

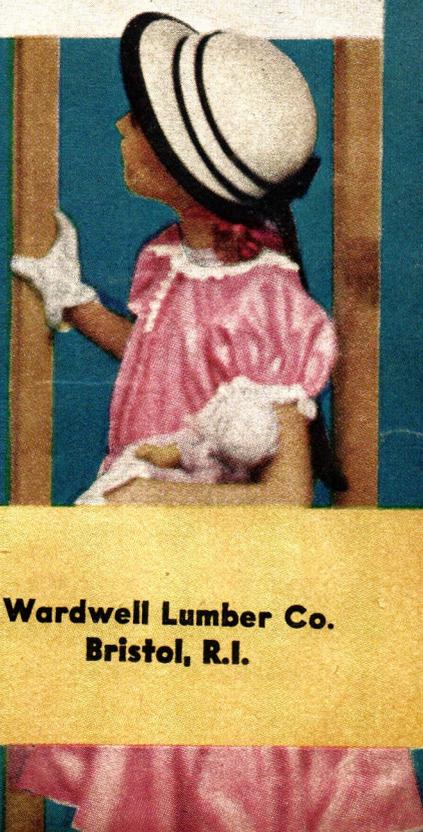
POPULAR HOMIE

THE HOMEOWNERS' HOW-TO-DO-IT MAGAZINE

Early Summer, 1953

It's Value Day
in Housing

page 3



**Wardwell Lumber Co.
Bristol, R.I.**

We see
*better
 living
 ahead
 for you!*



We hope our crystal ball's not fibbing. For it says you're *soon* to bring those plans for better living in to us. And when that happens things can happen fast—building, decorating, remodeling. The very things you may be dreaming of right now! *Come in!*

**COME IN SOON
 SEE OUR NAME AND ADDRESS
 ON THE COVER**



We are sending you this magazine throughout the year as a part of our helpful service to home-loving families.

POPULAR HOME

EARLY SUMMER • ISSUE 4 • 1953



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*Now, teamwork has wrapped
Good Living in a package.
For your family, today is*

value day in housing

By Charles A. Wayman, Editor

FORTUNE has smiled broadly on the American family who needs a new house. Today there's more good design, ready financing, and sound construction available to the great middle-income market than ever before. To the home-seeker that means more attractive appearance, convenience and efficiency; a house that's a good investment, is easy to live in and easy to maintain.

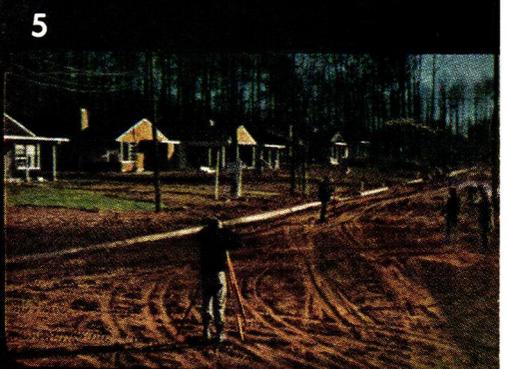
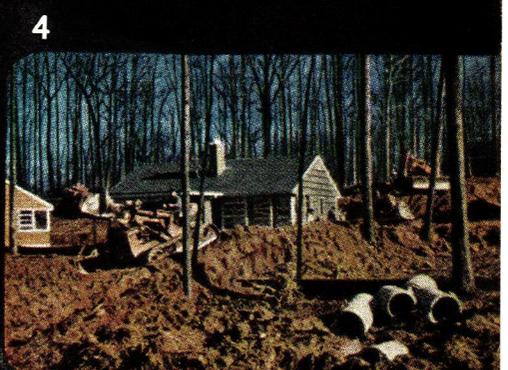
Put a well-planned house of today next to even a good 1940 model, and you'll see the advances that have been made. Every segment of the construction industry has contributed to this progress, but it's primarily the work of the architects and the builders.

Today's architect is in no ivory tower, beyond the realm of the house-hungry public. For those who want it, he can design an individual, distinctive house to the owner's order with a guarantee of superior quality. He'll draw the plans, let the contracts, and supervise the construction—safeguarding the owner's interests and often earning more than his fee in actual savings.

The merchant home builder is the man who puts up houses in groups for sale, sometimes selling them before
(Continued on next page)

Many skills, careful planning go into a new development such as Woodley Homes of the Jonathan Woodner Co. at Falls Church, Va. In series at right: (1) foundations under way, workmen clear crawl space under house; (2) gypsum sheathing is applied to exterior framing; (3) USG Thick Butt asphalt shingles go on over roofing felt; (4) grading, utility lines require heavy equipment; (5) surveyors determine grade for paving of street, as homes are ready for new owners.

PHOTOGRAPHY: F. S. LINCOLN



value day in housing *(continued)*

or during construction, sometimes after completion. His rise has been rapid; it is estimated that more than 75 per cent of the nation's new houses are built on this basis—and the small builder accounts for at least half of these. He's the backbone of the industry.

Now, to the gain of the home-seeker, the two have joined forces. Large and small developments across the country are offering top quality and maximum value in housing, thanks to the teamwork of the skilled professional architect and the home builder of ability and integrity. They're operating in all price brackets.

