutch type for through ventilation.



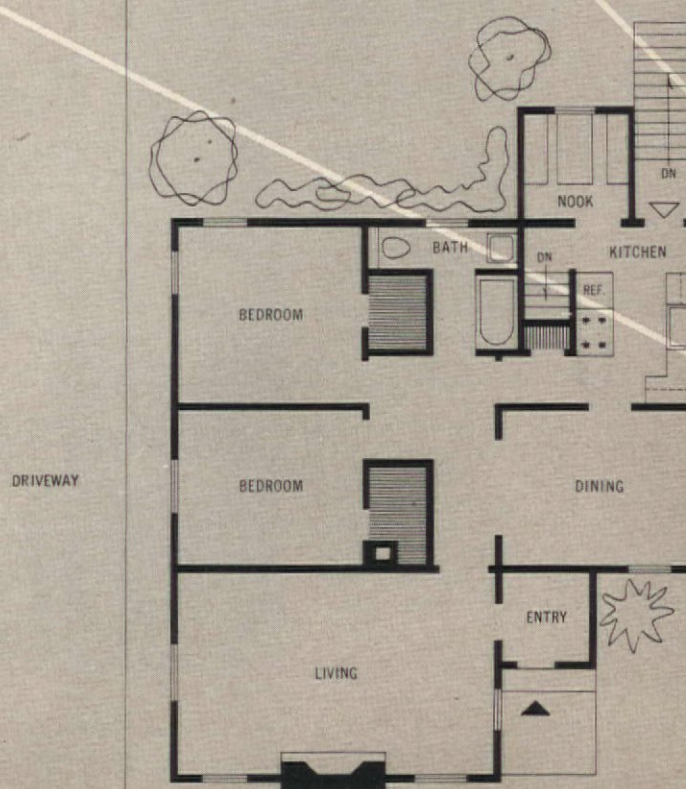
Remodeling ideas that really work

BIG DIVIDENDS *continued*

forget about moving and forge ahead with remodeling plans. First step was to convert the attic into two bedrooms and a bath for their children, Cherol and Steven. Next came conversion of a first-floor bedroom into an efficient kitchen with its own outdoor patio-carport. The former kitchen was turned into an all-purpose room opening onto a wood deck. Then an old breakfast nook became a laundry room, the location of the bathroom door was changed, and storage space sprang up everywhere.

There's no question about it . . . the Getman remodeling required good planning and financing, top-flight building materials and a competent contractor . . . plus patience while the changes took place. But if Mrs. Getman can say she wouldn't change a single detail of the work done, the results speak for themselves.

FIRST FLOOR • BEFORE





Menu-planning corner has its own desk, telephone, lighting. Pull-out shelves in foreground give fingertip storage convenience to toaster, blender, waffle iron. Sheet linoleum floor has simulated stone design.



Careful planning took advantage of every inch of space in master bedroom built-in. Two and one-half feet of original closet were sacrificed to solve problem of too-small bathroom; then by extending built-in 15 inches into room, space was provided for all elements seen here—even special compartments for hats, purses, shoes.

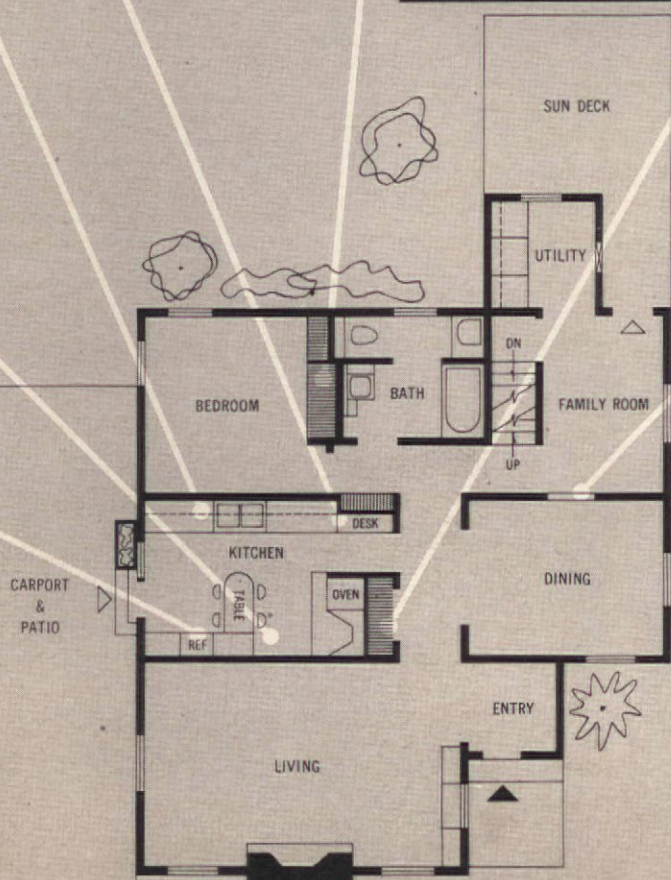


Much-needed guest closet was made by cutting through hall wall to old bedroom closet. Hi-fi speaker is on shelf; louvered doors allow music to be heard without distortion in every room.



