

Popular Home

JANUARY-FEBRUARY 1960

*Wouldn't you pose proudly
with this new dining room?*

*It's a happy ending for
the too-small house...page 3*



a service of your Home Improvement Headquarters

Eugene Planing Mill

306 Lawrence Street

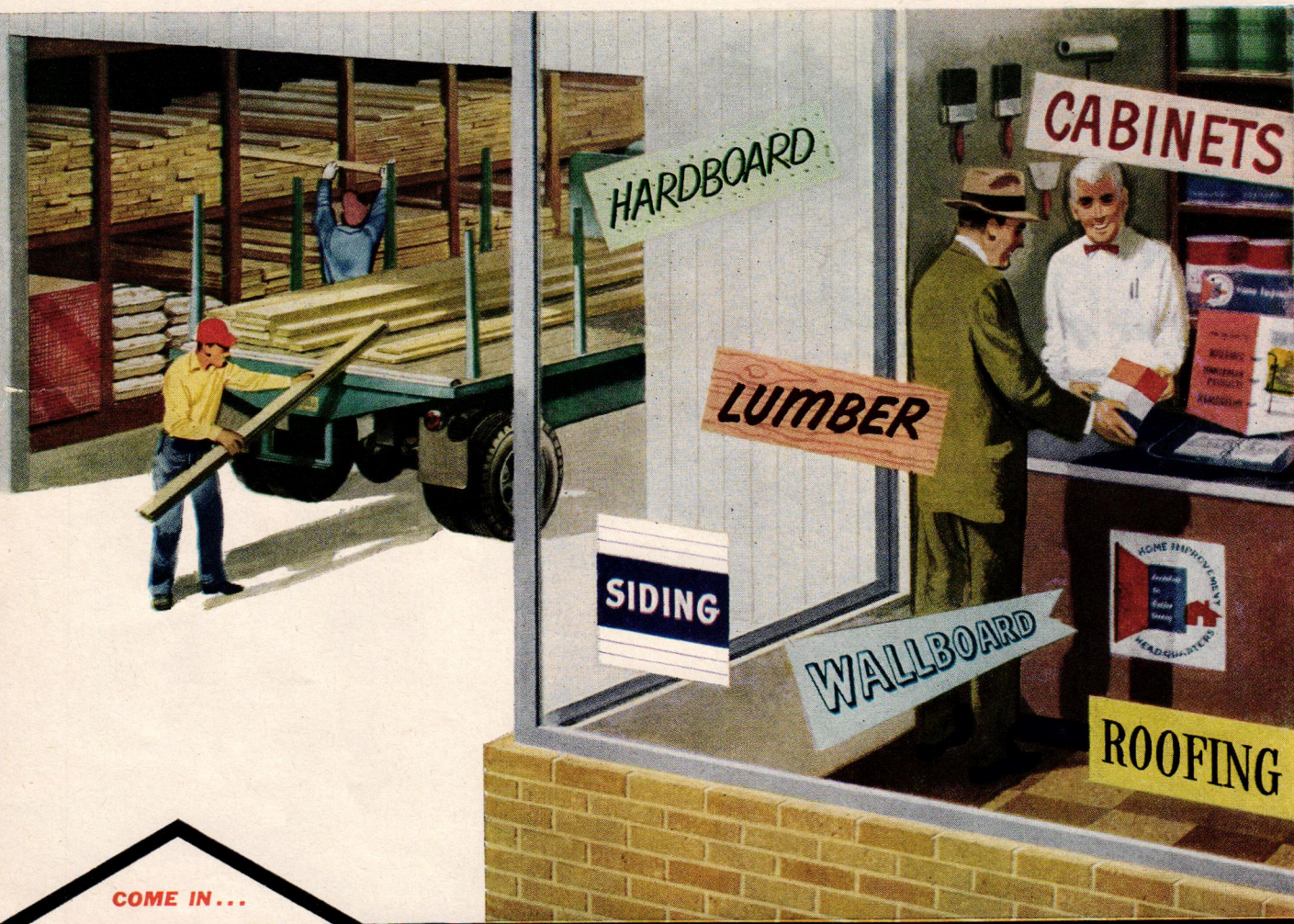


HOW TO GET IT DONE?

HERE'S

PERSONAL SERVICE FOR YOUR HOME IMPROVEMENT

THE push-button age hasn't yet entered our relations with our customers, and we hope it never will! We're here to render personal service—to help families in home improvement with the benefit of our experience. Yes, we'll help you choose the right building products, but we'd like to do far more than that in recommending a contractor, offering fresh ideas and helping with your planning. Drop in for a visit and you'll see: we're *more* than a building materials yard . . . we're Home Improvement Headquarters!



**COME IN...
OUR NAME IS ON
THE COVER**

POPULAR HOME Magazine, January-February, 1960, Vol. 17, No. 1.
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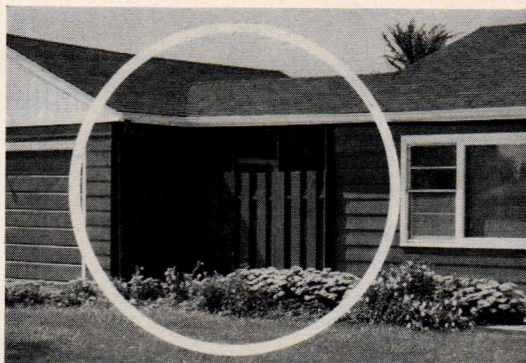
MANY PEOPLE are finding that the development-type house they bought five to ten years ago has become inadequate. It no longer fills the need for which it was purchased. Why? The standard of living has risen and families have grown larger. Many small homes of the past decade weren't well planned; dining areas were cramped and small, as were the bedrooms. Storage was a problem, and so was the lack of proper working space for family projects. Outdoor living was not considered when the houses were built.

When faced with these small-home problems, most people would think of moving, but here, too, problems arise. Community ties have become strong. People have established a way of life that they hate to disrupt. If they move, children may have to go to different schools, transportation may be more difficult. People hesitate to move from their communities because of convenient location and, equally important, because they know their neighbors and have formed lasting friendships.

The alternate (and many times better) solution to these problems is remodeling. In this issue of *POPULAR HOME* you will find remodeling solutions to many of the problems and inadequacies found in early post-war houses. As you read through the following pages, pick out ideas that will help you make your own small home more livable. Then see your lumber dealer, named on the cover, for the advice and materials to do a quality job! He will be most happy to help.

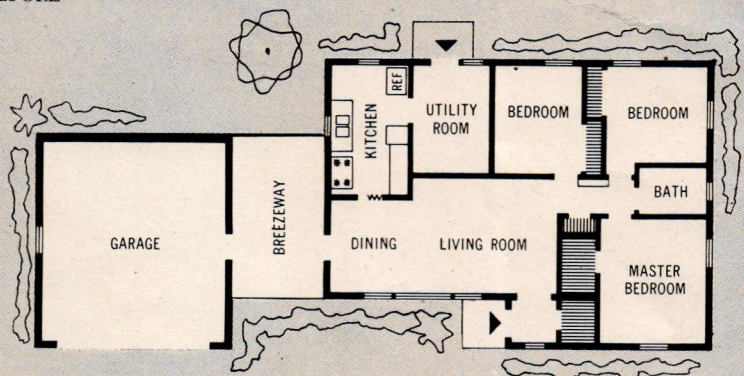
Find your house growing smaller? **R**emodeling can turn the tide!

In typical development house of the Ray Chans, the breezeway got only part-time use and was unattractive to the eye. The broken roof line made house appear small.

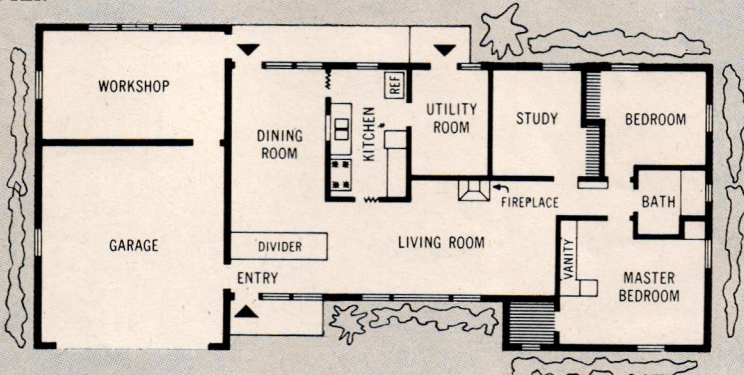


Remodeling complete, old roof line has been extended and breezeway enclosed as part of major remodeling. Plans (right) show changes that enlarged and improved entire house.

BEFORE



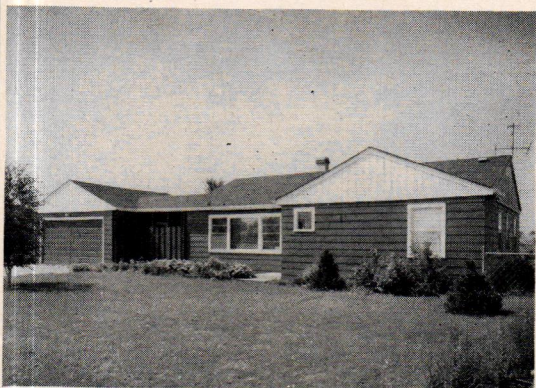
AFTER



REMODELING



freed this family from a too-small house by Frank J. Tolford



Chans' original house, built as one of development, required little change in front exterior except to enclose breezeway next to garage. Good location and pleasant design of house helped to justify remodeling.

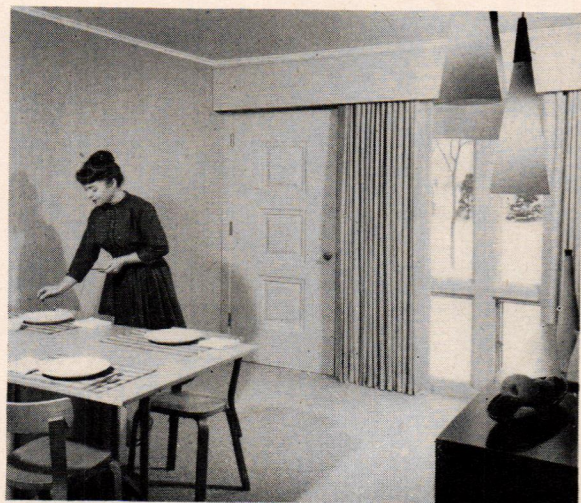
New dining room occupies former breezeway and is pictured on cover being photographed by Giovanni Suter, famous architectural photographer. Walls were finished with Panel SHEETROCK gypsum wallboard in striated finish. New divider separates dining room from front entrance.