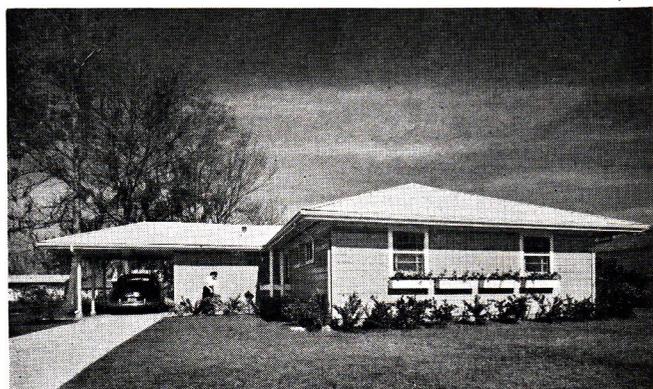
With good design in the package, the builder now can add the buyer's full satisfaction to the economies of mass production. By building houses in groups from a few basic plans he saves money on land, materials, utilities, planning, and labor. His architect's trained hand eliminates monotony of appearance in the houses, varies the plans to fit the needs of the buyers, and creates an asset to the community.

Look for your dollar's worth in a fine new house from the builders of your community. If you want to know where to start, just ask the advice of your United States Gypsum building materials dealer. He supplies the best builders, and deals in quality *every* day.

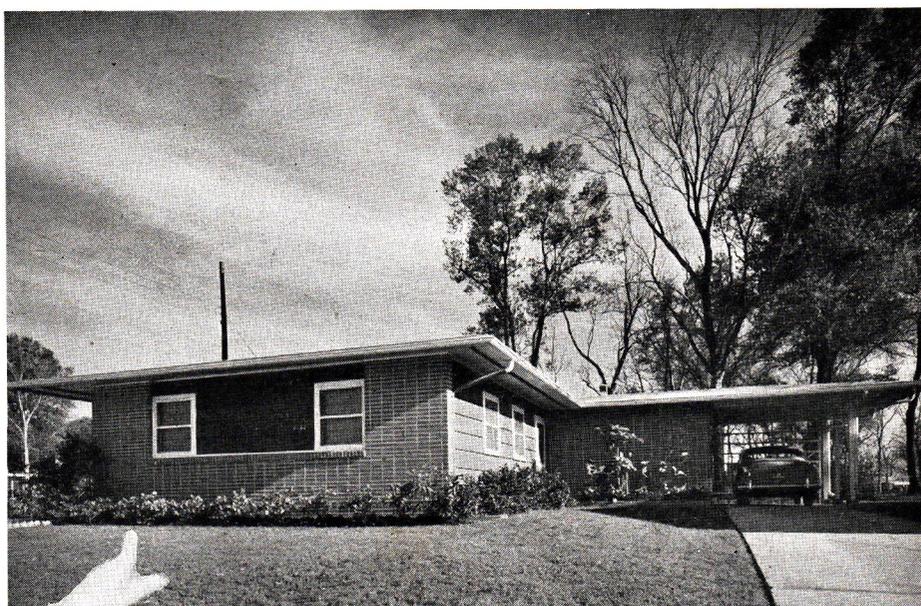
POPULAR HOME'S

house for leisurely living

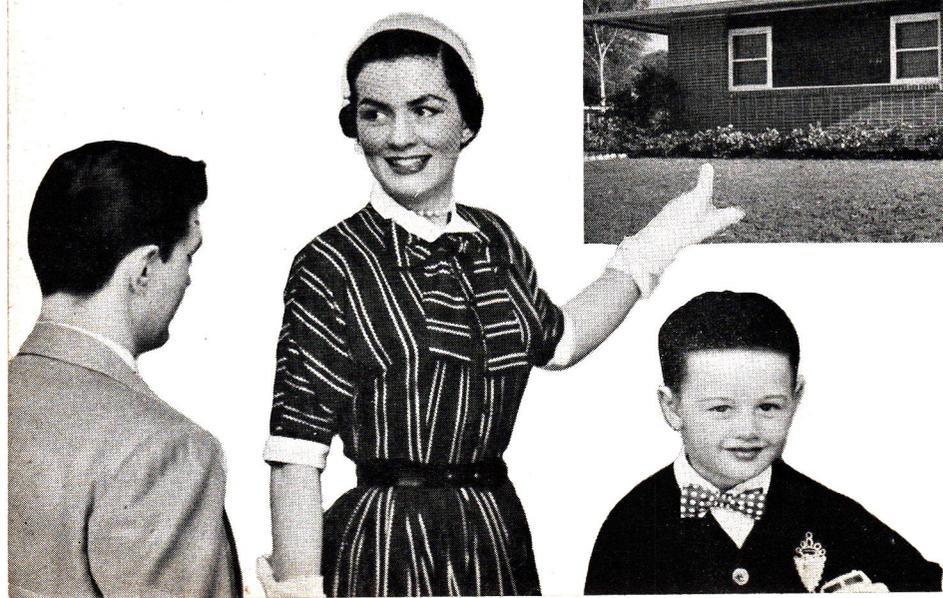
HOME OF MR. & MRS. WILLIAM B. MONROE, JR.



House from the cover—one of many exterior variations used with same floor plan at Gentilly Woods. This one has hip roof of medium pitch, horizontal and vertical siding. Note the wide, ventilated overhang.



You get your choice in a well-planned development. Here's House for Leisurely Living with floor plan reversed and exterior of brick and cedar shingles, low-pitched roof. Other exterior variations at Gentilly Woods include striated pine siding with gable roof, ORIENTAL Exterior Stucco in pastel colors. You'll see all illustrated in Photo Plan 53-4.



