

POPULAR HOME

Serving more than 3,600,000 families in 4,800 communities Summer, 1952



Wardwell Lumber Co.
Bristol, R.I.

it's not my wool
but I will say
**it's wonderful
for Homes**



wonderful winter comfort.—more comfort than you've ever known, with RED TOP Insulating Wool. It's clean, resilient, lightweight mineral wool—*non-combustible*. And the savings!

up to 40% fuel savings. Yes, year after year, fuel savings pile up—soon pay you more than the modest cost of RED TOP Insulating Wool. And what's more—

RED TOP Insulating Wool

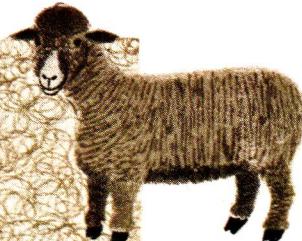
T. M. Reg. U. S. Pat. Off.

it's Mineral Wool

U. S. Bureau of mines says: "Mineral products are preferable for home insulation because of their resistance to fire, electrical short circuits, moisture, termites, vermin and decay." RED TOP Insulating Wool is mineral wool—"nuf said!"

Insulate Now!

See our name and address
on front and back covers.



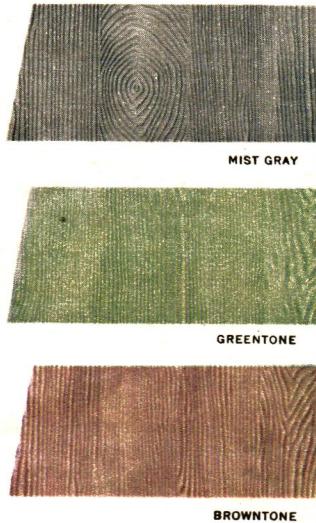
ECONOMICAL—EASY TO APPLY

We have RED TOP Insulating Wool both in convenient blankets and as pouring wool in bags. Let us show you how easy it is to apply. We'll recommend the kind best suited to your home.

Bright, New, and Beautiful

A New "Face" for Your House . . .
With Siding and Roofing

by Charles A. Wayman,
Editor



Clean, gleaming beauty is offered by three GLATEX colors above, in addition to Satin White. Fireproof GLATEX shingles are washable, never require paint, have glaze-like mineral coating that resists water absorption. Deep shadow-grained shingles are available in Wavy Butt or Clapboard (Straight Edge) design.

THE WARM SUMMER SUN SHINES DOWN on many new features in the face of America, this year. They are the bright new roofs and freshly-painted walls of porches and bedroom wings and garages and second-story additions—improvements that make up what promises to be the busiest home remodeling year in history.

If you haven't already joined the remodeling parade, it's time to consider ways to make *your* house more livable and increase its value. Take a good look; perhaps you'll find that the outside surfaces of your house need protection as well as beauty—for there's a winter ahead, too! In the photograph above is an example of how your house might look with the addition of two fine building products: GLATEX Asbestos Cement

Continued on Next Page

HOME OF MR. & MRS. THEODORE THORNTON
ARCHITECT: HUBERT BEBB

Bright, New, and Beautiful (Continued)

Siding and USG Thick Butt asphalt shingle roofing. Both can be applied right over the present siding, or roofing, and both will stop expensive deterioration of surfaces exposed to the weather. You'll find that residing or reroofing is economical—the type of work that's easy to finance, too! Both jobs are best done by professional applicators, but neither is beyond the ability of the careful home handyman.

Don't forget the rest of the check-list when you're inspecting the outside of the house for needed repairs. This includes the metal flashing around chimneys and dormers; gutters and downspouts; window and door frames; porch floors and railings; joints at the top of the foundation; and mortar joints in masonry.

That's the *outside* story. You'll find other stimulating ideas in the remaining pages of this Remodeling Issue. And beyond that, you can complete your home-improvement library with POPULAR HOME's exciting new Remodeling Idea Book—take just 10 cents to the firm named on the covers of this magazine and ask for your copy. Help yourself!

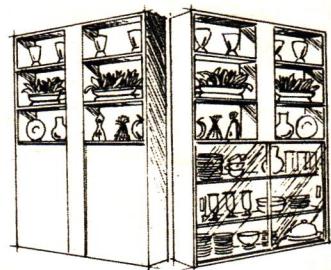
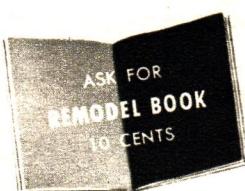
New life for an old house results from application of GLATEX Asbestos Cement Siding over backing board (right). Workman drives home special nail to hold SHADOW-LOCK channel firmly over top edge of shingle course. This attachment system gives sharp shadow line, permanently supports shingles.



Tonic for worn-out roof is new covering of USG Thick Butt asphalt shingles, distinctive for their deep texturing, fire resistance, and design that makes tabs extra heavy at exposed end of each shingle. Brilliant colors of rainbow are represented in selection of seven solid colors and ten blends, in which USG Thick Butt shingles are available.

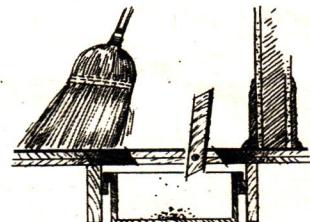


THE HOUSEHOLDER'S
Pride and Joy
COLUMN
Bright Ideas for the Home



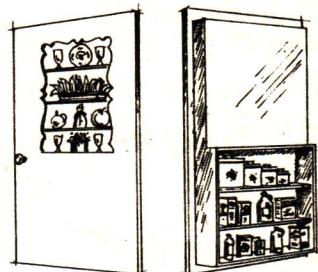
More wall space and a nice decorative effect were obtained by closing a 6 x 8 foot doorway between rooms in this family's home. A pillar was placed in the center, and upper portion was left open except for two glass shelves. A dish cupboard with sliding glass doors, facing dining room, is below.