RAY AND MURIEL CHAN OWNED a typical tract house on a good-sized lot in northern Illinois. They liked their neighborhood but were considering moving because their house no longer suited the family's needs. They wanted a separate dining room, but had only a small dining area as part of another room. Their bedroom was too small and lacked proper storage. Ray liked woodworking, but had no workshop. The front entry was unattractive and wasn't near the driveway.

Before looking for a new house, they decided to investigate the possibility of remodeling. They met with Architect Charles William Brubaker, A.I.A., and discussed their needs. They were surprised to find that the space for their extra needs already existed—so they decided to remodel and remain where they were.

The only major exterior change, other than changing the roof line and moving the entrance, was adding a workroom at the rear of the garage. For the rest of the changes they merely used every inch available in the house, putting waste space to work. Prime example of this was enclosing the breezeway for use as a dining room. The new entrance at one end of the area is separated from the dining room by an attractive storage divider; the former dining area became part of the living room. They gained not only a dining room, but also an additional 85 square feet in the living room.

See more on next pages

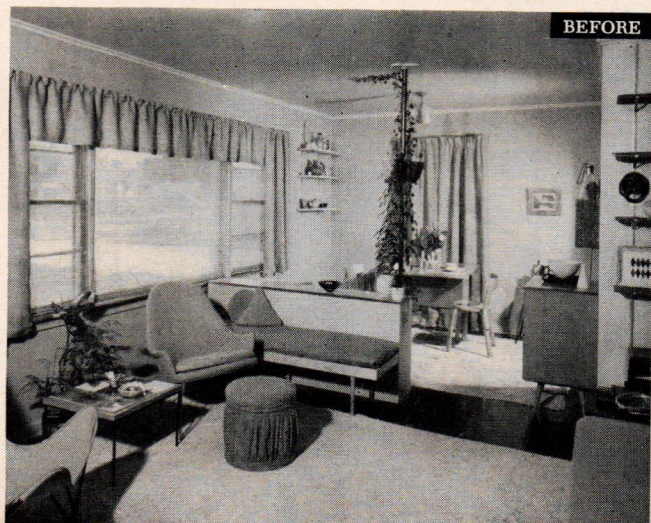


Added Attractions:

*A real dining room,
larger living room*

Simple lines and soft lighting are keynote of new dining room. Vertical lines of drapery repeat striated texture of Panel SHEETROCK to visually increase the ceiling height. Patio is just outside rear exit.

Living-dining area (before) was chopped into sections—not enough space for living, dining or entertaining. **Lots of space in remodeled room** (after) with old dining area now part of living room. Ray Chan added Uni-Built prefab fireplace in expanded room.



TOO-SMALL HOUSE *continued*

Colorful closet-divider: prelude to rest of house

Beauty and utility: sliding door at far end opens to provide front entrance closet. Yellow panel beneath clock covers television set, which pivots for viewing in dining or living room. Door conceals set when not in use. Panels are constructed of USG Perforated Hardboard and painted harmonizing colors of TEXOLITE GRAND PRIZE paint.

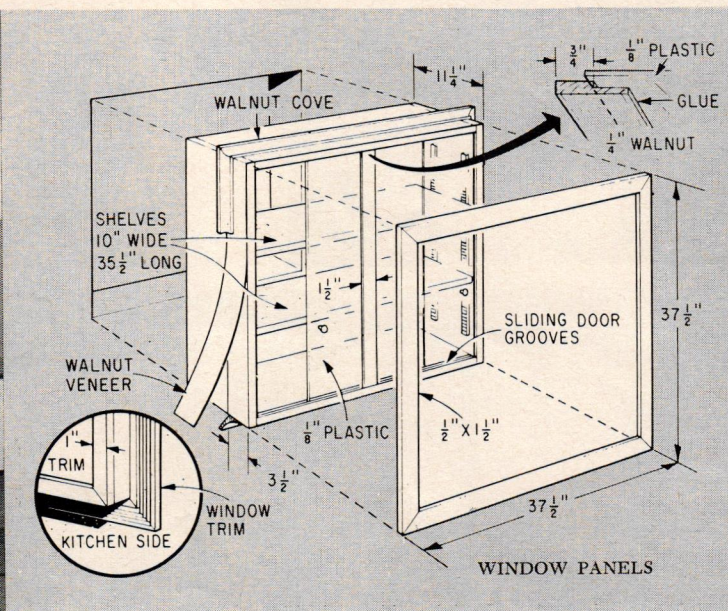
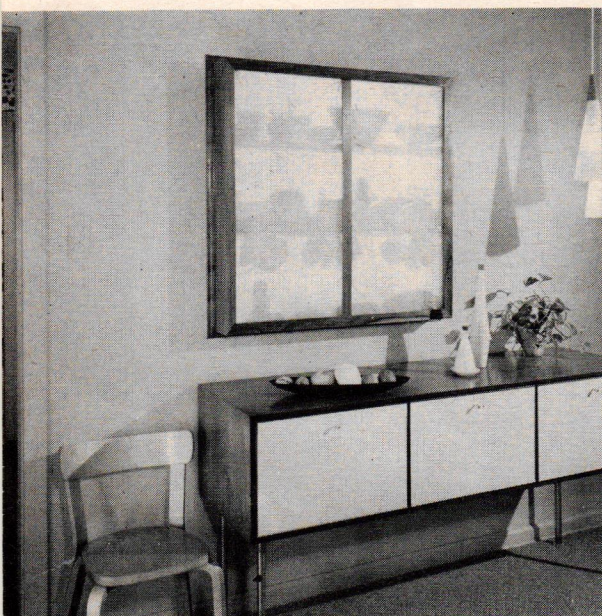
Your lumber dealer, named on the cover, has a material list for this useful storage divider. See him for a cost estimate and for advice on materials—you can build it!

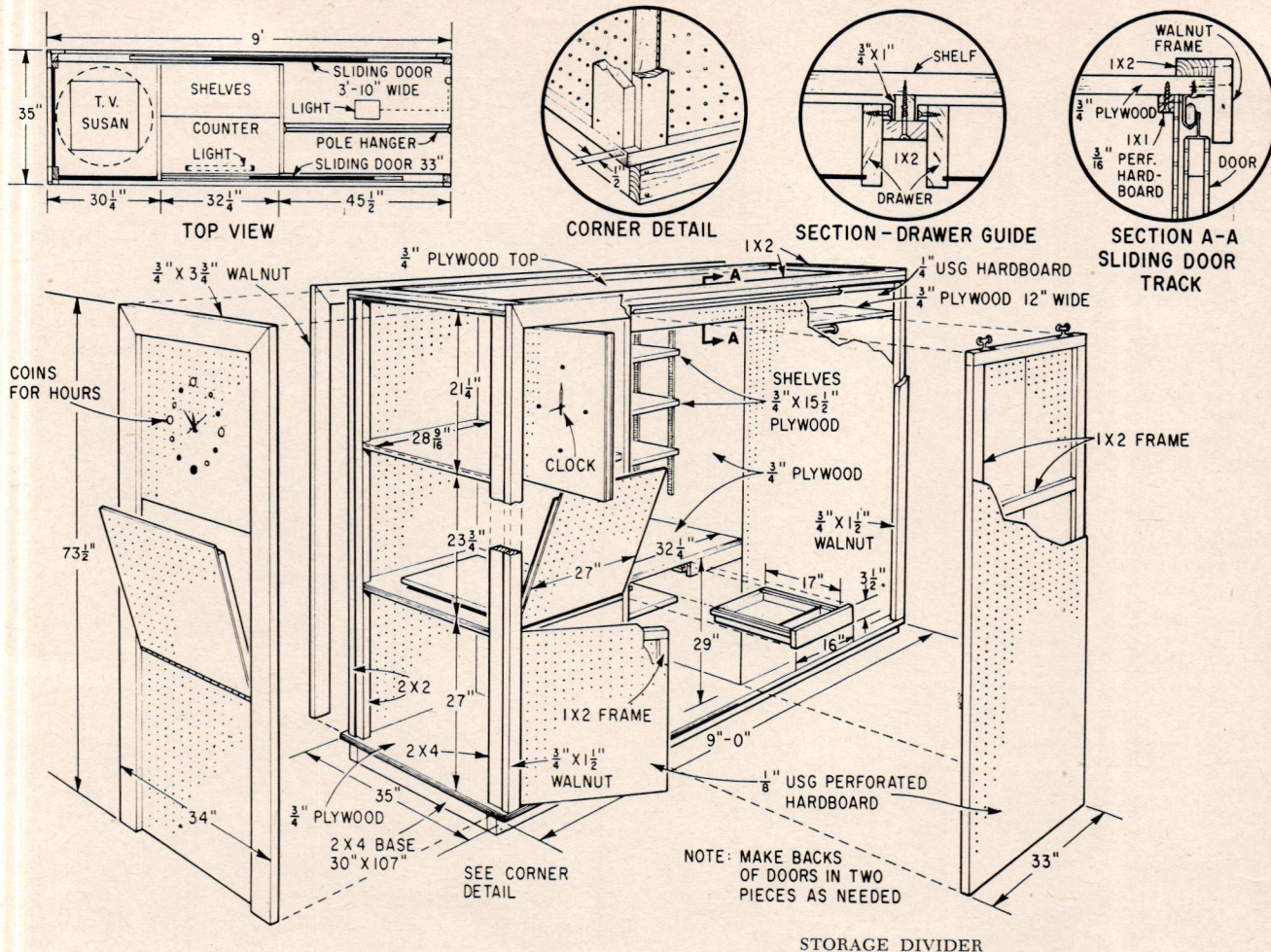


PHOTOGRAPHY: HEDRICH-BLESSING

New china cabinet from old window

Handy dining room storage cabinet was built into kitchen window that faced onto former breezeway. Cabinet opens on both sides to provide china-storage access to either kitchen or dining room. Two plastic panels slide in built-out wooden frame.