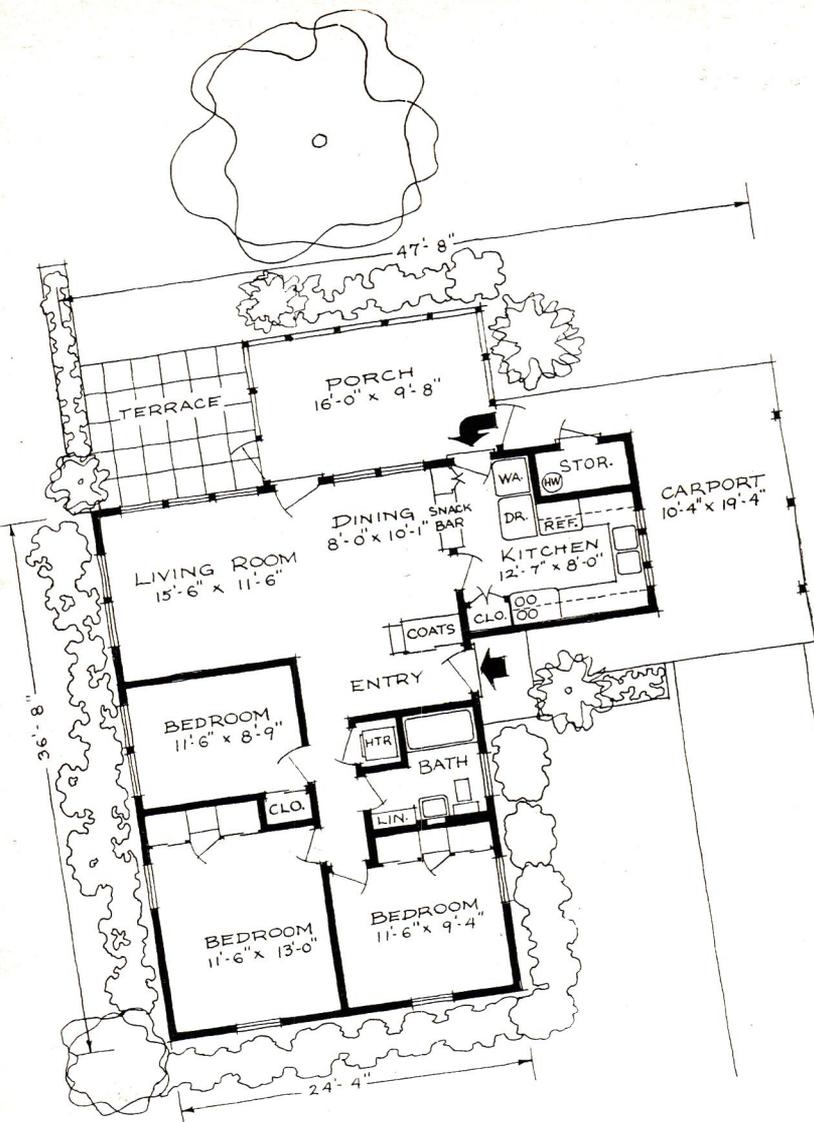
**Builder's house in New Orleans
sets new standard for nation**

NOWHERE in the nation has architect-builder collaboration paid better dividends for home-buying families than in colorful, conservative New Orleans. There, in the sparkling new Gentilly Woods development, is a low-slung, three-bedroom house that has won unprecedented popularity and now can be duplicated anywhere in the country.

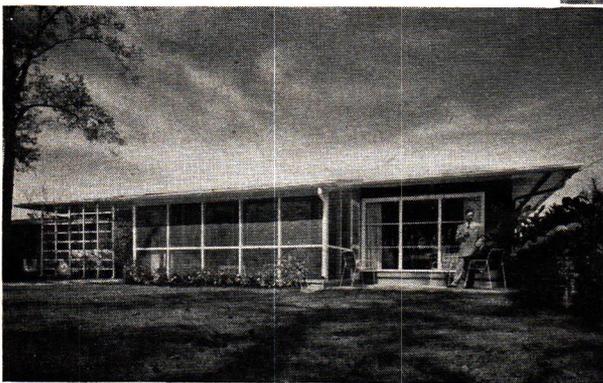
It's POPULAR HOME's House for Leisurely Living because of an easy-to-manage space arrangement and its four separate areas for relaxation or informal entertaining—a living room, study-guest room, screened porch and terrace. In it W. Hamilton Crawford, the builder, and J. Wesley Leake, his staff architect, have combined fresh, contemporary appearance with simplicity and economy of construction. The one-floor plan is so flexible that it can be reversed and given almost any variety of exterior finishes.

If it appeals to you as it has to scores of New Orleans families, the House for Leisurely Living is as close as your POPULAR HOME sponsor's place. He has Photo Plan 53-4, with further information and technical details on the house, and can order complete building blueprints for its construction on your lot—only a 60-foot frontage is required. Let him serve you well!