Mrs. O. W. Rogers, Oneonta, N. Y.



A dust trap cut through floor next to kitchen wall makes sweeping easy, reports this POPULAR HOME reader. Trap door, cut same size as square of asphalt tile, hinges on steel rod set into floor on either side. Box underneath fits between floor joists, is removable.

Rex W. Battenberg, Chicago, Ill.



Door does double duty in shallow kitchen closet of Oregon home. Big opening was cut in upper part of door, with shelves on back enclosed to show antiques and bric-a-brac. Lower portion of back has wider shelves for washing and cleaning supplies.

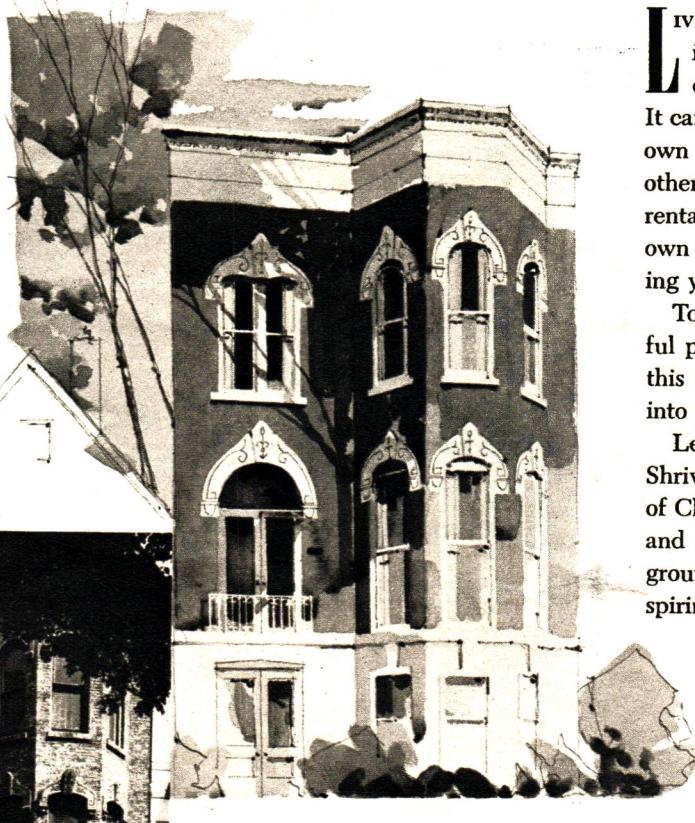
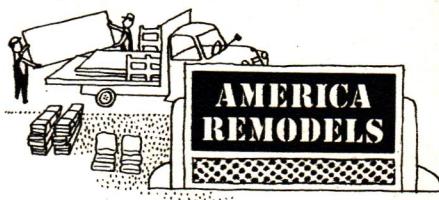
Mrs. Irene L. Brown, Portland, Ore.

\$20 Each for Contributions published in this column! Enclose sketch or snapshot, address: **Pride and Joy Column, POPULAR HOME Magazine, 300 W. Adams St., Chicago 6, Ill.**

- Give Better Living to Your Family
- Help to Finance the Cost
- Make Certain of Future Income

by Cynthia Montgomery

Remodel for Profit



... To THIS, an up-to-date two-family building, from THIS, an antiquated one-family dwelling



After. Here's same stairway (right), but now there's an attractive entrance hall, shared by tenants, owners. Tenants' front door is located beyond translucent glass partition. Main entrance to building now is at ground level. Owners occupy top two floors.

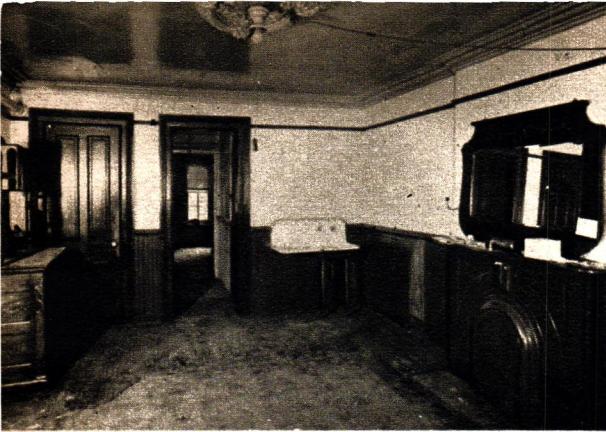
Before. Basement of original house, almost at ground level, was used for family dining room and kitchen. This view is toward front service entrance, reached on outside from under steps. Stairs at right lead to second floor, where main entrance is located.