Closed-up doorway, between dining room and old kitchen, became cabinets designed to hold extra table leaves, small accessories needed at table. Plants, backed with mirror, soften lines of unit and add interest.

FIRST FLOOR - AFTER



Preparing to Remodel?

Your dealer has Handyman Plan No. 381—"Preparing to Remodel"—that will help you get started. Visit him now and get this *free* plan!

Thinking of building? There's an attractive new home shown on page 20. Whatever your preference in home design, your dealer can furnish the plan. His Home Improvement Center display rack is stocked with 60 different selector cards; look through this selection of expertly designed homes, then ask him to order low-cost building blueprints for the house of your choice.

TIME TO GET GOING on your fixing-up for fall



Build or remodel while the weather permits! We'll help you with ideas, plans and quality materials for any job!

WHY WAIT—MAKE A DATE!

LET US HELP! OUR NAME IS ON THE COVER



driveway repair

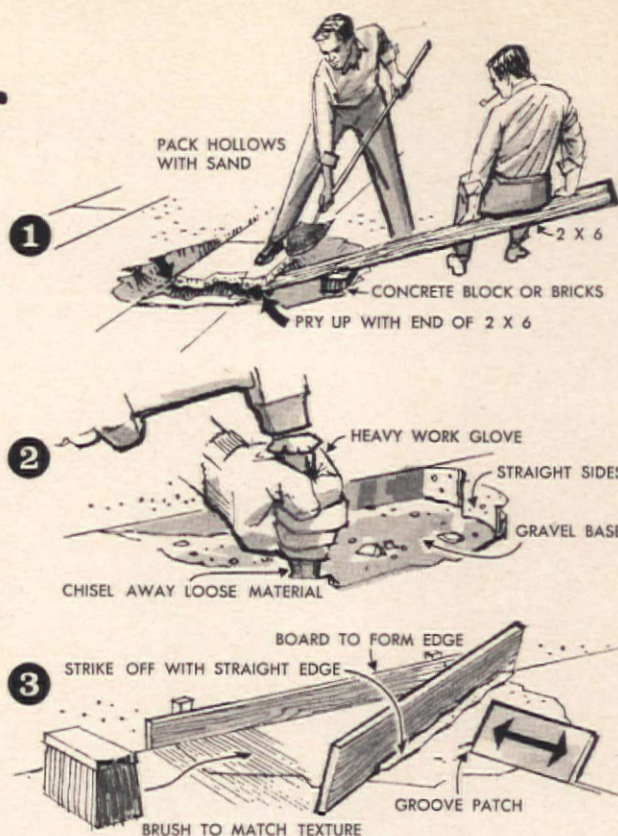
HOW TO REPAIR CONCRETE

SUNKEN sections of ribbon drives can be raised with a lever (Fig. 1). After raising, pack sand underneath. Heavier slabs that cannot be raised should be broken up. Remove larger pieces of rubble, then tamp remainder to form new base for new concrete. Your new slab should be four to six inches thick and poured level with existing slab.

When repairing pot holes in concrete (Fig. 2), chisel away sides of hole until they are perpendicular clear down to gravel base. Use cold chisel and heavy hammer. Wear heavy work gloves and goggles for protection.

Brush away rubble, then wet the hole. Pour new concrete while hole is still damp (be sure there is no standing water). Use a package mix and add only water; or start from scratch with one part cement to three parts sand and fine gravel mix.

Strike off surface with straight edge and regroove if necessary (Fig. 3). Brush lines with stiff broom or brush to match existing concrete.

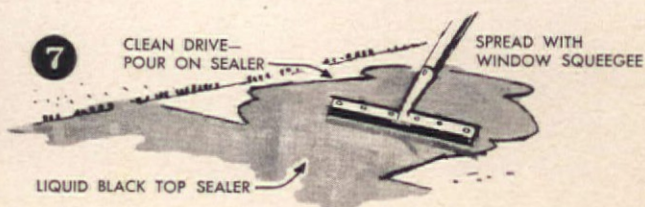
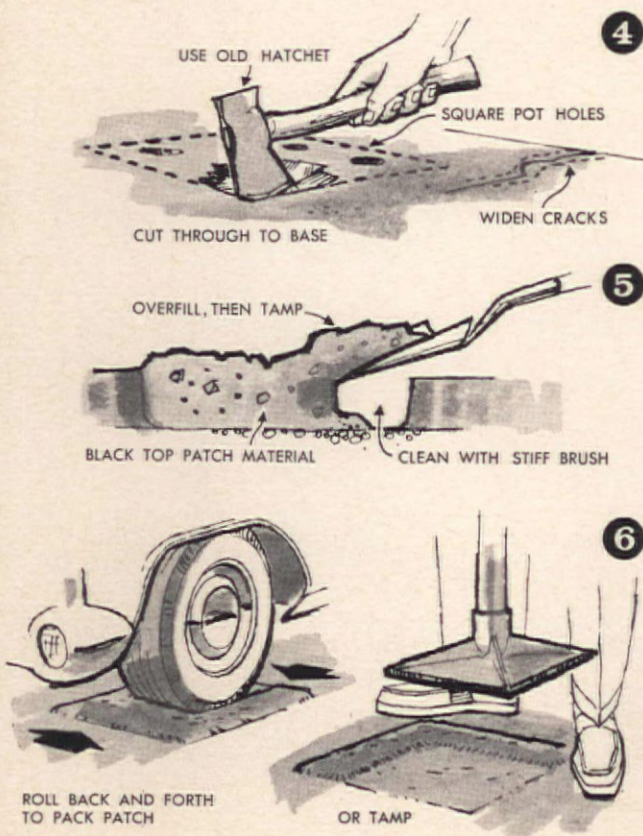