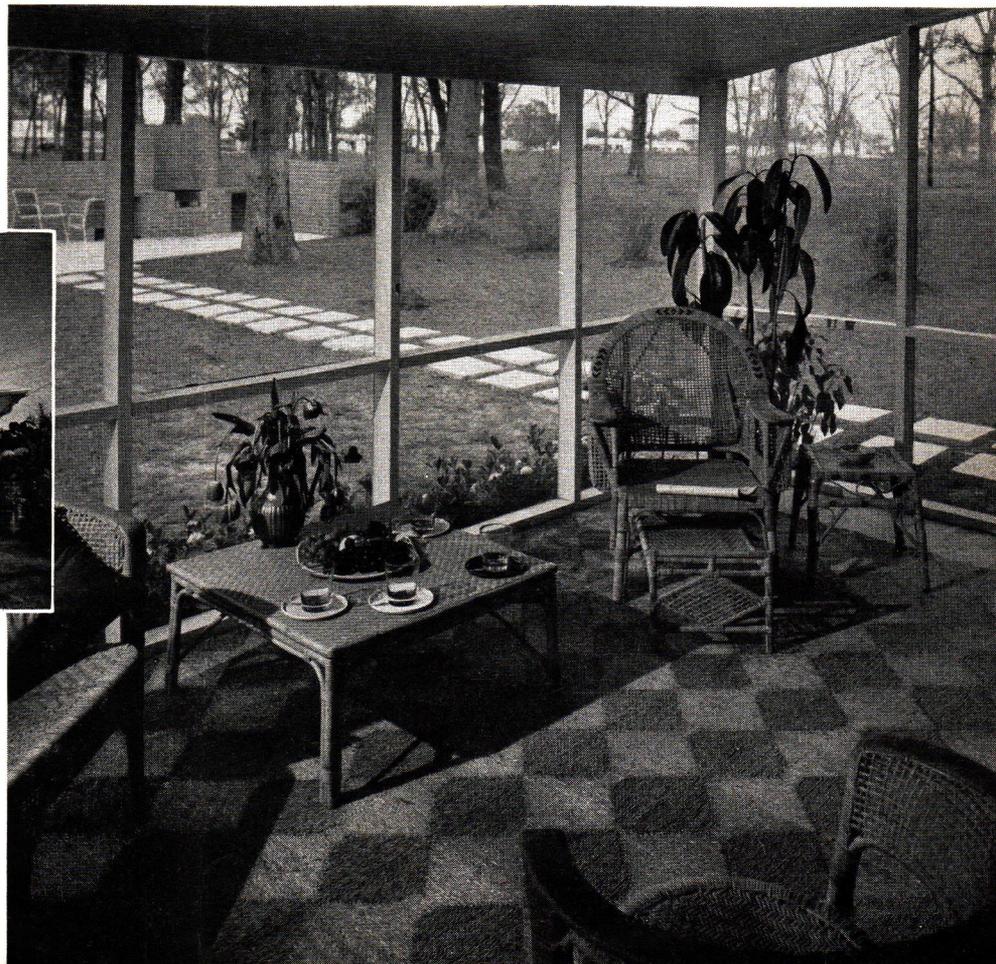
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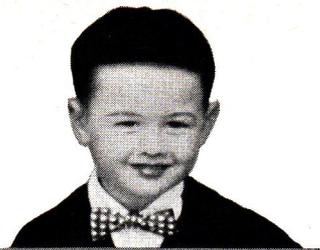
Good plan is secret of success in House for Leisurely Living. Traffic lanes between rooms are at minimum, storage space is ample—real achievement in dwelling of 1,050 sq. ft., 12,330 cu. ft. Get all the details in Photo Plan 53-4, from firm named on covers. Ask about building blueprints, for house as above (No. PH 10-4A), or with basement (No. PH 10-4B). Stairs for basement replace rear storage room above.



Designed for leisure is rear of same house (above), with two-way extension of living area to outdoors. Screened porch is in center, paved patio at right outside rear living room windows. Trellis shields carport at left. Cool comfort is yours on porch (right) fitted out with rush rug and cane peel furniture. Pictures on next two pages also are from this model.



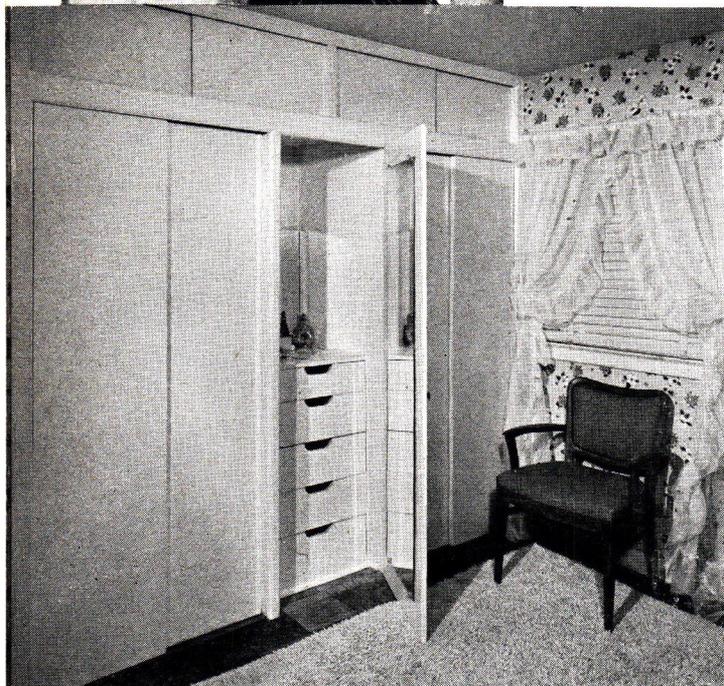
for leisurely living (continued)