1. MAKE PRIVACY A MUST



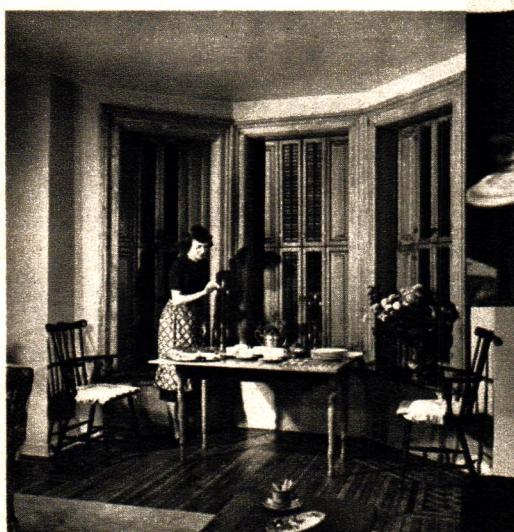
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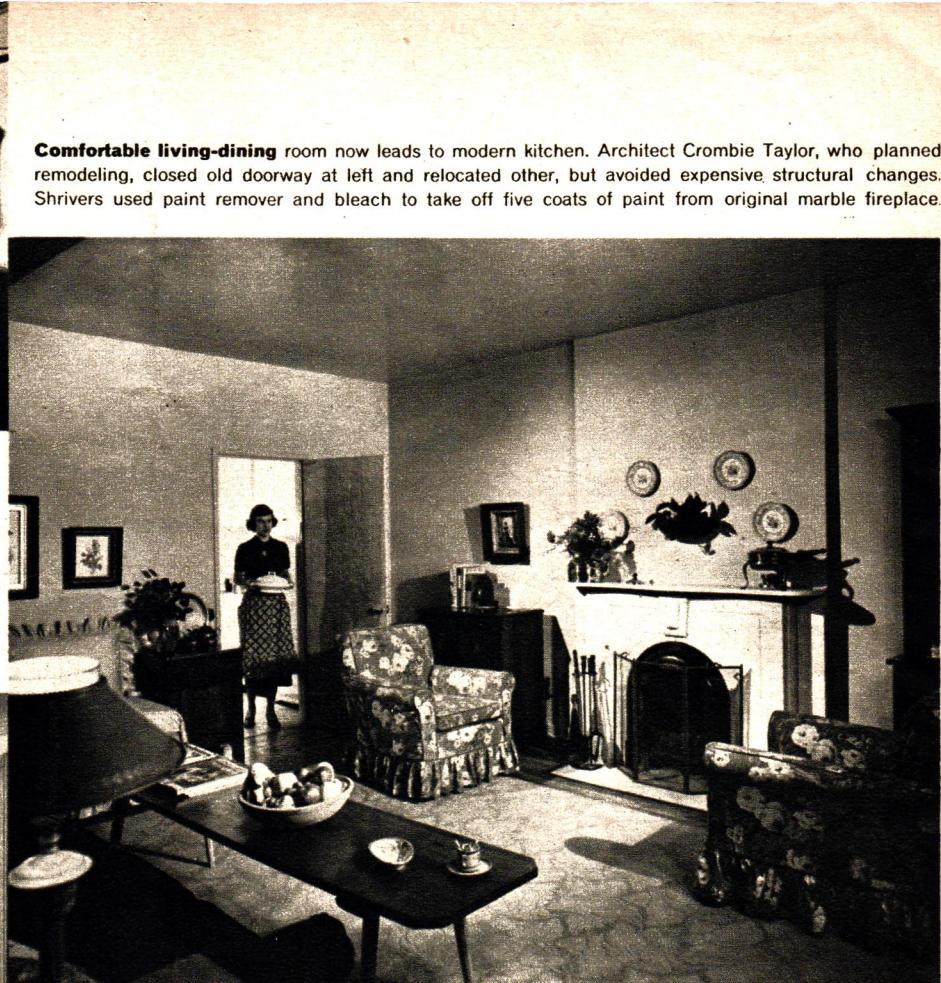
Before

2. USE PROFESSIONAL HELP

After

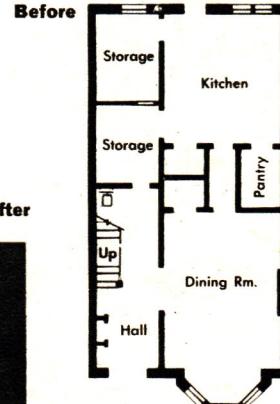


Front bay window with refinished shutters forms sunny setting for dining. New woodwork is of matching pine. Original parquet floor was patched, sealed and waxed.

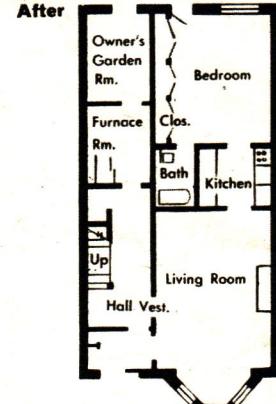


3. KEEP IT FLEXIBLE

Before



After

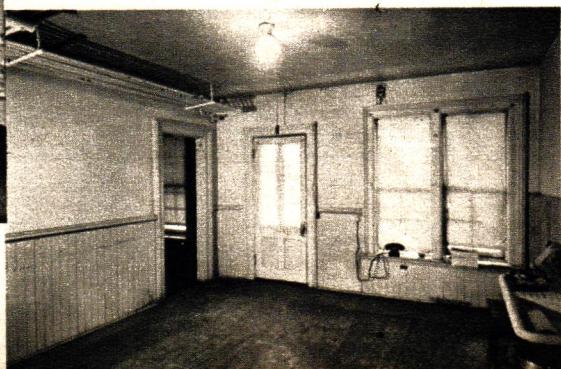


Partition changes between old dining room and kitchen were principal structural improvement. With flexibility in mind, Shrivens planned apartment so they could occupy it in future if desired. New wiring, heating equipment, insulation, and storm windows will reduce upkeep costs.

Skillful planning converted old kitchen into this bedroom in rear of apartment, added complete closet wall. Owners found hollow core birch doors in stock sizes at lumber dealer's. New oak floor was installed. Rear door, unchanged, now leads to back yard garden.



Before





HEDRICH-BLESSING

After

4. MAKE THOSE DOLLARS COUNT

Color and comfort are combined in decorative scheme of Mr. and Mrs. Daniel Berkold, the tenants. Well-chosen antiques include tables and cabinets in pine and cherry, coffee table in foreground made from top of butcher's table. In remodeling, owners guaranteed their wise investment by using high-quality, long-lasting building materials. Two of these were ROCKLATH gypsum plaster base and RED TOP plaster, used to enclose new heat duct (above door in color photo) and for new partition work (right).