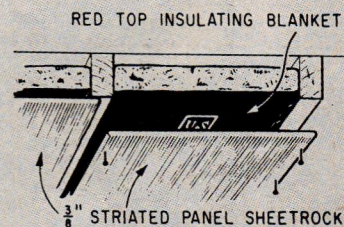
Prime need: smooth walls for new rooms

Step 1 (far left): Ray nails SHEETROCK gypsum wallboard into place. Homemade wallboard lifter holds wallboard in place for easy application. SHEETROCK presents smooth surface for decoration, can also be used to cover existing walls in remodeling.

Step 2 (left): all joints are taped to insure a smooth unbroken surface for decoration. Here Ray is embedding PERF-A-TAPE in special cement. When this dries and finishing coats are applied, all that he has to do is sand joints, seal wall and decorate with paint or wallpaper.

Predecorated panels for handsome effect

Panel SHEETROCK, 16 inches wide, is easily applied. After applying PERF-A-TAPE Cement to the back, next step is to press board into position over wallboard base course. As alternate to adhesive application, Panel SHEETROCK can also be nailed directly to studs spaced 16 inches on center (drawing, right). No cutting to get correct widths; nails are pre-colored to blend with finished surface of predecorated SHEETROCK. See your dealer for this and other USG products for home remodeling. His lumber yard is your Home Improvement Headquarters.



TOO-SMALL HOUSE *continued*

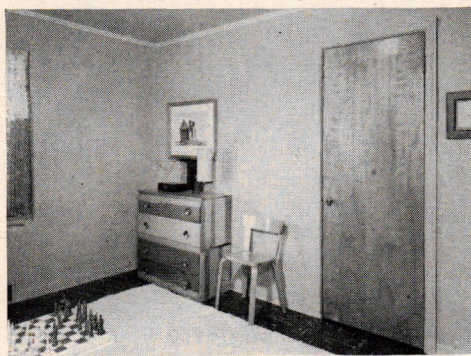
Enlarged bedroom has touch of luxury

To gain more space in their bedroom, the Chans removed two closets from bedroom and old front entrance. This added three feet to width of room. Old entrance hall became new closet.

Large storage unit, dressing table with drawers, and overhead cabinets eliminated need for bulky furniture. Roomy storage units were constructed of stock lumber and USG Hardboard, available from your lumber dealer.

Bedroom was too small for furniture.

Small door made part of closet inaccessible. This room was both inconvenient and a decorating problem.

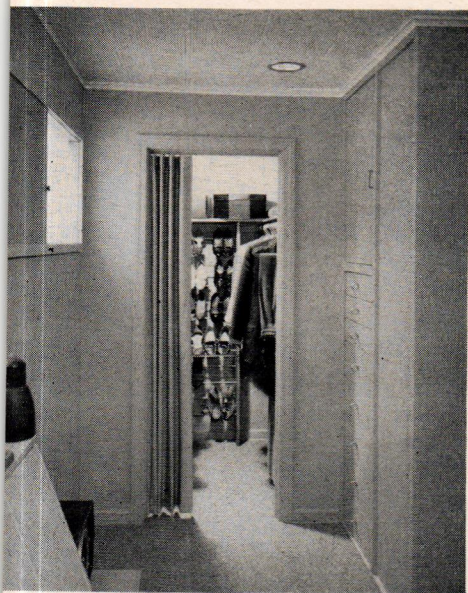


BEFORE AFTER

And just outside...a patio for relaxing

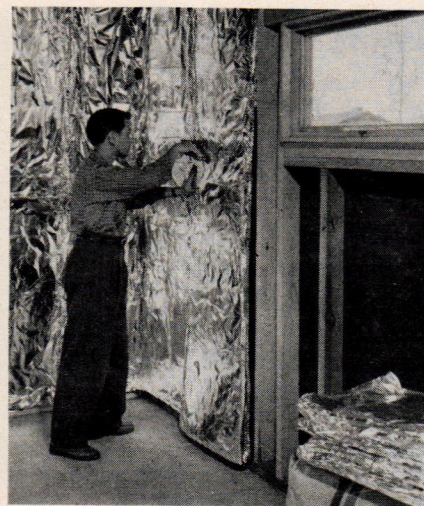
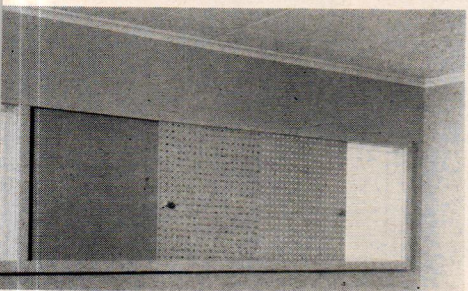
Bonus feature of Chan remodeling is an outdoor patio. Located next to new dining room, new patio is perfect for entertaining. Plan your patio as the Chans did . . . close to dining room and kitchen.





What could be handier than a roomy walk-in closet (left) and a dressing area such as this? Everything is easy to reach in closet built into what was once front entry hall. Built-in drawers at right help solve storage problems.

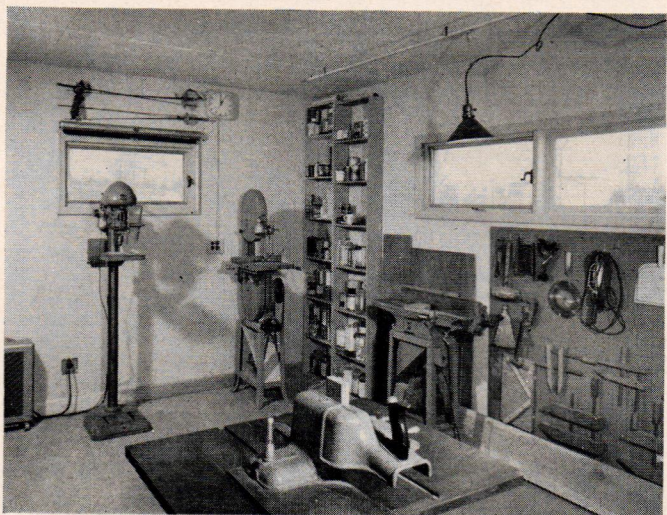
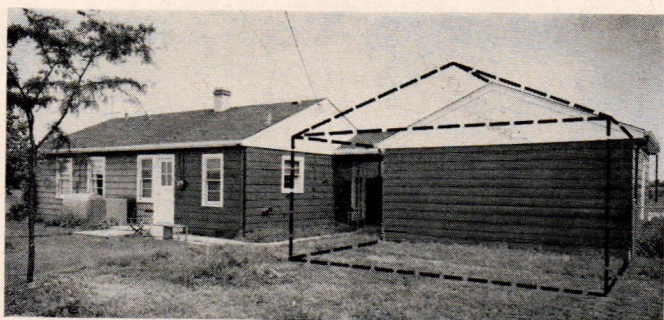
Window idea (left, below) employs panels of USG Perforated Hardboard that slide over windows for privacy. Panels are set into sliding tracks built into window frame. Chans found that perforations admit sunlight for interesting decorative effect.



Proper insulation for year-round weather control

USG Insulating Sheathing (left) behind exterior siding is first line of defense against temperature extremes. Here, Ray is nailing siding directly over sheathing . . . no building paper is necessary. Sheathing is easy to cut and apply, and has twice insulation value of tongue-and-groove wood of same thickness.

RED TOP Silver Shield Insulation (right) insures year-round comfort. Application is easy—cut batts to length and staple them to studs. See the special article on insulation, pages 18 and 19.



Want to insulate? Stop in and see your lumber dealer . . . his name is on the cover. Ask him for *free* Handyman Plan No. 301, "Insulating the Home"—with step-by-step directions for insulating attics, floors, and side walls. Subtract from your heating bills and add to your home comfort with proper insulation.

For the workshop: efficiency and order

Brand-new workshop was added to rear of garage (left, above); it's accessible from garage or patio. Ray did this part of remodeling first so he would have working space for remainder of project.

Plenty of room here for home projects. The workshop was planned to accommodate both power tools and storage needs. USG Perforated Hardboard and shelves constructed of stock lumber keep tools and supplies in proper places and easy to find.

Acoustical tile to muffle noise



1 Beginning adhesive application of 12x12-inch beveled-edge QUIETONE acoustical tile, homeowner Ray Chan snaps chalk lines to find center of ceiling. Intersection of the two lines will indicate positions of first four tiles. The rest is easy!

2 Start applying beveled-edge tiles at center of ceiling where chalk lines cross. In this way, tiles will present a more uniform appearance at edge of ceiling. If applying tongue-and-groove tiles with stapler, start in room's right-hand corner.

3 When applying tile with adhesive, place a lump of adhesive the size of walnut at each corner and press into place on ceiling.

YOUR DEALER HAS THE ANSWERS TO REMODELING QUESTIONS

how
to get it
done

When building advice is what you need, follow the lead of Mr. and Mrs. Don Davidson of Glen Ellyn, Ill.

Here the Davidsons are conferring with Mr. Stephens of the M. C. Stephens Lumber Co. Final result: a beautiful remodeling of the Davidsons' suburban home.



EITHER in remodeling an existing home or building a brand-new one, there is always the question, "Where do we start?" It's a baffling question that has mystified people for generations. But today there's one sure answer—start at your lumber dealer's place. Your dealer can help you check off these prime building requirements:

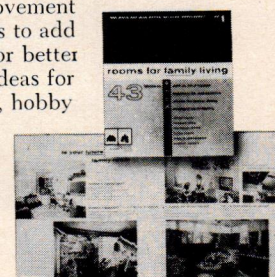
- ☐ Plans and design—
- ☐ Good financing—
- ☐ Local building codes—
- ☐ Contractor help—
- ☐ Top-quality building materials—

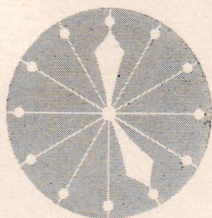
Your local lumber dealer is your community's expert source of information. He has his finger on the building pulse. He knows and will gladly recommend design sources (in fact, his Home Improvement Center display rack has selector cards for over 35 exceptional new house designs). He has free Handyman Plans that are yours for the asking, he knows reliable architects, contractors and lending institutions—and he has the *finest* building materials available anywhere.