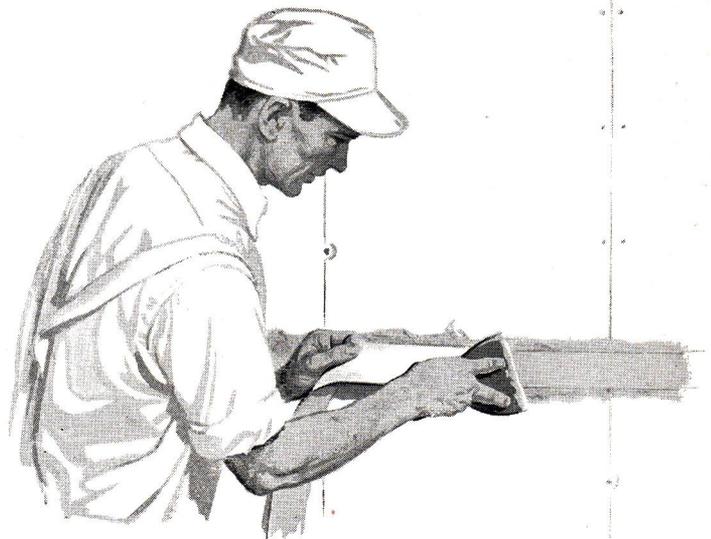
value day
in housing



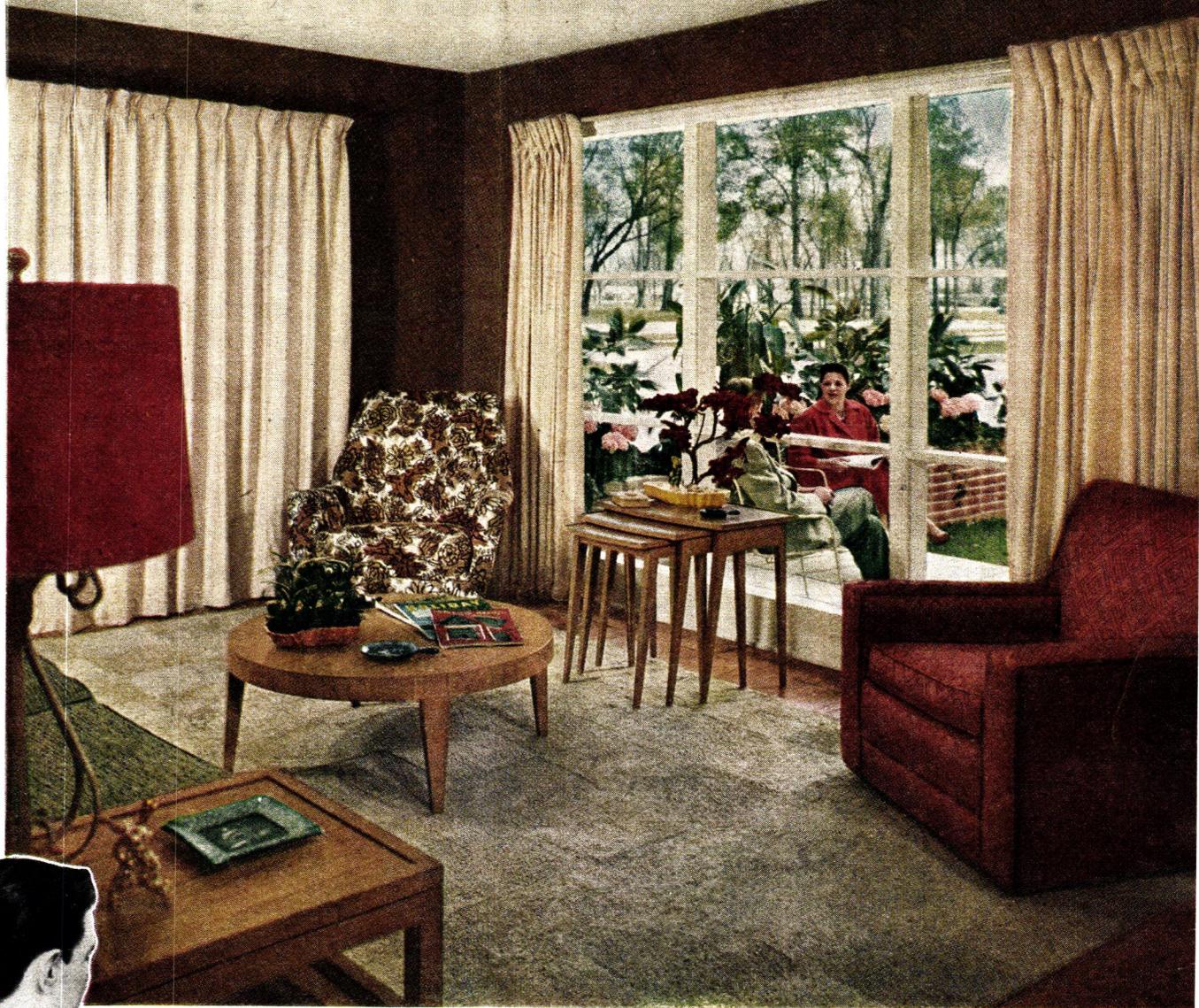
Model of efficiency is kitchen-dining arrangement in House for Leisurely Living. From U-shaped kitchen, it's but a step to serve at snack bar or dining table. Decorative boxes are mounted to side of built-in guest closet. Entrance foyer is to right, porch doors to left.