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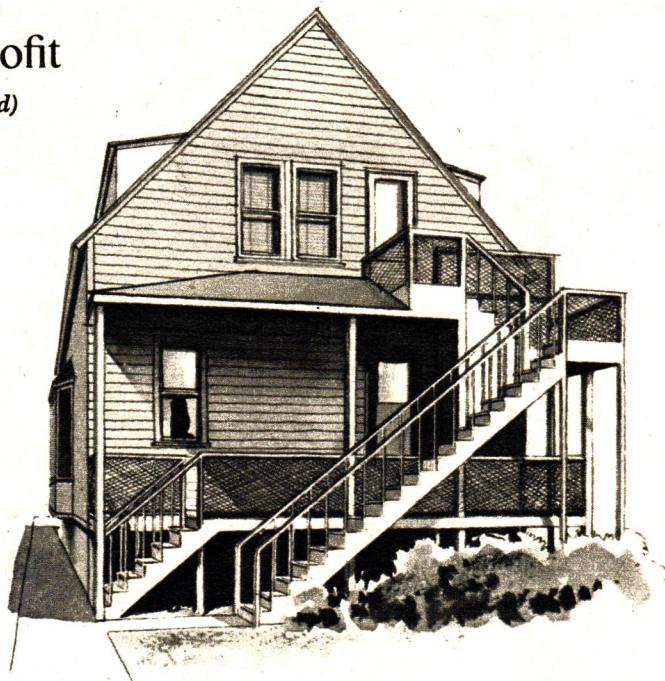
Remodel
for Profit *(Continued)*



Before

Remodel for Profit

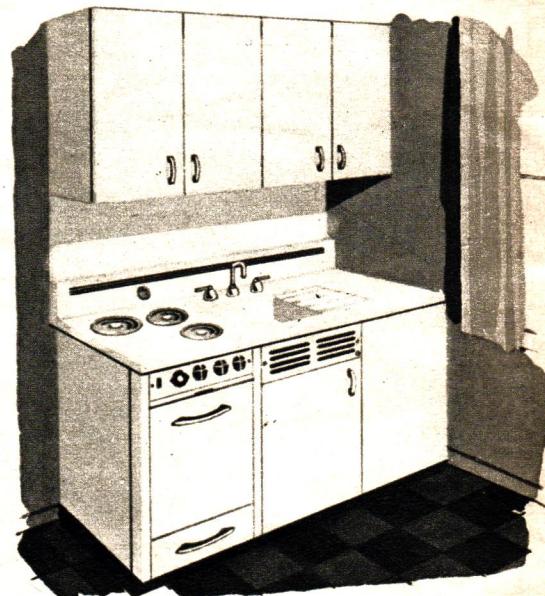
(Continued)



A second staircase is required by most city fire regulations for a separate family dwelling unit on the second floor. Here's one way access can be provided—on the rear of the house, where it's less conspicuous.

5. GIVE IT RENTAL APPEAL

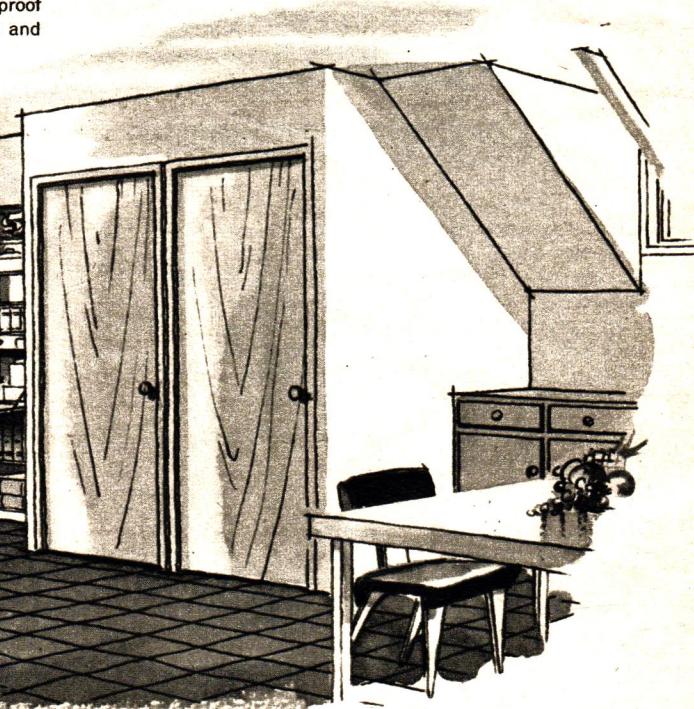
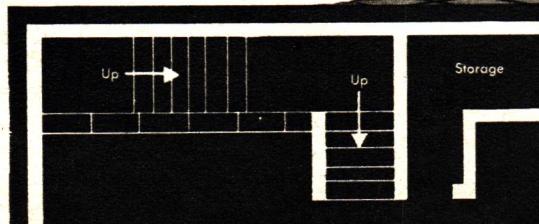
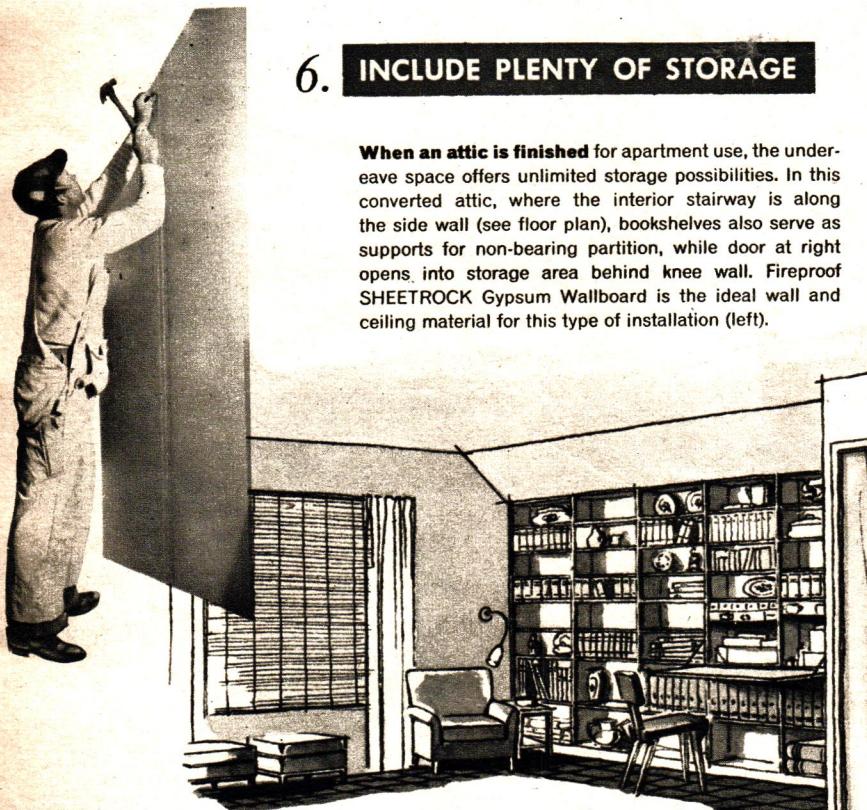
TAKE A TIP from the attractive features from other apartments shown on these two pages. You'll get the highest type of tenants, keep them longer, and command a better rental if you include the things people want in their own homes. If you plan to rent the unit furnished, consider using built-in furniture for its economy of cost and space. It's easier on your property to have a place for everything.