HOW TO PATCH ASPHALT

WHEN patching pot holes and large cracks in asphalt drives, cut loose material down to solid base (Fig. 4). Square sides of hole and cut walls vertically. Wash with clear water and stiff brush; allow to dry thoroughly. Fill hole and heap patching asphalt an inch or so above surface (Fig. 5); then tamp until level with driveway (Fig. 6).

Cracks should be widened to take patch material. Wash and dry cracks, then fill with patching asphalt and tamp until level. Temperatures should be about 50° for best results. If you keep patch material warm before using, it will be more workable in application.

First step in recoloring and resealing small cracks in blacktop drive is to clean thoroughly with water. Next, scrub with stiff brush and scrape away bad spots. After drive is dry, pour on sealer and spread with large window squeegee (Fig. 7). Allow 8 hours for drying, and wait at least 48 hours before driving on it. For this work and all other maintenance needs of your home, consult your building supply dealer named on the cover.



Ideas for den-offices: **Beauty goes to work!**



WHEN a den-office has only a striking appearance, it's lacking in its essential element—efficiency. But when good looks are combined with efficiency, you have the ideal combination. Here you see two rooms that are pleasing to the eye, and at the same time as businesslike as a downtown office.

Actually, the basic ingredients of a home den-office are not unlike a place of business. A den-office must provide for home management records, filed for quick reference, and it has the same need for good lighting as a business office.

In many cases the den-office doubles as guest quarters or a television room, so it should be a comfortable and friendly place. To make any room a perfect place for work and pleasure, remember two things . . . keep the walls a soothing color, and organize your clutter. Bric-a-brac belongs on shelves.

These rooms offer a treasure chest of ideas; for more ideas, visit the dealer whose name is on the cover—his advice and materials can turn any room in your house into a restful place for work and pleasure.

OWNER-DECORATOR: MARIAN S. QUINLAN, A.I.D., I.D.I.

Real office at home serves both as den and business center for Marian S. Quinlan, nationally known Chicago interior decorator. Useful pin-up board was made of edged insulating board; fitted into grooves, board slides back to conceal additional storage for records, samples and blueprint rolls. Notice that side of cabinet holding file cases tapers inward at base to conserve floor space. Pin-point spotlights as well as general illumination are used.

Perfect balance of efficiency and beauty is seen here.

Mrs. Quinlan finds that inexpensive bracket-supported shelves, stock kitchen cabinets and legal-size file drawers combine to provide efficient and attractive storage. The filing arrangement is topped with $\frac{3}{4}$ -in. birch veneered plywood to give big work-counter area. Work table folds away, also pushes under counter when necessary.





Keyed to the family's needs, this den-office also serves as television center and overflow guest room. Plaster walls are painted off-white color; simple walnut shelves are supported on adjustable metal brackets. Idea to copy: fluorescent tubes run length of cornice to throw subdued, indirect light on books and art objects. Home of Mr. & Mrs. Victor Peters, Winnetka, Ill.

Thin-line look of "working" wall comes from careful scaling of component parts—notice that you can see wall both above and below storage pieces. Desk has drop front, drawers, pigeon-holes; double doors at right of desk conceal business-size file drawers. Television in cantilevered out from, and seated above, the high fidelity speaker. Indirect lighting is used here, too.

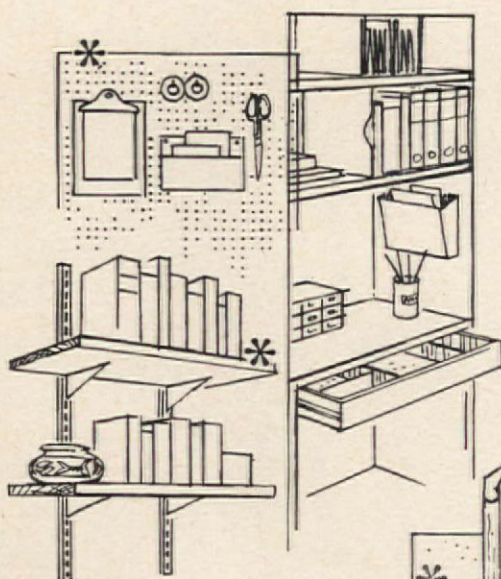
DECORATOR: MARIANNE WILLISCH, A.I.D.
DATA: JESSIE WALKER
PHOTOGRAPHY: HEDRICH-BLESSING



Your dealer has a display rack filled with ideas! He has a free Handyman Plan (No. 391) that shows how to build "Simplified Storage". See him soon . . . his name is on the cover.