Nothing's forgotten in this house, with wardrobe units like this in both front bedrooms. Combination comprises cabinets across top, sliding-door wardrobes, built-in vanity with drawers and full-length mirror in center. Third bedroom doubles as den or guest room.

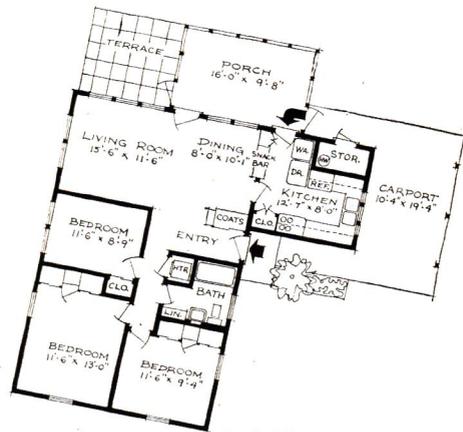


Effect of elegance is easy to obtain in living room (right), against background of smooth, unblemished walls and ceilings—of fire-resistant SHEETROCK gypsum wallboard. Sketch above shows how joints are concealed, reinforced with the PERF-A-TAPE system.

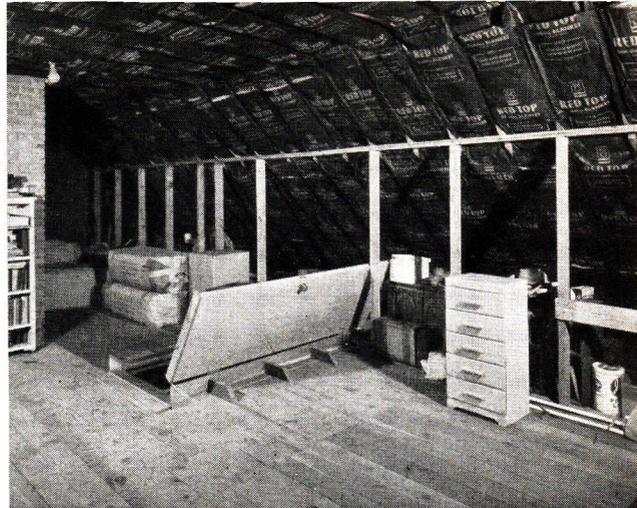
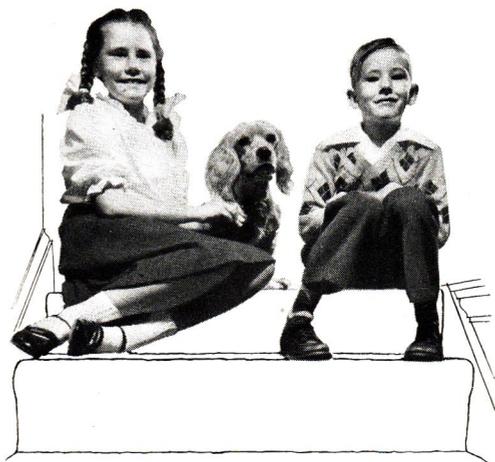


DECORATOR: WILLIAM A. BRANTLEY
 PHOTOGRAPHY: HEDRICH-BLESSING

Located for privacy, large living room windows overlook rear terrace shown on Page 5, offer view of home-made beauty in yard and garden. Furnishings include chair in printed linen, amber finish tables, checkered cotton rug. Rich wall, ceiling colors are achieved with TEXOLITE and USG Texture paints.



Ask for
PHOTO PLAN—
 Building Blueprints
 Also Available



Important first step was to staple RED TOP Insulating Wool batts into place (above) in area which became hallway (right).