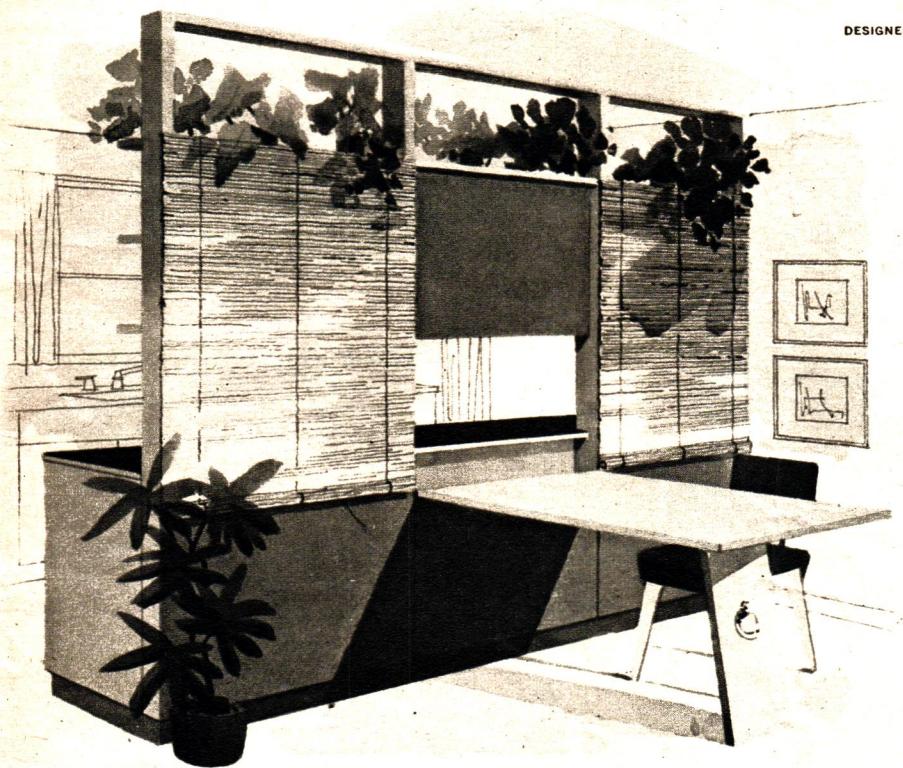
Small-space efficiency is accomplished by this type of "Pullman" kitchen, ideal for limited areas. Combination includes built-in range at left, refrigerator at right, sink and wall cabinets, and is only 39 to 69 inches wide.

6. INCLUDE PLENTY OF STORAGE

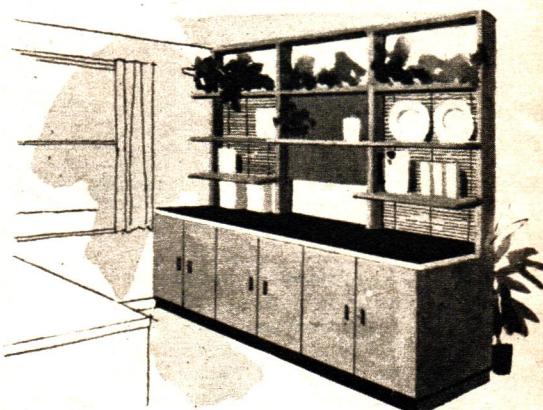
When an attic is finished for apartment use, the under-eave space offers unlimited storage possibilities. In this converted attic, where the interior stairway is along the side wall (see floor plan), bookshelves also serve as supports for non-bearing partition, while door at right opens into storage area behind knee wall. Fireproof SHEETROCK Gypsum Wallboard is the ideal wall and ceiling material for this type of installation (left).