See your POPULAR HOME dealer today—his lumber yard is the place to get the building information you need to *get it done!*

Ideas for remodeling? Get this *free* booklet

The Red-White-and-Blue Book for Home Improvement No. 1, "Rooms for Family Living", has 43 ideas to add to your house, subtract its drawbacks, divide for better living and multiply its livability. You will find ideas for family rooms, living kitchens, recreation rooms, hobby rooms, ways to use windows and many other problem solvers. All this *free* from the dealer named on the cover of this magazine. See him today for this new encyclopedia of ideas!



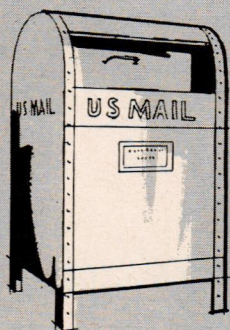


SHORT-TERM PROJECTS . . . *ideas submitted by POPULAR HOME readers*



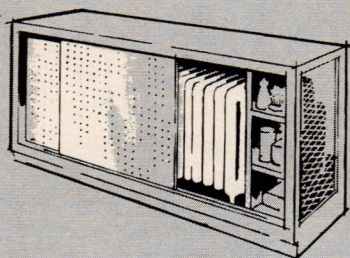
WALL-TO-WALL BOOKSHELF

EVEN PEOPLE in our largest state have space problems. Edmund Hinke of Juneau, Alaska, needed additional space for 60 to 80 books, and in his small home it posed a problem. His solution was a room-length bookshelf, attractive as it is useful. Make end pieces from 1"x8" lumber (use your own design) and fasten them to opposite walls with 1 1/4" screws. Apply long length of 1"x8" stock shelving to base of end pieces—again using 1 1/4" screws. For extra strength, use running strip of quarter-round underneath shelf, nailing into wall studs. Finish or paint to match walls.



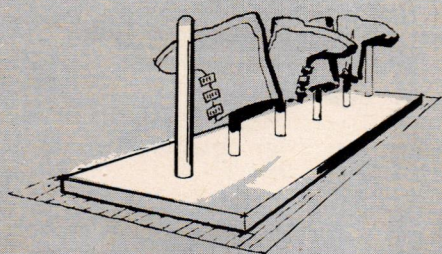
MAIL BOX HAMPER

ROLAND R. LEM of San Diego, Calif., has no problem with his boys tossing their soiled clothes around . . . that is, since he built this unique clothes hamper. It is almost an exact replica of a real corner mailbox, down to "rivets", "Hours of Collection" plate, and color. For the sides and bottom, use 3/4" plywood. Doors are 1/2" plywood. Use linoleum for curved top, and upholstering tacks for realistic looking "rivets". The simulated angle-iron legs were made of 1/4"x1 1/2" pine moulding. A back of expanded metal provides ventilation. For final touch, paint with red, white and blue enamel.



SMART RADIATOR COVER

A CLEVER IDEA, inexpensive materials, and a little time was all Pearl Wendt of Milwaukee, Wis., needed to provide her bathroom with an attractive radiator cover that also serves as a storage space for cleaning items. Complete with sliding doors, the cover-cabinet has handy shelves on both ends. Materials: USG Perforated Hardboard for doors; USG Expanded Metal for the "framed" ends; plywood. Paint to match color scheme of bathroom.

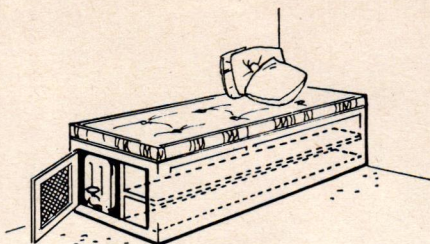
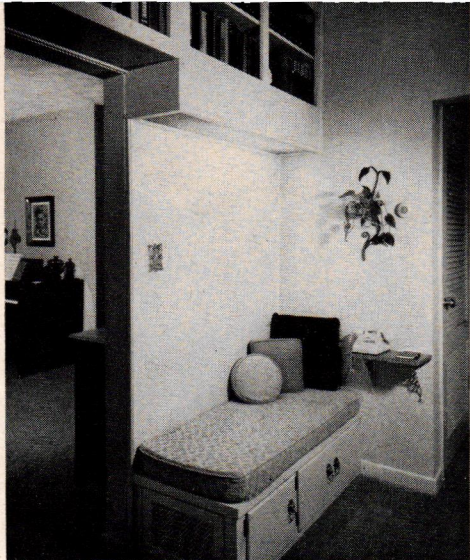


USEFUL BOOT RACK

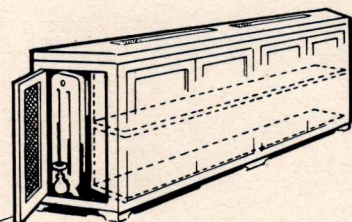
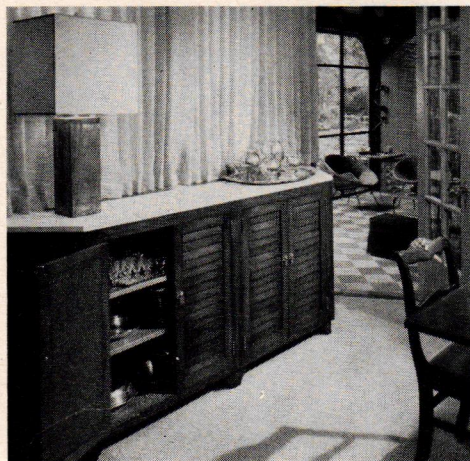
WINTRY WEATHER brings the call for boots and galoshes. For this boot rack, by Helen B. Haaland, Woodbury, Conn., you need only a piece of 1"x6" lumber and as many dowel rods as you have boots. The rods are held by holes bored into the lumber. Finish with coat of enamel, and place on plastic mat for floor protection.

PROUD of any short-term projects you've completed lately? Your idea may be worth cash: send snapshots, drawings, how-to-build-it data to Short-Term Projects, POPULAR HOME Maga-

zine, 300 W. Adams St., Chicago 6, Ill. We pay \$20 for each idea used, but you *must* include the dealer's name on your cover of POPULAR HOME. Contributions cannot be returned.




Low, old-fashioned radiator is hidden under comfortable telephone seat in entrance hall. Grill at this end, for air circulation, is made of USG Expanded Metal; same material covers bottom of soffit above seat and conceals fluorescent lighting tubes. Another decorating note: bookshelves make use of wasted space above double door to living room. Home of Mr. & Mrs. William C. Barnett, Webster Groves, Mo. Data: Lois Rea.

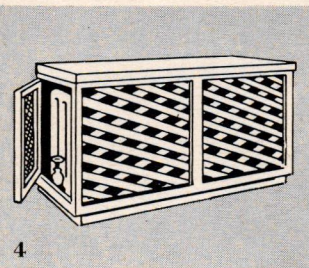
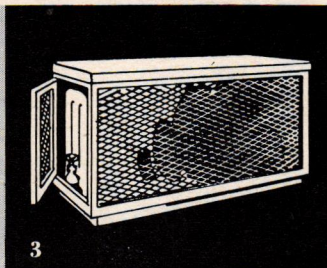
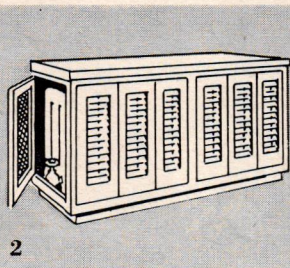
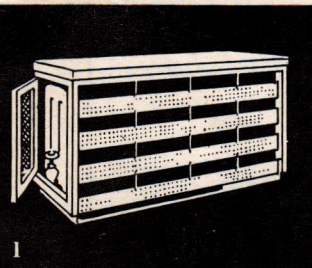


Custom-made china cabinet conceals large radiator in this dining room. Cabinet can be made of $\frac{3}{4}$ -in. plywood; louvered doors are standard type from lumber dealer. End pieces of cabinet are made of expanded metal and are removable to permit servicing radiator. Two metal grills are set into the unit's plastic laminated top for extra heat circulation. Wall and false back of cabinet are lined with metal foil. Home of Mr. & Mrs. Adam Rosenthal, University City, Mo. Designer: Arthur Springmeyer.

Smart cover-ups for ungainly radiators

D E C O R A T I N G C L I P S H E E T

*Take an old radiator
such as this... 
...and here's what
you can do with it*



1. Perforated hardboard cut into long narrow strips (about 4 in. wide) are laced together with plastic clothesline for a free-swinging drop front. Paint strips various colors to key them to a Contemporary-style interior, or paint them woodwork color for Traditional theme.