attic magic

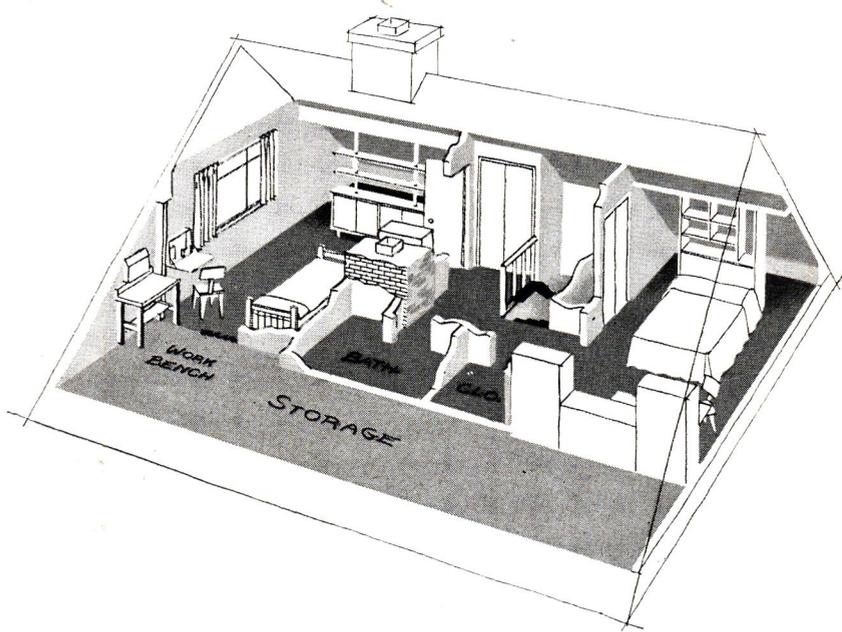
for your house

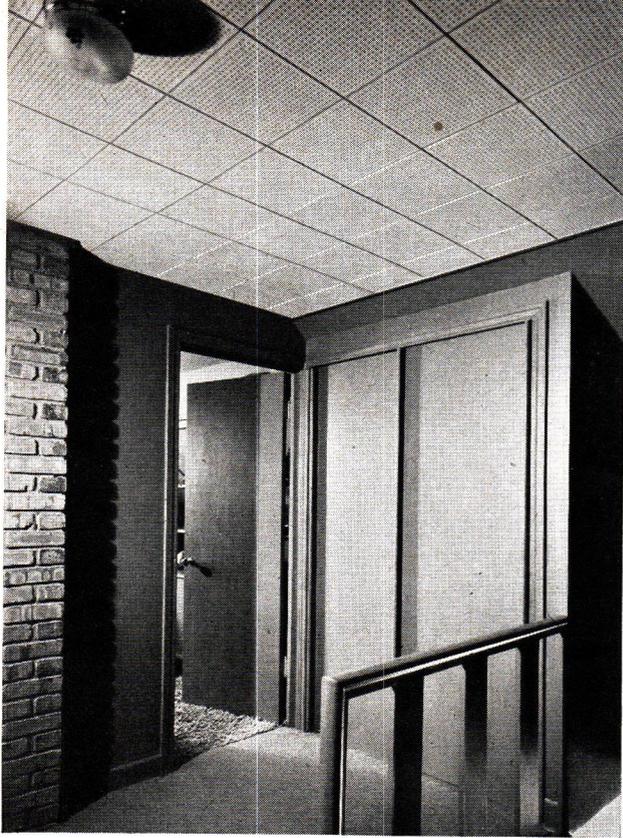
Wonderful things happen when you go to work on idle space upstairs.

IT'S NOT SLEIGHT OF HAND, but careful planning and hard work, that perform remodeling magic in your attic. Is it worthwhile? Well, you can't buy added living space as cheaply anywhere else, and the results will delight you even if you're only half as successful as were the owners of this small home.

These three pages tell the story of how they made every inch count in finishing an unused attic that was typical of thousands, except that it had a little more-than-usual headroom. Doing much of the work themselves, learning as they went along, this couple found that modern building materials are *made* for the *home-owner* to apply, easily and economically.

What did they get for their trouble? Now young Hal, 7, and Gail, 9, have comfortable, attractive rooms of their own, a separate bathroom for their use, and roomy closets in addition to loads of general storage space for the family. The house no longer seems too small and overcrowded. There's no need for *yours* to be that way, either!





No chance for noise from stairway, once hallway ceiling is covered with QUIETONE Acoustical Tile. Installation is simply matter of stapling Twin-Tile flanges to ceiling joists. Workman at left is lining Hal's hall closet with easy-to-cut DURON hardboard. Closet has hardboard sliding doors braced with vertical oak stiles (photo at left). Doors slide in grooved floor track.



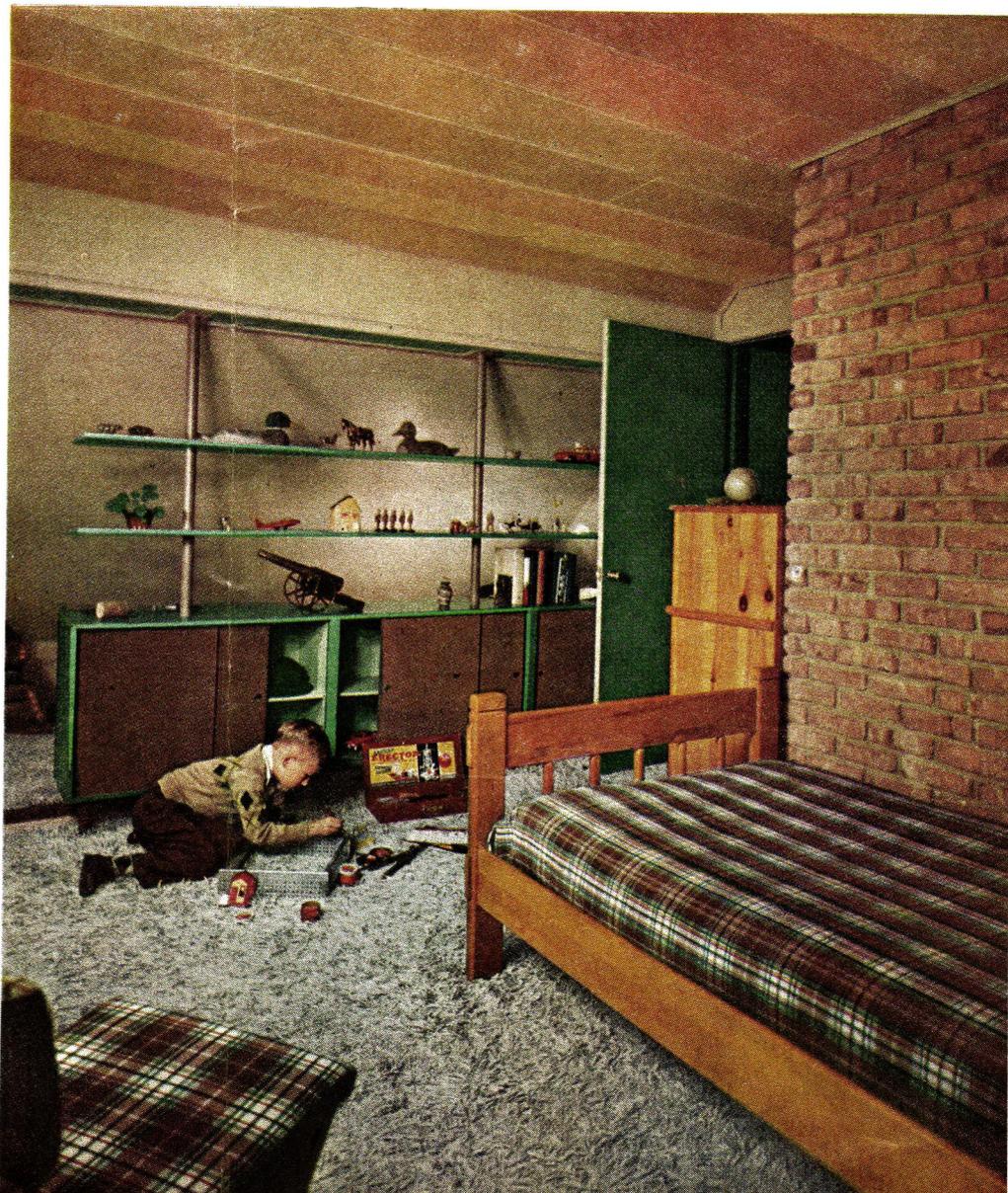
DESIGNER: NORM STEENHOF, ZAY SMITH ASSOCIATES