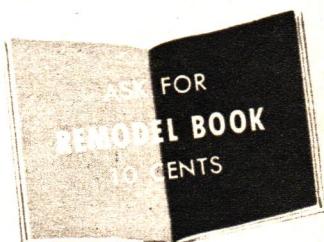
7. MAKE THE MOST OF THE SPACE YOU HAVE



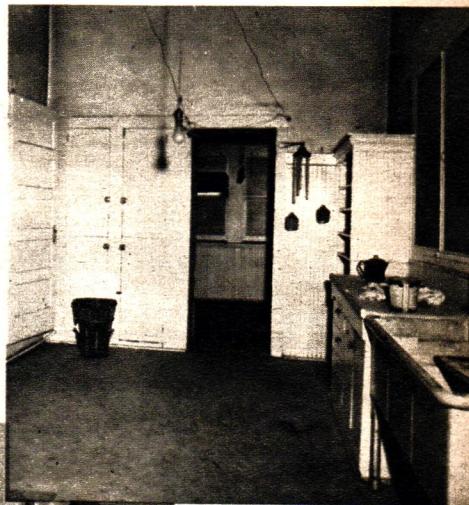
DESIGNED EXCLUSIVELY FOR POPULAR HOME BY LERNER-BREDENDIECK, CHICAGO



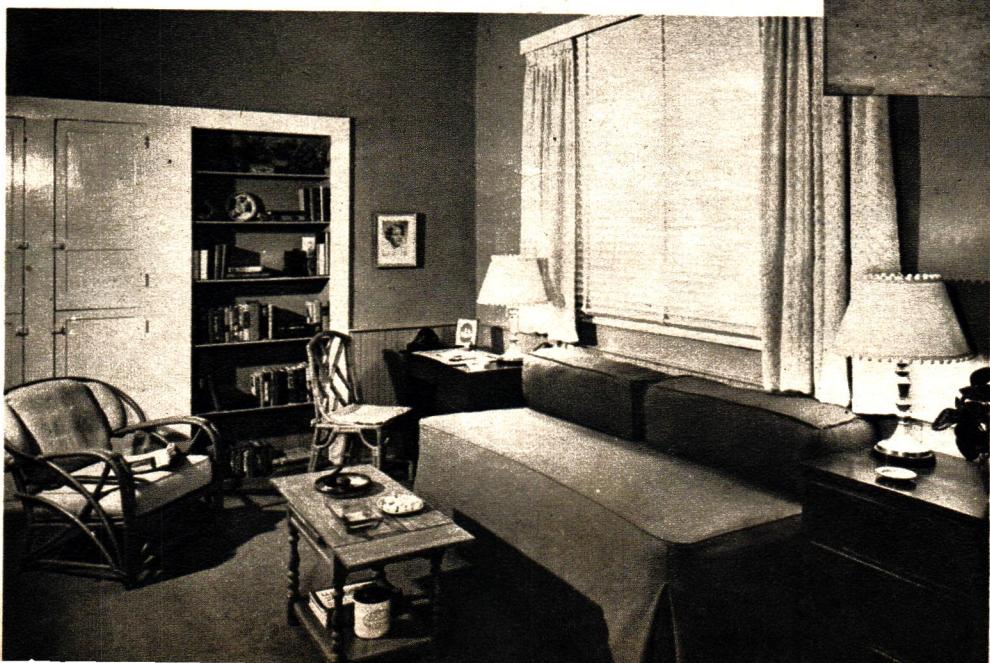
View from Rear



Before



After



ARCHITECT: JAS. TH. JOESSLER
DATA BY LOUISE PRICE BELL



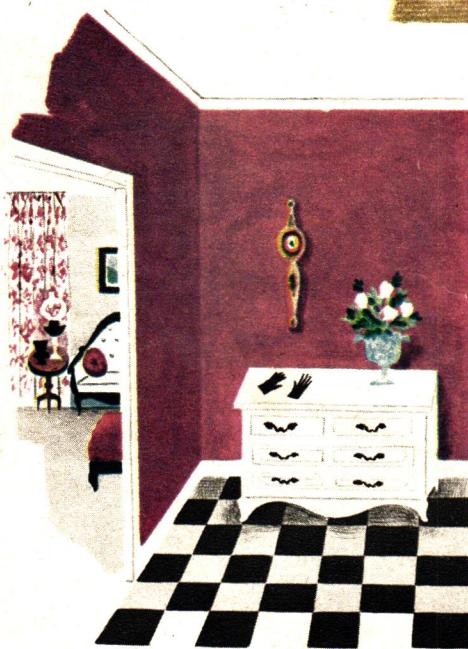
No more guesswork to get just the wall color you want. Here you see a fashion-right color combination, Brewster Green and Sunlight Yellow from the new TEXOLITE DURAVAL paint line. This color-mixed paint is long-lasting and easy to apply.



To shed new light on a dull room, paint the ceiling Coral Rose. For a girl's room, paler pink walls (mix equal parts Coral Rose and Gardenia White). Paint old furniture white. Floral chintz is pink, green and white. Rug is of green cotton shag.



Inside story of useful storage with inexpensive POPULAR HOME Sliding-Door Cabinets, available in knockdown kits through firm named on covers. For a small room, paint cabinets to match Congo Brown walls, and add red cabinet linings.



For a grand entrance, paint your entry hall a warm, welcoming color such as Sea Island Peach, Candlelight, Russet Beige or, as shown in the above illustration, Morocco Red, as a prelude to a living room in soft gray, wine red and white.



Big expanse for small expense when you cover your windows with draperies made of sturdy muslin sheeting, dyed to match or contrast with painted walls. Or, try the combination shown: fresh and sparkling white against velvety Wedgwood walls.