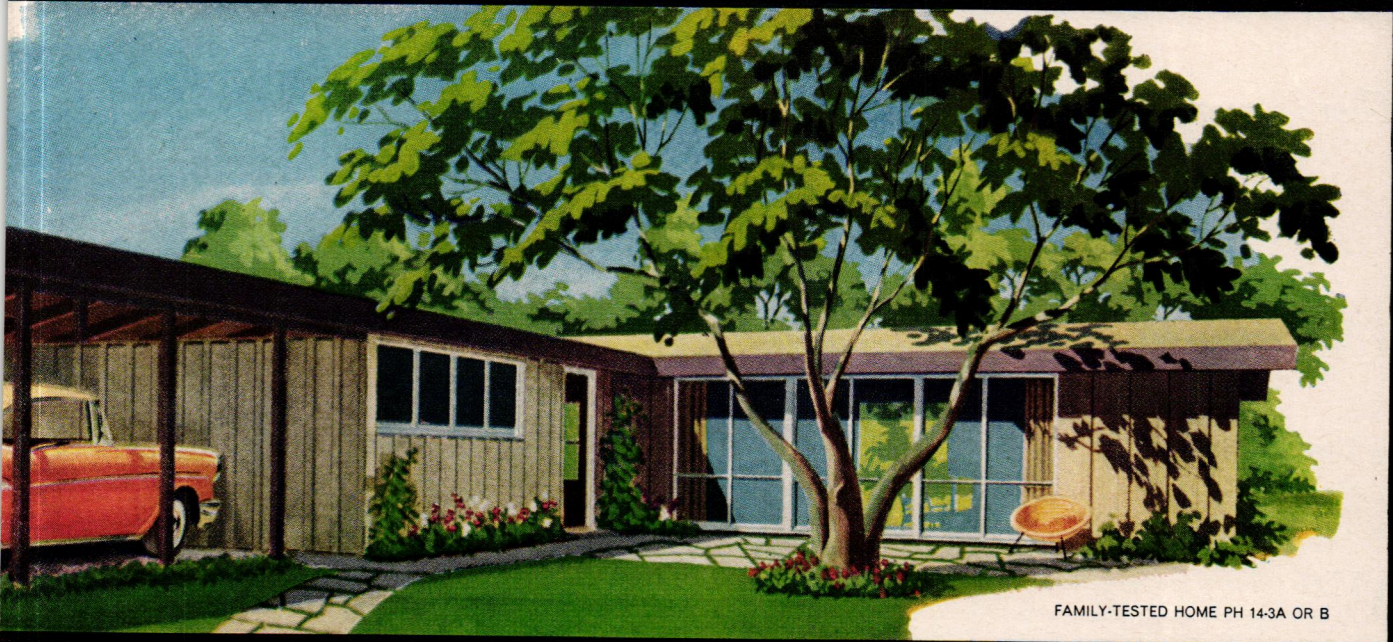
2. Shutters, of widely available variety, are cut to fit 1x2 lumber frame. Hinge the shutters on one frame end (for access to radiator valve) but attach other end and front shutters permanently. You'll find it easier to paint or stain them before assembling.

3. Expanded metal, handsome and versatile new material, is available either in carbon steel or aluminum—and in a wide selection of patterns and meshes. Build a sturdy frame of stock lumber and attach metal on inside with nails, screws or staples. Expanded metal may be painted for color or protected with clear lacquer; for elegant effect, give it a coat of gilt.

4. Wood lath, available at your lumber dealer's, is inexpensive way to get a lacy, garden house effect. Lath may be applied vertically or diagonally to form an unusual pattern. In a rustic-type room, stain the lath; in other rooms, paint it to match walls. Don't worry about roughness of lath—it gives interesting texture when stained or painted.

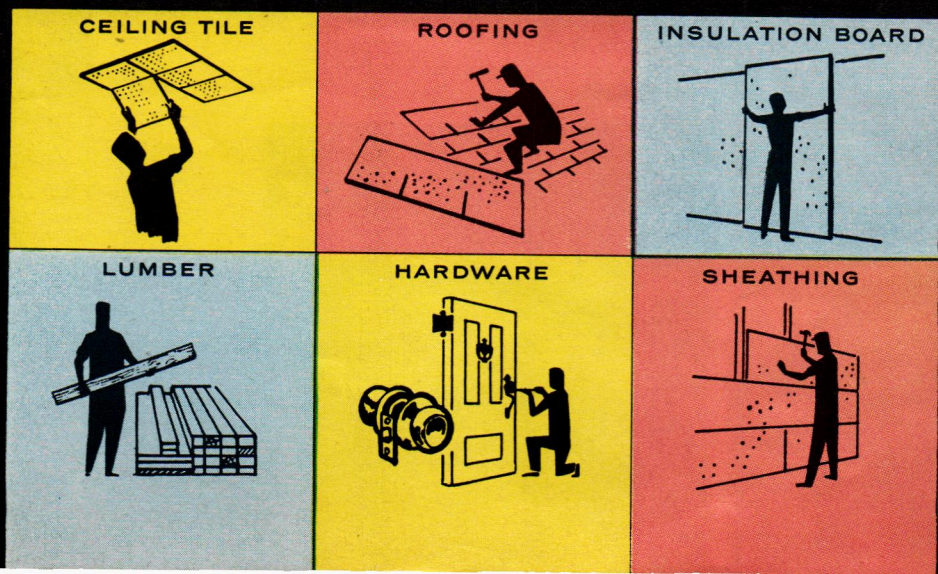


*Why Wait? THE HOME YOU WANT
CAN BEGIN NOW
WITH OUR EXPERT HELP*



Build a new home? See our choice of Family-Tested designs and low-cost blueprints. Fix up your present home? Get our expert advice to do the job right. Either way, the proper building materials are your most important ingredient. See the best of them here and get started now!

**COME IN!
OUR NAME
IS ON
THE COVER**



There's more than one way

to catch a fish, ride a horse, build a fence...or to

Improve the space you have

by Cynthia Montgomery

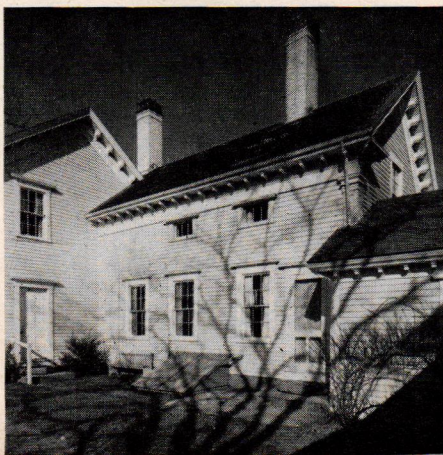
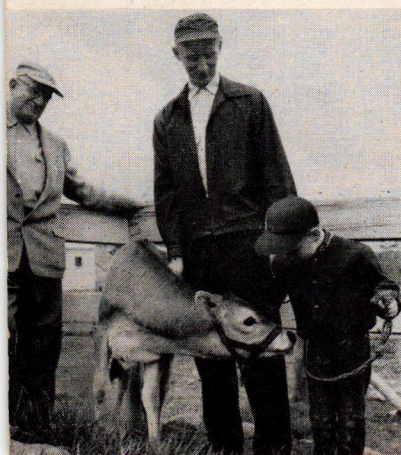
WE'D LIKE YOU TO MEET two families who made changes in their houses to suit themselves—and to see exactly what took place. Both houses have been greatly improved—in how they look and the way they work. Both have improvement ideas that will work just as well in *your* house.

The Hiller and Cadwallader families are far apart geographically, but alike in perception and determination. Both recognized weak points of their houses and came up with some fine solutions. How they did it, you can see on the next four pages. Both families realized—and we show you the pictures to prove it—the great importance of *walls*!

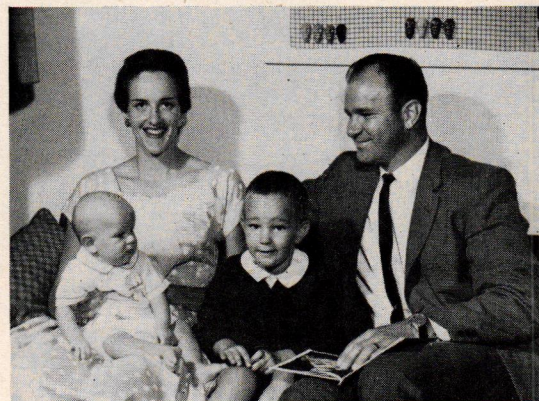
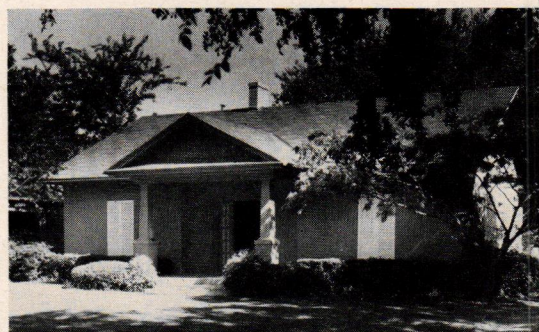
The Hillers knew that walls in rooms of moderate size should be used to great advantage by serving as background for all kinds of storage built-ins. The Cadwalladers knew that walls in good condition and attractively decorated are the greatest single improvement feature a room can have.

POPULAR HOME takes you on a tour of these two attractively remodeled homes. Two heads are better than one, so when you contemplate room improvements, talk it over with your lumber dealer. Where are these folks with good ideas and a desire to help you? See the front cover for their names.

IN MASSACHUSETTS the Howard Hillers live in a lovely old country house on East'Over Farms. Rambling and comfortable, their house is in Rochester at the gateway to Cape Cod. It was in this two-story wing of the Hillers' big house that changes were made. Pages 16 and 17 show the room improvements that centered around making a better kitchen and a family room.



In Texas, middle-aged
house gains modern look



IN TEXAS the Robert Cadwalladers moved into a one-story not-new Dallas house. It's within a few minutes drive of Mr. Cadwallader's office in a settled community of well-cared-for houses and shaded lawns. The Cadwalladers' house needed a general reviving. It needed the convenience that comes with built-in storage and a full-sized dining room.



Full-sized dining room (above) for the Cadwalladers came from pushing out end wall to enclose open porch and patio. Old porch walls were insulated and covered with SHEETROCK gypsum wallboard, then finished with PERF-A-TAPE joint treatment. Brilliant stripes of color in draperies give increased drama to Mellow White walls. Notice vintage hardwood floor stained stylish teal color. There are low-cost ideas here to pep up your own remodeling. Why not borrow them?

Room fitted to the child (below) has accent walls covered with Panel SHEETROCK gypsum wallboard. Gay colors are Mellow White and Yellow Delight—new shades of TEXOLITE GRAND PRIZE paint. Storage case hangs on wall, out of way of mop and moppet.

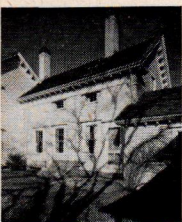


PHOTOGRAPHY: HENCE GRIFFITH



Remodeled den (above) is hideaway from daily hubbub. Formerly a little-used bedroom, this room now serves as family-guest room. Panel SHEETROCK (on wall behind sofa) is 16 inches wide and is excellent material for remodeling old walls; it may be applied with adhesive or nailed to face of studs. White paint is high-style favorite—and it looks especially fetching when combined with your favorite colors.