How to curb your business clutter



NOW'S THE TIME to confess. Do you have paid bills, receipts and important papers lying around for weeks in a disorganized heap atop the television set? Or is that wonderful spaghetti recipe lost in a shoebox somewhere? If we guessed it, you should make a move to get your papers organized. The man who can help you do it is your lumber dealer!

Your lumber dealer has inexpensive materials that can turn your chaos into an organized delight:

* *Stock shelving* for closed or open shelves, handy cabinets (for books, albums, magazines, stationery).

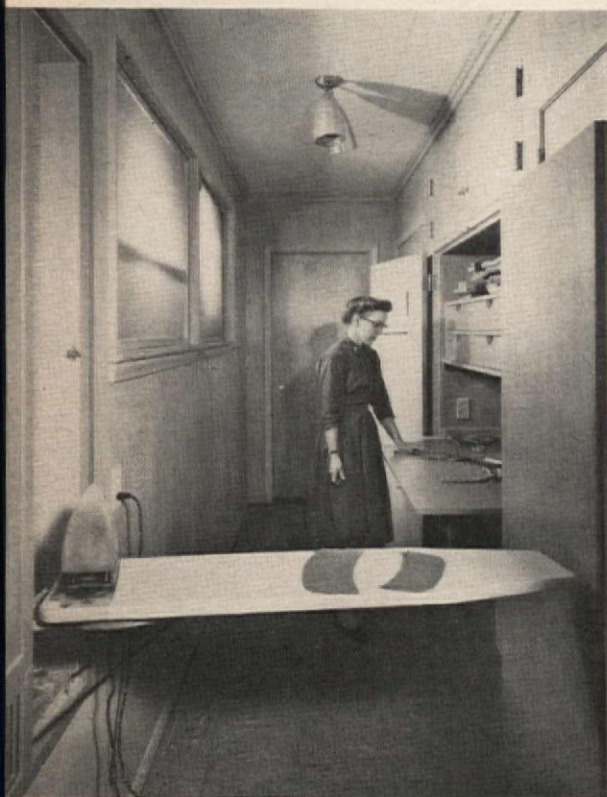
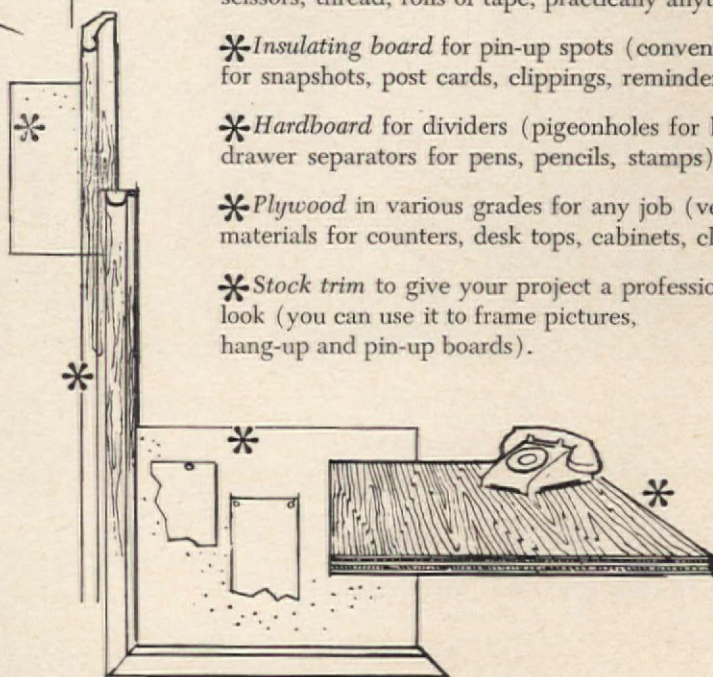
* *Perforated hardboard* for hanging boards (with Handy-Hooks you can hang up lamps, letterboxes, scissors, thread, rolls of tape, practically anything!).

* *Insulating board* for pin-up spots (convenient for snapshots, post cards, clippings, reminders).

* *Hardboard* for dividers (pigeonholes for letters, drawer separators for pens, pencils, stamps).

* *Plywood* in various grades for any job (versatile materials for counters, desk tops, cabinets, closets).

* *Stock trim* to give your project a professional look (you can use it to frame pictures, hang-up and pin-up boards).



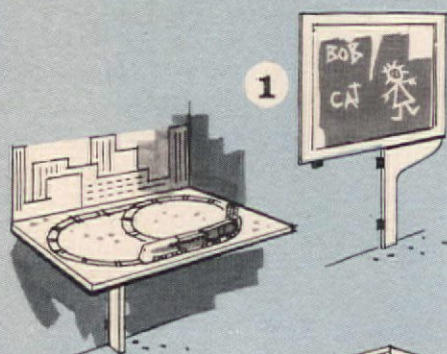
Idea for a hallway

Short on space? Follow the lead of Dr. & Mrs. Eulyss Troxler, Greensboro, N. C.: build a combination office-sewing center into a double-door hallway closet. The 30-inch work counter-cutting board is made of birch-veneered plywood, slides out without use of hardware . . . side cleats serve as guides. Drawers above hold papers, sewing equipment.