This is
another in our
series on

How to Color-Decorate Your Home

Color on a shoestring budget

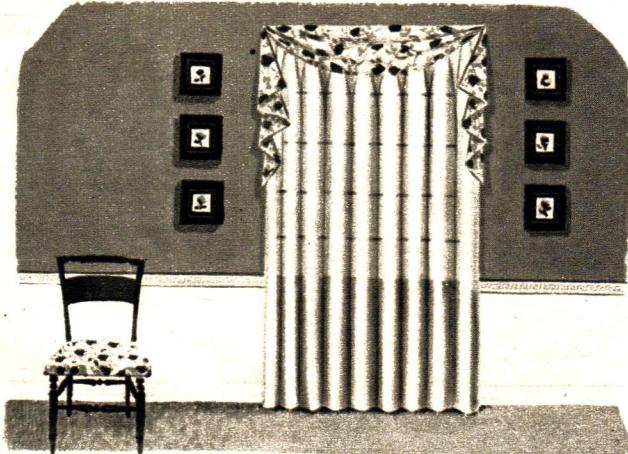
**With a pot of paint, a few yards of fabric and a lot
of ingenuity, color can help to make up for "cheap" dollars.**

**Add these valuable hints
to your collection of color fundamentals.**

COLOR can brighten the time-worn and disguise the outdated as effectively and inexpensively as any decorator's device we know. Its cost can be adjusted to any budget . . . and it demands no luxury tax except from our imaginations. You can change your surroundings frequently and dramatically with wonderful do-it-yourself techniques and high fashion colors like those of TEXOLITE DURAVAL, the new rubberized paint within the reach of every pocketbook.

Study the illustrations of exciting and original ideas on these pages, consider the cost of our ingredients . . . and you will see why we call color a low-cost luxury.

By Ruth Kain Bennett



A dado for the dining room or dinette to add a decorator's note. Paint lower portion of wall one color, upper portion to contrast. Here, a white dado, Brewster Green upper walls. Curtains are of floral print, repeated on the seats of chairs.

Painting Tips



- ★ **Water-Resistant Paint** gives protection and color to porous masonry surfaces.
- ★ There's good weather ahead but bad weather to follow! Now is the time to check your property carefully for all masonry surfaces that need painting. Protect and freshen the foundation of your house, brighten basement walls, add moisture resistance to masonry with TEXOLITE CEMENTICO. If you've gone along with a white or pale pastel exterior, try a change to rich, sparkling CEMENTICO colors and watch the house take on new life! Ten pounds cover up to 250 sq. ft., giving masonry surfaces a beautiful enduring finish.
- ★ Where to use it? On any porous masonry surface either unpainted or previously painted with a cement base material . . . porous concrete, portland cement stucco, concrete and cinder blocks, brick, unglazed tile, and unpolished building stone.
- ★ Spring or summer months are the best time for application. Ideal temperature—about 70 degrees. Never apply when temperature is below 50 degrees, or when frost is on the surface. Avoid rainy weather painting.



- ★ **First, of course,** the surface must be sound and clean. Then repair small cracks and broken places with TEXOLITE CEMENTICO mixed to a soft paste. Before painting, wet the surface thoroughly and evenly with water, using a garden hose with fine spray nozzle. Why? To provide sufficient moisture for CEMENTICO to attain its proper hardness, and to equalize suction. This helps insure uniform color and tight bonding of the paint.



- ★ **CEMENTICO comes in powder form,** ready for use with the addition of water. Apply with agitating type spray equipment or a brush . . . a whitewash or fender brush which has short, stiff bristles. Two coats are recommended. Allow 24 hours drying time between coats. Stir paint frequently to prevent settling.

- ★ **CEMENTICO is available in white and** eight pleasing colors: Georgian Ivory, Cascade Green, Granada Buff, Island Green, Harbor Blue, Coppertone, Pewter Gray, Cuban Cream.
- ★ See them at your TEXOLITE dealer's.



HEDRICH-BLESSING



Home base for model airplanes is Jeff's room in new addition. Stock double-hung and high strip windows provide plenty of light, leave ample wall space for furniture. Built-in cabinets have plywood doors sliding in floor track. Mrs. Cooper chose Wedgwood Blue from TEXOLITE paint line for walls, used rayon suiting material for couch cover, and quilted plastic for bolster covers. Lamp on chest was made from bottle.

A dd the



Cheery and charming for a young lady, Patsy's new room on second floor is cleverly and inexpensively decorated. Pictures came from a book, frames from 10-cent store, doors in twin closets were made from shutters salvaged from an old house at cost of \$6. Mrs. Cooper (below) watches paperhanger apply cotton percale fabric to one wall, for effective contrast with three walls painted with TEXOLITE Sunlight Yellow. Same percale, which cost 35 cents a yard, is used for ceiling valance, pillows, ruffles of spread.





Neat but overcrowded was one-story cottage (above) after purchase and remodeling by Coopers. POPULAR HOME Issue of Fall, 1948 told how porch was lopped off, windows added, and interior was rearranged. Now, second-story addition (right) improves lines of house, involved rebuilding roof and lengthening chimney. Jeff's room occupies right front corner, Patsy's is in rear left corner.



Space you need

**Here's One Family's Answer To Overcrowding:
A New Second Story**

GROWING FAMILIES and the need for more space frequently put more pressure on a small house than a rearrangement of existing rooms; however ingeniously done, can meet. The answer is to give up and look for a larger house, or — with an eye to the budget and to the neighborhood you've enjoyed — to expand your house with an addition, horizontal or vertical.

A second-story addition was the choice of Mr. and Mrs. Dexter Cooper of Downers Grove, Ill. They already had accomplished wonders in transforming an antiquated five-room cottage into an attractive, livable home (photos above). Now, they literally raised the roof to accommodate four additional bedrooms and bath. A major project, indeed — but living with them was Mrs. Cooper's father, a retired builder who could devote full time to doing much of the work himself. Now, the second-floor rooms of Jeff Cooper, 11, and Patsy, 6, are places of youthful enchantment — efficiently arranged, strikingly decorated and equipped with closets and built-ins that make orderliness an easy habit for youngsters to acquire.

But the Coopers aren't stopping with this; they're now going ahead with further first-floor improvements for dining and kitchen facilities. POPULAR HOME readers can look forward to seeing more of their inspiring achievements in an early issue.