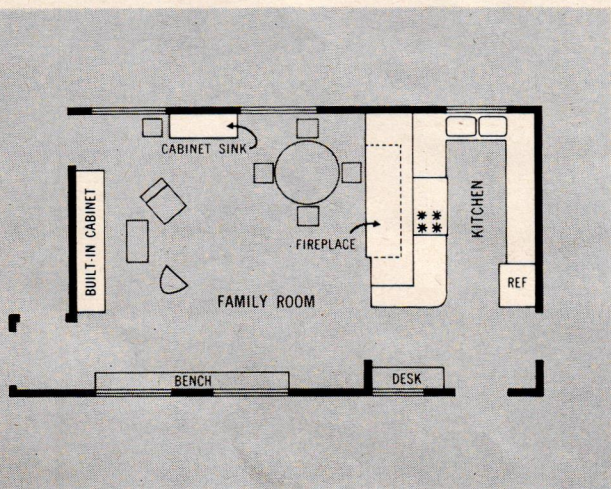
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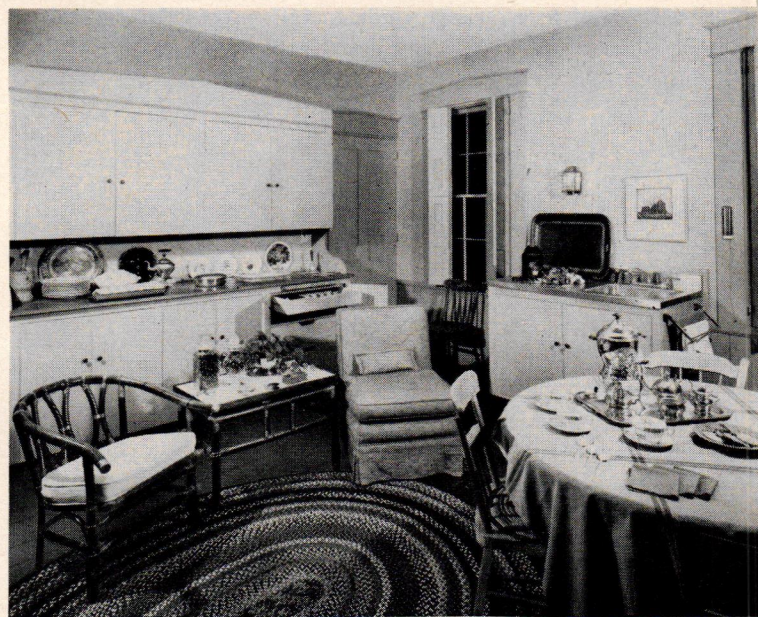
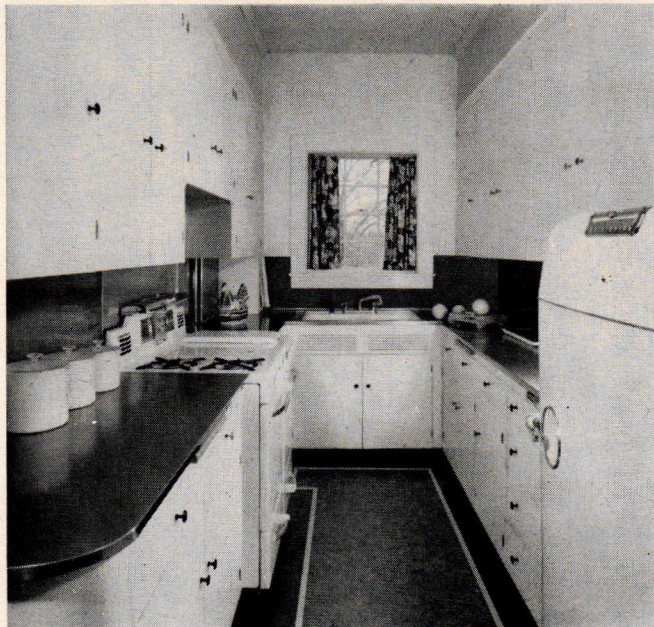
IMPROVE YOUR SPACE *continued*

*In Massachusetts,
walls are
dressed with
storage
built-ins*

Floor plan shows how Hillers used walls for storage.



A better kitchen to Mrs. Hiller is a U-shaped, one-person workshop. Wood cabinets painted white line the walls. Upper wall was boxed in by plastering over metal lath. Paint color: Saffron Yellow



Does entertaining make you dread dishes? That's why Mrs. Hiller's *second* sink is in family room (in built-in cabinet on right-hand wall). Storage unit at left has many shelves, includes shallow drawers for linens.

DATA: ESTELLE BOND GURALNICK
BUILDER: J. W. BLOSSOM, INC.
PHOTOGRAPHY: LISANTI, INC.

If you're a busy, busy family with a lack of living or storage space, it's time to improve the space you have. You'll find your POPULAR HOME dealer waiting to help with . . . advice . . . free Handyman Plans . . . quality materials.



Delightful family room once was the Hillers' summer kitchen. New features (above) include fireplace, storage bench covered with green cushions, and hanging shelves above made of stock lumber. Built-in cabinet on opposite side of room (below) provides storage for silver, china and linens, and doubles as buffet server when Hillers have guests.

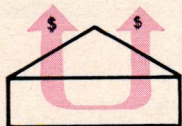


For comfort *inside*... start with Insulation

A CENTURY AGO it was considered quite an unusual treat to have iced beverages in the summertime. Many farmers set aside part of their barn as an "ice house". They constructed a small room with hollow, double walls and ceiling; then into the hollows they packed straw. In winter the farmers sawed blocks of ice from frozen rivers and ponds and stored the ice in the straw-packed room. The ice lasted through the summer. Basically, the same theory is behind today's completely insulated homes.



Insulation is a two-way street: you can keep heat in and cold out, or keep cold in and heat out. The value of insulation is obvious; it keeps out the intruder whether it be heat or cold. Thicker insulation, naturally, does a more effective job. The labor cost of installing 3 in. of insulation is only a little more than the cost of



installing 1½ in. of insulation. The cost of the added material is negligible when compared with the greatly increased savings in heating and cooling costs.

For example, in a house having an uninsulated ceiling with an area of 1,000 sq. ft., and situated in a typical American city, the fuel required to offset heat loss through the ceiling will cost about \$80 per season.

Using 3 in. of RED TOP Insulating Wool cuts the fuel cost for heat loss through the ceiling to about \$18 per year. Thus, proper insulation soon pays for itself in fuel savings over a relatively short period of time.

The same principle applies to savings in air conditioning costs. Tests conducted by the University of Illinois in Atlanta, Ga., demonstrated that a small, uninsulated residence requiring a five-ton air conditioning unit can—with proper insulation—be just as comfortably cooled by a two-ton unit.

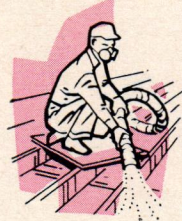
Keeping heat out this way resulted in initial savings alone of about \$700, and the cut in operating costs was just as dramatic. The uninsulated home required \$184 for the

season; the insulated home required only \$67! What's more, these tests concluded, homes properly insulated for air conditioning are more economical to heat in winter—the savings on fuel bills actually help pay the cost of cooling in summer.

There are various types of insulation on the market today such as mineral wool, vegetable fiber and expanded mica. The top variety is usually considered to be mineral wool, because it is fire resistant, water resistant, vermin resistant and non-decaying. Mineral wool insulation may take the form of either "blankets" or "pellets". The blankets consist of mineral fibers mechanically formed into a uniform mat of definite dimensions.

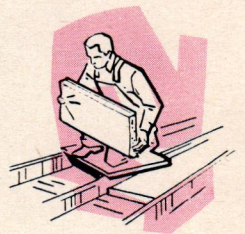


and controlled density—a good example is RED TOP Insulating Blankets. The face of the blanket enclosure is glossy asphalted paper (an effective vapor barrier) extending beyond the edges of the wool to form strong nailing flanges. A strong, yet porous, paper completes the enclosure.

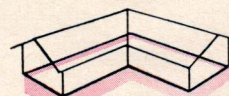


An example of pellet-type insulation is RED TOP Nodulated Wool which consists of mineral fibers formed into little balls for either pouring and spreading by hand or for installation by pneumatic methods.

Recent years have brought a newcomer to the ranks of blanket-type insulation—reflective wool blankets. A perfect example of this new product is Silver Shield Insulating Blankets. The blanket is enclosed on two sides with genuine aluminum foil. The face of the blanket is a solid surface of aluminum foil giving one of the most effective vapor-barrier surfaces known. The top surface is perforated to allow breathing of the mineral wool fibers and minimize vapor traps in walls and ceilings. The reflective surfaces give the added factor of reflecting up to 95% of radiant heat.



There's also special insulation for the concrete-slab house. It's called USG Perimeter Insulation and it rims the entire slab in the manner of a



picture frame. This type of insulation saves considerable heat that is otherwise lost through the edges of the slab.

Proper ventilation is an important factor in effective insulation. Inadequate attic ventilation, particularly in the absence of a good vapor barrier in the top-floor ceiling construction, can result in condensation problems such as wetted, less effective insulation and damaged interior ceiling and wall finishes.

WHERE TO INSULATE



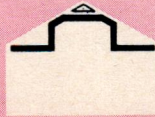
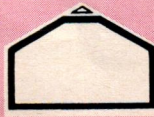
Homes with basements



Homes without basements



No attic room



Attic room



"I must warn you, this house is poorly insulated."

Ventilation should be provided by installing louvers or ventilators above the insulation at each end of the attic to relieve high summer temperatures and to improve condensation control. The total area of louver openings should be from $\frac{1}{4}$ to $\frac{1}{2}$ square inch per square foot of attic floor area. USG Aluminum Louvers are ideal for attic or above-ceiling space ventilation; they come in a wide selection of shapes and sizes including the decorative Cu-Po-Vent cupola.