ARCHITECT: WILLIAM VAN EATON SPRINKLE, A.I.A.
DATA: CATHERINE P. HICKEY

SHORT-TERM PROJECTS

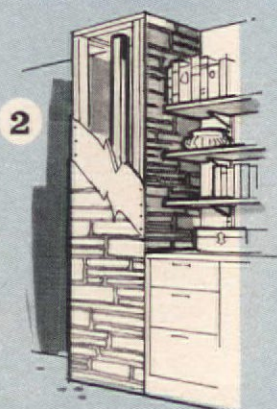
3 simple solutions to 3 common problems



PROBLEM 1: *How can we have a train table in limited space?*

SOLUTION: (by Mrs. Helen Olsen, Oakland, Calif.)

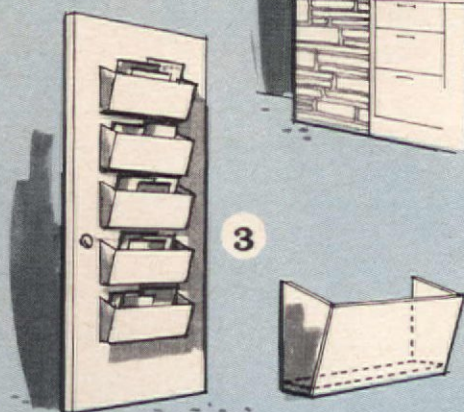
"We have an active boy who loves his train, but there was just no place to put it! After considering what to do, we decided on a hinged plywood panel which, when unhooked and let down, serves as a train-track board. By pasting cut-out pictures of city scenes on the wall, our young engineer gets a little railway atmosphere. The underside of the board is faced with a chalkboard for use when table is up."



PROBLEM 2: *What's a good way to conceal exposed vertical pipes?*

SOLUTION: (by Mr. Albert E. Helland, Chicago, Ill.)

"I had a soil pipe running into my basement which spoiled the appearance of my game room. After framing it in with 2x4's, I covered the framing with SHEETROCK gypsum wallboard and finished it with a stone-design adhesive paper. One side is hinged for access to the clean-out plug. Final product has the appearance of an expensive room divider."



PROBLEM 3: *Where's a convenient place to store back issues of magazines?*

SOLUTION: (by Mr. Jan LaRue, Darien, Conn.)

"We like to keep magazines around for quick reference until they are several months old. Where to put them? Simple holders, made of 1-inch lumber and USC Hardboard, answered our need. The holders are attached to the back of a door and hold dozens of colorful magazines."

POPULAR HOME'S CUT-OUT PLAN-A-WALL KIT

Special
from your
dealer . . .
and it's FREE!



HAVE you ever yearned to be an interior designer so you could visualize built-in effects before they're constructed? POPULAR HOME and your dealer can't make you a full-fledged designer, but we can surely do the next best thing!

Your dealer, who makes it possible for you to receive this magazine, has a free and exclusive storage wall planning kit in limited numbers for the first customers who ask for it.

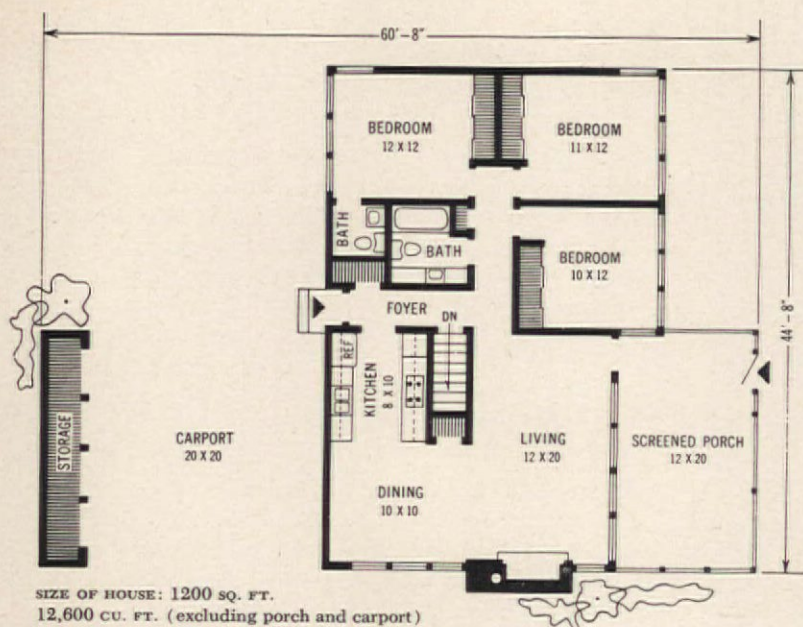
This kit is a clever bit of design that will simplify your room planning problems. Inside the jacket there's a scaled graph where you mark off the width and height of your room; an insert page carries sketches of doors, windows, shelves, cabinets, closets and chests. You merely snip out the designs and place them against the "wall"—it's a real picture of how the room will look after you add "live" built-ins.

On another graph you lay out the size of the room and shuffle the cutouts around until placement suits your fancy.