Continued on Next Page



Little Patsy Cooper, sidelined during remodeling by broken arm, puts another demand on Grandfather Mackenzie's workshop talents: aid for a dismembered doll.

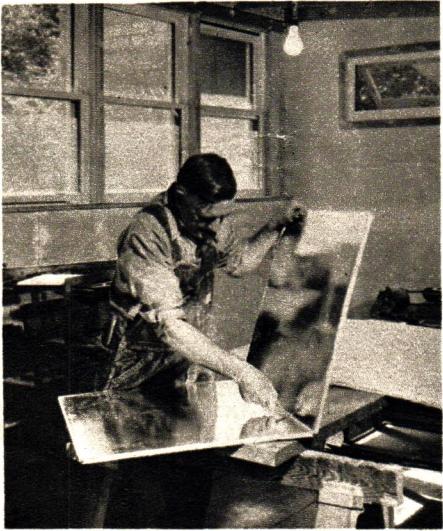


Helpful lumber dealer kept project supplied with materials, such as RED TOP Insulating Wool being loaded here for use in ceiling of addition. Watching the activity are Neil Mackenzie, Mrs. Cooper's father, and grandson Jeff. For your own remodeling, make your first stop at the local company that handles USG building materials.

Add the Space... (Continued)

You may not have the expert help in the family that is so valuable to the Coopers. Perhaps a second-story addition of this type will fit neither your house nor your bankroll. But the ideas on these pages are adaptable to many kinds of home remodeling, and you'll find expert help within range of your telephone.

After addition was enclosed, Mr. Mackenzie took over one second-floor bedroom as workshop for finishing interior. Here, he demonstrates ease of cutting Insulating SHEETROCK gypsum wallboard, used along with regular SHEETROCK for walls and ceilings throughout. To add maximum insulation value to vapor barrier efficiency, Insulating SHEETROCK was installed with aluminum foil surface facing an air space.



POPULAR HOME MAGAZINE: Summer Issue, 1952, Volume 9, Number 5; Mailing Date: July-August, 1952. Published by United States Gypsum Co., 300 W. Adams St., Chicago 6, Ill., and sent to you eight times a year through the courtesy of the firm named on the covers of this issue. POPULAR HOME is devoted exclusively to the construction, decoration, care and repair of the home.



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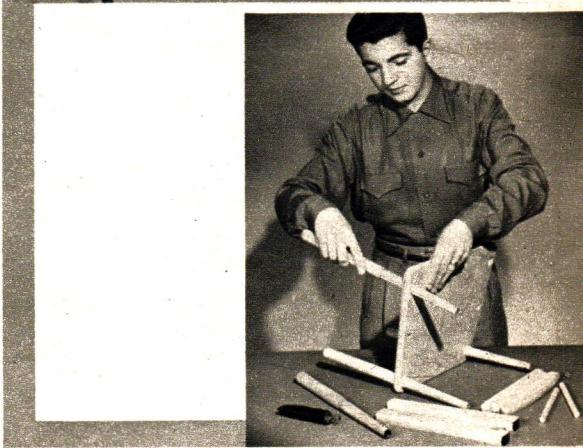
For the Kiddies' Playtime . . .

POPULAR HOME's

Grow-up furniture

THERE'S A SURPRISE awaiting you at your POPULAR HOME sponsor's place: the latest in a great series of knock-down kits for the home. It's POPULAR HOME's Grow-Up Furniture for children from 2 to 8—a stout 19 x 24-inch table, and snappy captain's chairs with the exclusive adjustment feature of 1½-inch knobs that fit into the legs and let 'em "grow" with the kiddies!

Each table and chair comes in a separate kit with all parts pre-cut, ready for assembly and finishing. The friendly people at the firm named on the covers want to know you better, and they'll get for you these and other low-priced POPULAR HOME kits as the means of doing it. Order the Grow-Up Furniture you want right away!



Living in half-a- house?

Why go on living in a house that's half-convenient, half-attractive—*half* the house you'd like to live in? Remodeling magic with fire-resistant RED TOP* Plasters make it easier than ever to make your home *completely* convenient, *completely* attractive. Unsightly, non-functional closets and hallways, poorly planned rooms, cramped living quarters—all yield to the modern miracle of plaster. (Takes less time and money than you'd imagine, too!) So make your plans now to remodel with—plaster, *to be sure*.



try these ideas
for better living

A mark of good
planning—
attic louvers

Modern heating, insulating require the
attic ventilation USG Aluminum Louvers
provide. They last a "housetime."

Functional planning
easy with plaster

Restore defective walls and ceilings—
and re-plan for real convenience.

It's never too late
to insulate

To save on labor costs, plaster over in-
sulating ROCKLATH* plaster base when
you remodel. It's also a vapor barrier.

Sound condition
your ceilings

Amazing how SABINITE* or RED TOP
Acoustical Plaster absorbs noise. Use
over old ceilings, too!

Better basement
light and ventilation

USG* Basement Sash opens smoothly,
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home deserves. Sizes for any home.

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

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THE GREATEST NAME IN BUILDING



When it comes to LUMBER we know our business

It's easy to build, of course—with our expert advice and complete stock for every job. We save you time, yes—and money, too, whether you're planning a new kitchen or building a new home. No matter how large or small your building problems are, it will *pay* you to talk with us. Just phone—or come in *today*—and make it *easy* on yourself!

Wardwell Lumber Company

Visit Our One Stop Building Service Center

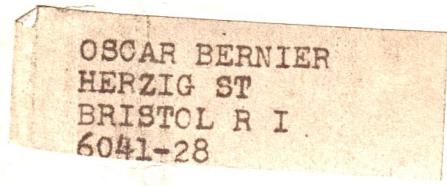
Tupelo Street At Halfway Hill

Phone 1-0056 or 1-0057

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