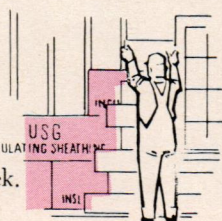
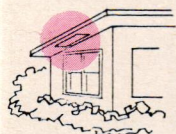
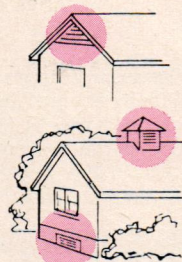
To control condensation, an efficient vapor barrier should be installed on the warm (interior) side of a wall. The vapor barrier built into RED TOP Insulating Wool Blankets automatically provides moisture control when blankets are properly installed. When installing blankets yourself, don't be tempted to skip small spaces; narrow stud and joist spaces require that the blankets

be cut to fit. A careless job of fitting greatly reduces the effectiveness of the insulation. Always follow the direction sheets included in the package with the insulation.

Structural insulation, too,

plays a major role in the completely comfortable new home. This material builds as it insulates, and combines structural advantage with high thermal insulation. Among such products are Insulating ROCKLATH (a base for plaster), Insulating SHEETROCK (gypsum wallboard with a foil backing), USG Insulating Sheathing and USG Insulating Roof Deck.

Want some custom advice on how to make your home warmer in winter and cooler in summer? Then see your lumber dealer named on the cover—he's your local authority on insulation products.



Ways to assist your insulation:

During cold winter months

1. Keep windows and doors closed.
2. Admit as much sunlight as possible.
3. Put up storm doors and storm windows.

During hot summer months

1. Keep doors and windows closed when the house is cooler than outdoors.
2. Draw shades and blinds to keep out direct sunlight.
3. Open windows wide during cool night hours.

... after your home
is completely insulated

GAIN MAXIMUM EFFICIENCY

FROM YOUR HEATING PLANT

WHEN POPULAR HOME started researching a method of acquiring peak heating comfort, we consulted an authority in the field—Mr. John W. Norris, president of Lennox Industries Inc., and long-time member of the National Warm Air Heating & Air Conditioning Association. Mr. Norris said, "There's no secret about how to achieve perfect winter air-conditioned comfort—it's with 'C.A.C.'—our industry has urged it for years."

What is C.A.C.? It is Continuous Air Circulation, and it is applicable to any forced warm-air heating plant (whether fired by gas, oil or electricity). Mr. Norris explained that more than 75% of all American homes built since World War II are forced-air heated, and existing blowers (fans) in these plants are keys to Continuous Air Circulation.

When your furnace's blower stops, the distribution of heat to and within the room stops; warm air collects at the ceiling . . . cool air settles to the floor . . . your feet get cold. You have paid for warm air at ceiling but it's doing you no good. However, if that hot air at ceiling and cool air at floor had been mixed together, you would have enjoyed a comfortable warm temperature. C.A.C. does that vital mixing job.

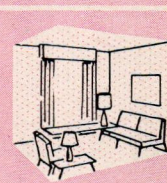
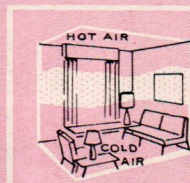
During heating weather blower should run almost constantly whether burner is operating or not. Electrical cost actually is less than with stop-and-go blower operation . . . your fuel bills are less . . . and your comfort is vastly improved. The gentle and constant air circulation removes stale, stagnant air and also eliminates drafts (caused by large pockets of cold air beginning to move when blower starts with a blast).

How does a homeowner go about getting his existing forced-air furnace set for C.A.C. operation? It is a matter of adjustments made on existing controls—however, in vintage-type furnaces, it may require addition of a blower-control differential dial.

Who can set your furnace for C.A.C.? Any qualified local heating contractor can adjust your furnace to C.A.C. Can a technical-minded do-it-yourselfer set his own furnace? Yes, operation can be done in ten relatively simple steps—if you want information, see your heating contractor.

How much would it cost to have a professional heating man set a forced-air furnace for C.A.C.? Prices vary, but expert Norris sets the average cost at less than the price of a wool blanket!

Without C.A.C. Hot air at ceilings, cold air at floor result when forced warm air furnace isn't set for Continuous Air Circulation. Furnace blower isn't in operation, causing condition shown at left.



With C.A.C. Furnace is adjusted for Continuous Air Circulation in sketch at right. Cold air drafts are eliminated, all rooms are evenly heated, and fuel savings result.

POPULAR HOME'S Link-with-tradition house

Here's classic appearance

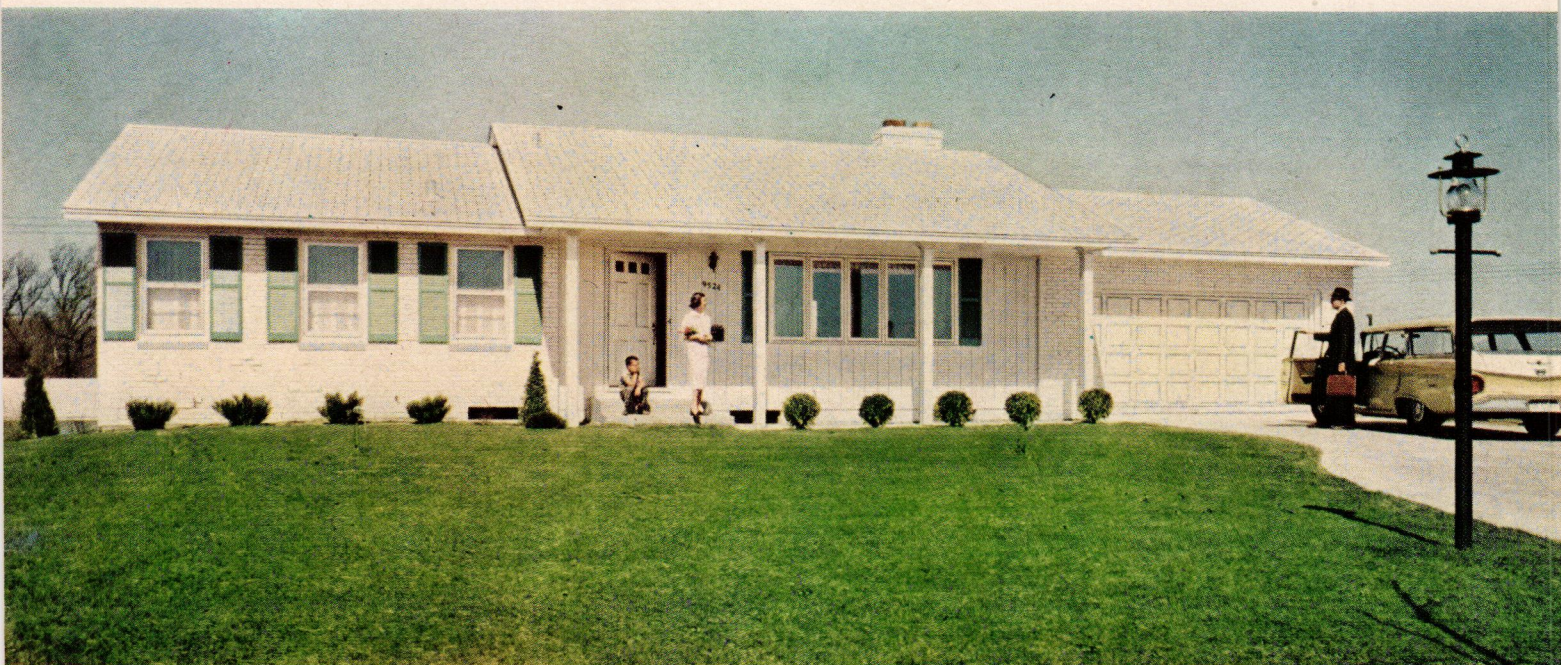
in an up-to-the-minute plan

FAMILY-TESTED
HOME NO. PH 17-1 A OR B

DESIGNER: LOUIS DE RUDDER

Smart Colonial touches distinguish home's exterior.

Roof overhang is supported by white columns, provides sheltered walk from driveway to front door. White-painted brick combines with wood siding to lend classical background for turquoise shutters. Roof of USG Thick Butt Shingles is in Regal White color to reflect summer sun. Note attached double garage with overhead doors.



Dine, read or just relax—the dining-family room gets 16 hours of full use each day. Outside door gives easy access to patio. Walls and ceiling of SHEETROCK gypsum wallboard are decorated with TEXOLITE GRAND PRIZE paint in Foam Green and Mellow White; scenic mural behind table is wallpaper.

BUILDER: DE RUDDER BUILDERS, INC.
INTERIOR DESIGN: MARK NELSON,
LUCILLE R. SMITH, INC.
PHOTOGRAPHY: INFINITY INC.
DATA: JOAN SCOTT

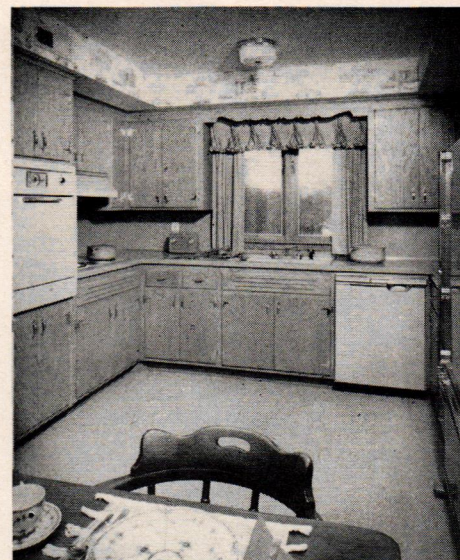
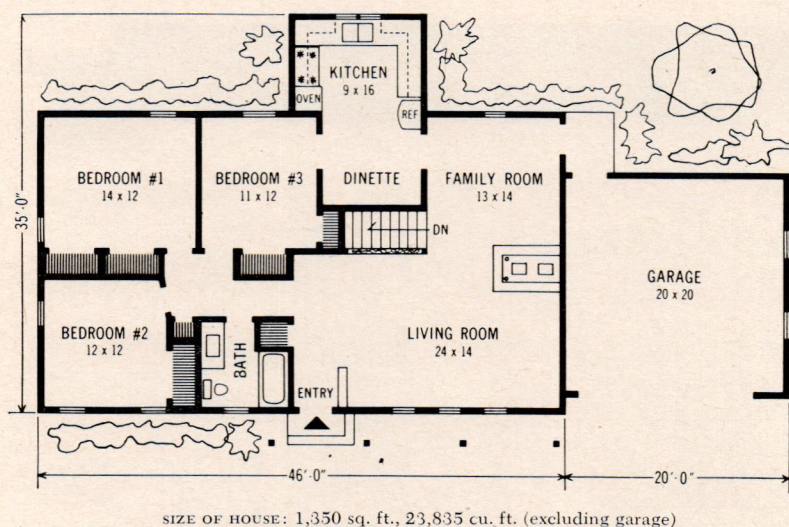


THE constant evolution of public taste is an amazing cycle; today there is a strong trend *back* to the traditional look in residential architecture. Without sacrificing the convenience of a modern floor plan, the De Rudder Builders, Inc., of Bloomington, Minn., are riding the crest of this "return to tradition".