Sound like fun? It is—and it's helpful. Don't miss out on this unusual aid for home-improvers—supply is limited. See your dealer today.

FAMILY-TESTED
HOME NO. PH 16-4^{A OR B}

POPULAR HOME'S Cross-country house



SIZE OF HOUSE: 1200 sq. ft.
12,600 cu. ft. (excluding porch and carport)
ARCHITECT R. KENNETH KENDALL, BROOKS-BORG
BUILDER: WILLIAM T. KENDALL, RITE WAY BLDGS.

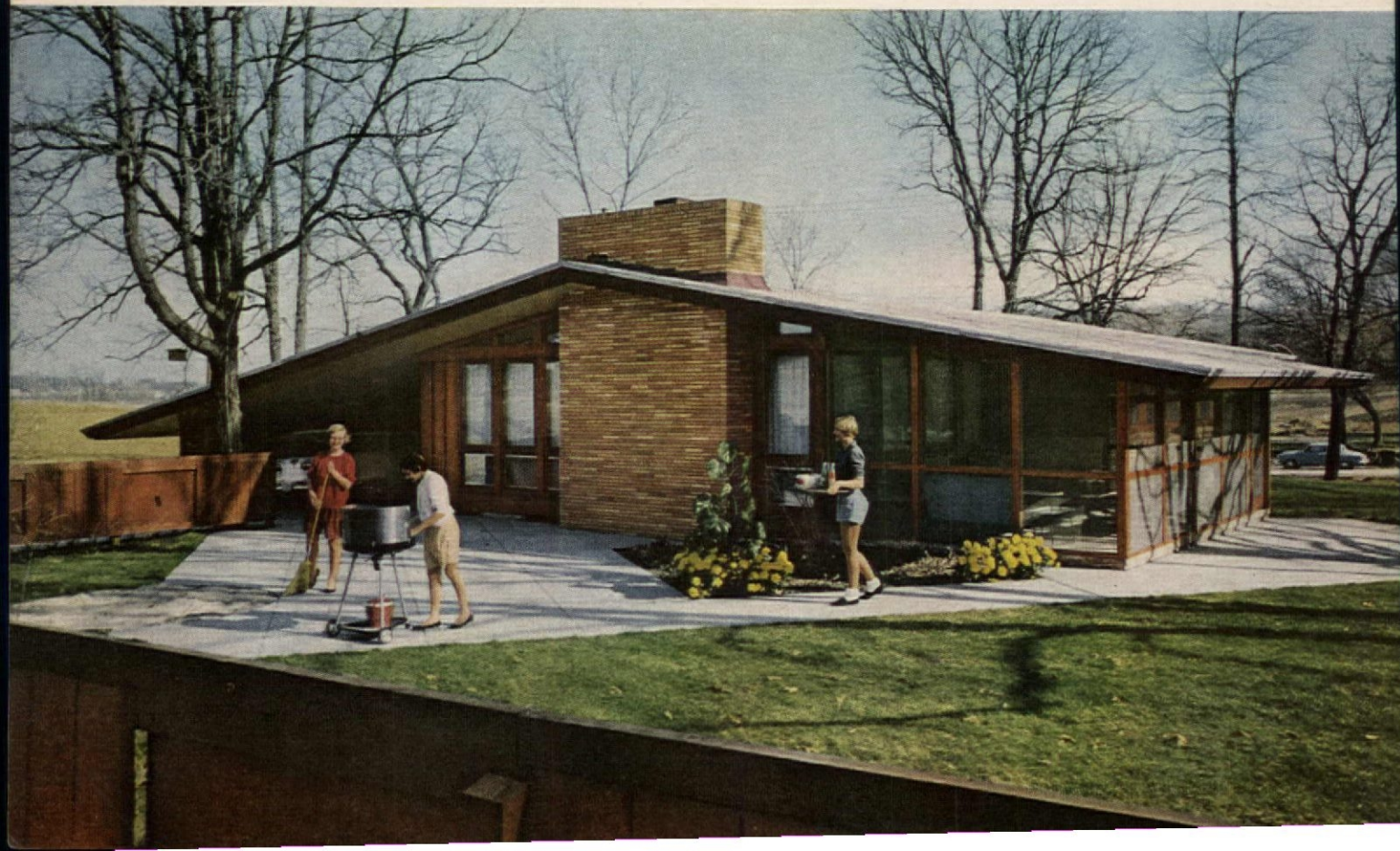
Ideal combination: big-house appearance in an economical, easily maintained small home. House makes best possible use of weather-conditioning materials. Exterior walls are wood over USC Insulating Sheathing, with RED[®]TOP Insulating Wool blankets between studs. No matter where you live, you'll welcome the screened porch and paved patio.

It's not often that you find a house with the potential of the one shown here . . . because this economical house could be at home anywhere in the United States. The pitch and overhang of the roof, the double carport, the screened porch and the big windows are features that fit as naturally in New England as in New Mexico. And with it all comes an extremely flexible floor plan.

Architecturally, the house has today's appeal but with an enduring type of design that will still be good 25 years from now. The owners, Mr. and Mrs. Dan Avery of Cedar Rapids, Iowa, have lived in the house for over a year now, and they are thoroughly delighted with it—as are their teenage children, Pam and Mike.