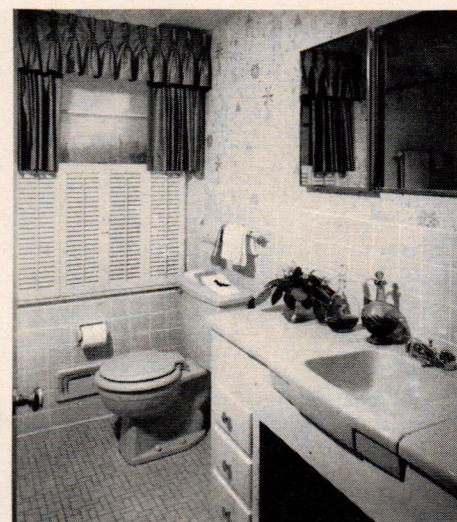
Here you see a small home that is up-to-date in every detail of design and construction, yet the exterior appearance strongly suggests a classic Colonial style. Inside this modest-priced house there's an entrance foyer separated by a bookcase-planter from the living room; the living room is separated from the dining-family room by a massive, three-sided fireplace. These modern-design elements blend easily with the Colonial effect to give a spacious, wide-open floor plan.

Children and guests make especially important the way the basement stairs lead directly down from the living room. A finished play-room and bath in the basement greatly increase flexibility of the house.

If you yearn for a never-go-out-of-style house with classic charm, ask your dealer named on the cover to order low-cost building blueprints, with basement (No. PH 17-1B) or without (No. PH 17-1A). By starting soon, you can be living in this house by summer.



Natural wood cabinets in kitchen give old-fashioned warmth to modern-as-tomorrow appliances. There's a wall oven, counter-top range, built-in dishwasher. Soffit of SHEETROCK gypsum wallboard tops all the hanging china cabinets; soffit is decorated with colorful, provincial-patterned wallpaper. Floor is vinyl tile. Note big square dining table—it's easy to seat eight people in this large kitchen.



Ceramic-topped wooden vanity gives powder-room glamor to the family bath. Window has stock wooden shutters on lower half for complete control of privacy. Shower stall may be placed in finished basement to provide added facilities.

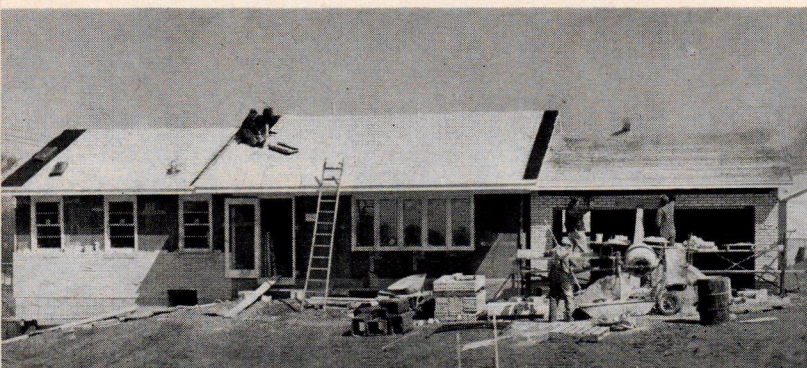
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Visual dividers between living and family rooms are eye-catching fireplace and cased beam running across ceiling. Living room is carpeted, and family room floor is of wood blocks. This is prime example of how a small home can give a spacious effect.

LINK-WITH-TRADITION *continued*

Fine construction and quality building materials imprint stamp of quality on Link-with-Tradition House. USG Insulating Sheathing provides weather-tight backing for brick walls. Workman on roof is applying USG Thick Butt Asphalt Shingles. To build this exceptional home for your own family, see your dealer for low-cost building blueprints.



Downstairs for fun? No back stairs here! Decorative feature of living room is stairway to basement playroom and bath. Small gate, with latch, is safety precaution for families with small children. Planter box and handsome picture arrangement make pleasing asset of stairwell.

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

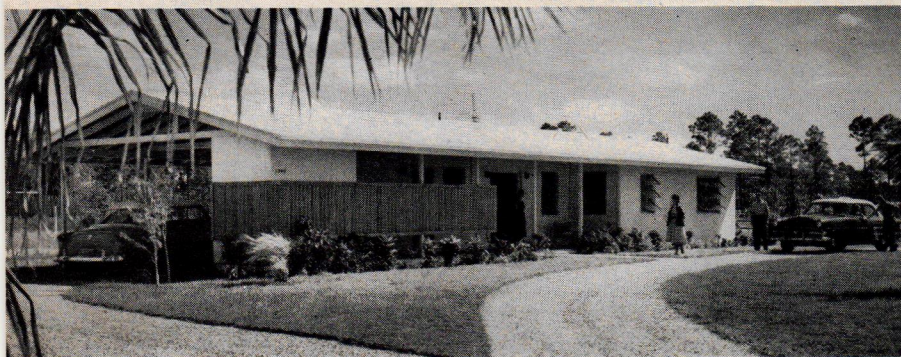
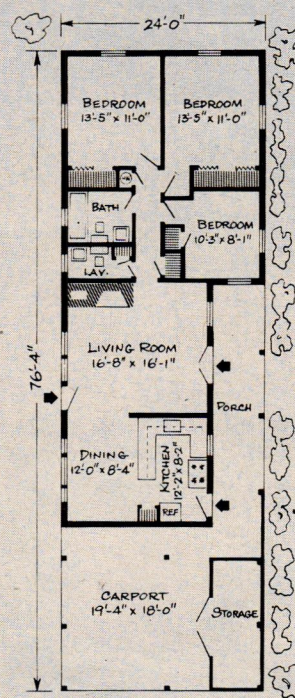
POPULAR HOME'S Slim Southerner

FROM South Miami, Fla., comes this one-in-a-thousand house to fit a very narrow lot. The Slim Southerner takes a 40-foot frontage in stride and, of course, is even more livable on a wider site.

There are three spacious bedrooms, a bath and lavatory, an efficient U-shaped kitchen, and a generous dining area off the large living room. Thanks to Architect Alfred B. Parker's insistence on simplicity and an unbroken rectangular plan, it's yours to build at modest cost.

Like it? Then ask your dealer to order inexpensive blueprints—No. PH 11-3C (not available with basement). He'll help you all the way!

FAMILY-TESTED HOME NO. PH 11-3C
SIZE OF HOUSE: 1,200 sq. ft.,
15,370 cu. ft. (excluding carport, porch)
DEVELOPER: MASTON G. O'NEAL, JR.



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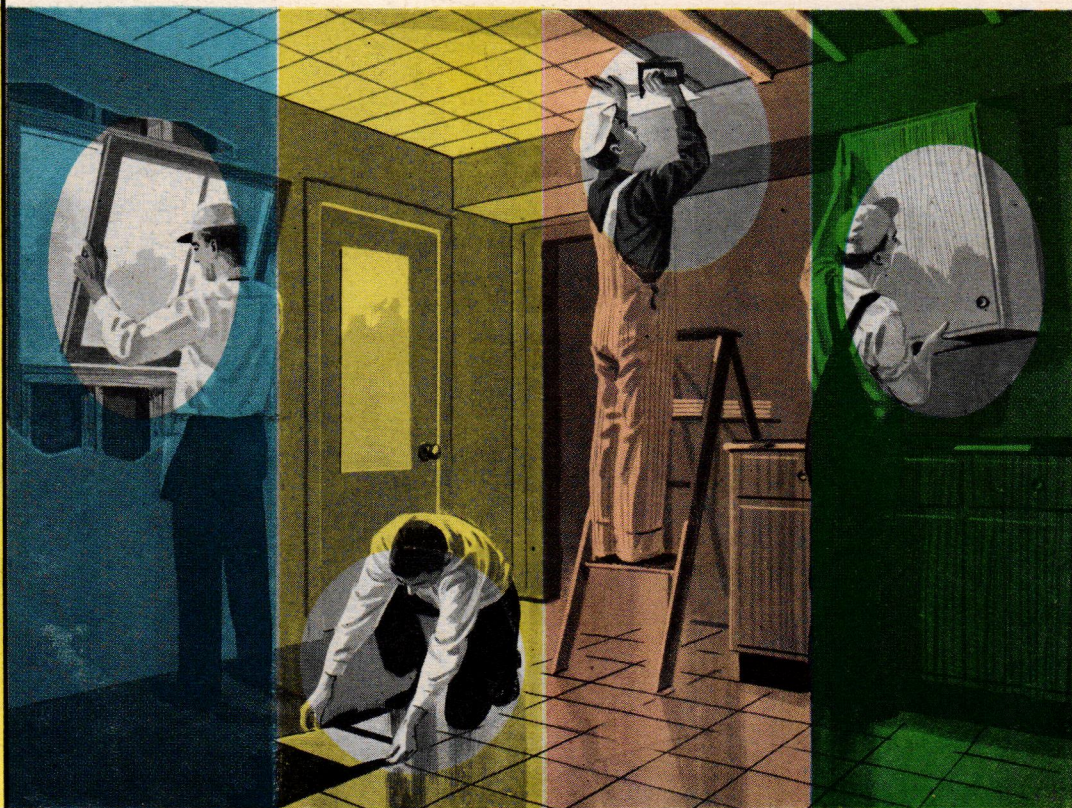
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