In Iowa the winters are cold and the summers are hot . . . but this gem of a house has zipped through both with flying colors.

Why wait? You can build this home for your own family. See your dealer named on the covers and ask him to order low-cost building blueprints No. PH 16-4A (without basement) or PH 16-4B (with basement), and start construction yet this summer!





Pride and joy of the chief cook and bottle-washer is this dream kitchen. Wood cabinets have natural finish, are fitted with touch-lock catches. Lighting: spots are recessed into the white-painted SHEETROCK gypsum wallboard ceiling; sink and range are illuminated by fluorescent fixtures; pull-down lamp over table gives soft glow for family meals.

Bathed in soft breezes, screened in side porch is just off living room. Whether entertaining friends or just lounging with the family, this is the Avery family's point of congregation from April through October.



Visual divider between living and dining areas is wood beam extending across ceiling. Top and center areas of windows are fixed glass; bottom windows are awning types that open for ventilation. Focal point of living room is massive brick fireplace at left.

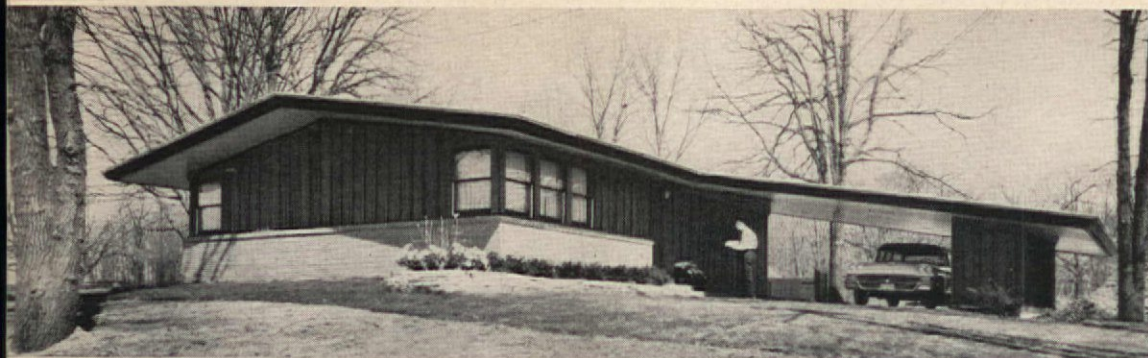
More on next page



"Mr. Smith, do you know your wife is referring to the final blueprints as preliminary sketches?"

Feeling of space is gained by sloping SHEETROCK gypsum wallboard ceilings to follow pitch of roof. All ceilings are insulated with Silver Shield insulating wool, encased in aluminum foil for extra reflective insulation value. Continuous cove and molding around upper walls prevent small room from appearing closed-in and box-like.

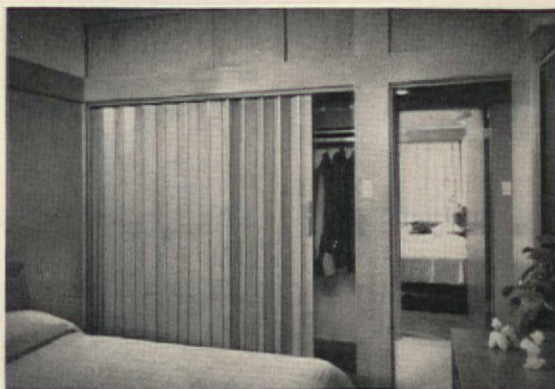




Impressive roof overhang (no rain and sun problems) is easily seen in this rear view. Generously proportioned storage-tool room serves as end support for low, slanting roof of king-size carport. If you want a small home with a definite flair, see your dealer about blueprints.

CROSS-COUNTRY HOUSE (continued)

Folding wooden doors glide on tracks, throw open entire closet for easy access. Out-of-season garments and little-used items are stored in high sliding-door cupboards over closet. Minimum in size, two bedrooms have around-the-corner windows and are bright and cheery.



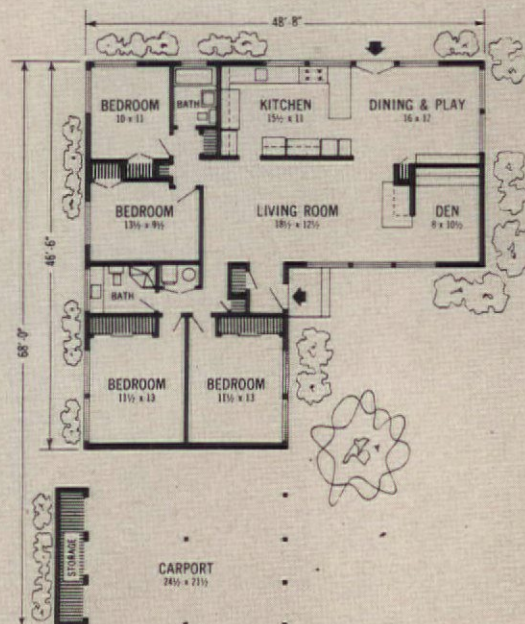
Here's another fine home... you can order plans from your helpful dealer

POPULAR HOME'S House for six...or more!

THIS Orinda, Calif., house puts the accent on space—with three bedrooms suitable for twin beds and a fourth bedroom for bunks or a double bed. Two bathrooms cut down on jams during rush hours.

In addition you'll find a well-organized kitchen with snack space, and a large, bright room that serves as both dining room and everyday play area. For those blessed moments of quiet there's a cozy den off by itself in a corner.

To get plans of this house, ask your dealer to order inexpensive blueprints—No. PH 14-3A (without basement) or PH 14-3B (with basement).



FAMILY-TESTED HOME NO. PH 14-3 A or B
 SIZE OF HOUSE: 1,738 sq. ft.
 18,682 cu. ft. (excluding carport)
 BUILDER: GARRY GROVER

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GLATEX (asbestos cement shingles), SEALCO (asphalt shingles), RED TOP (plaster, insulating wool), SHEETROCK (gypsum wall-board), TEXOLITE (paint products), PERF-A-TAPE (joint treatment)





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AND HELP FOR YOU NOW

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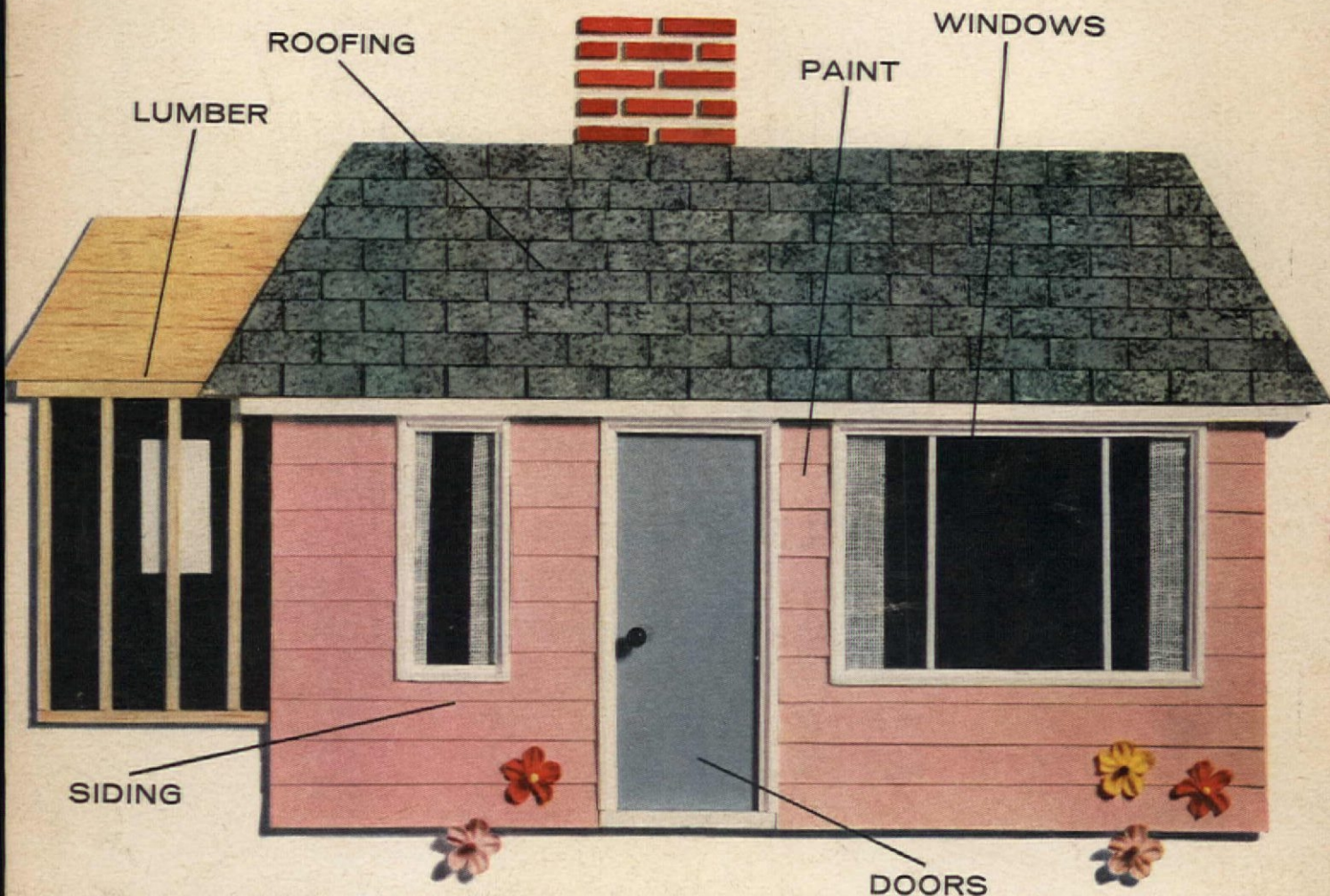
There's room for you on your dealer's busiest day—and new ideas, sound advice and true value for *your* home project. His name is on the cover, and his red, white and blue U.S.G. sign is his mark of quality. See him soon!



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