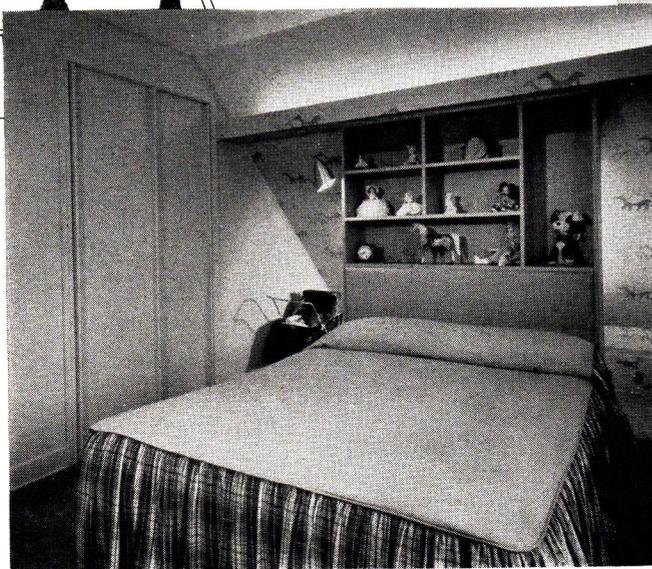
Essential to comfort in any house is ventilated attic air space—and here's easy way to get it. New USG Multi-Pitch adjustable aluminum louver simply slips under present fascia boards, after hole is cut and screening is nailed in. No studding to cut or notch, no framing to build!

Happy home life is certainty for Hal, in new room fitted with cabinet units and shelves (right) for prize possessions. Beyond cabinets, ceiling follows rafters to floor, gaining valuable play space. Warm colors in room blend beautifully with ceiling of WEATHERWOOD BLEND-TEX Plank. Off opposite side of room (left), behind sliding basswood screen, is work bench alcove leading to general storage area.

(Continued on next page)



attic magic *(Continued)*



Brand-new idea in wall finishing was use of Panel SHEETROCK Wallboard in Gail's room. Especially handy for hard-to-get-at areas, this new product gives pleasing paneled effect, also comes in two wood-grained finishes. Here, PERF-A-TAPE Cement is applied to back of one 16-inch-wide panel, as another is adhered to base layer of regular SHEETROCK. See your dealer for spreader tools, instructions.

Dreamy is the word for Gail's beautiful new room (below), equipped with built-in vanity, drawer and cabinet units, and drop-down desk. Plaid denim fabric was used in both rooms to unify them. Headboard (left) like other built-ins was constructed of stock lumber, serves as divider for play space beyond.

PHOTOGRAPHY: HEDRICH-BLESSING





*Now, a weather-tight roof
means a handsome house*

look up to a new look

MIDDLE AGE has a habit of sneaking up on houses, too. When it's approaching the *first* thing to do is to *look to your roof*—for your house is subject to more damage from this source than almost any other.

Make sure the roof is sound before you finish the attic or remodel the first floor. If reroofing is the answer, the new shingles can go on right over the old surface. And along with protection you'll be buying *beauty* that's available today as never before. The colors and patterns of new asphalt shingles will dress up and revitalize the whole exterior of your house.

Watch for these tell-tale danger signs: loose or missing shingles, stained wall or ceiling surfaces, exposed and rusted roofing nails, peeling or blistered paint, cracked masonry joints, rusted gutters. Seeping moisture is the culprit to combat, and your local building materials dealer is the man to bring up the reinforcements you need. He'll arrange easy financing, too.



Tu-Tone Green

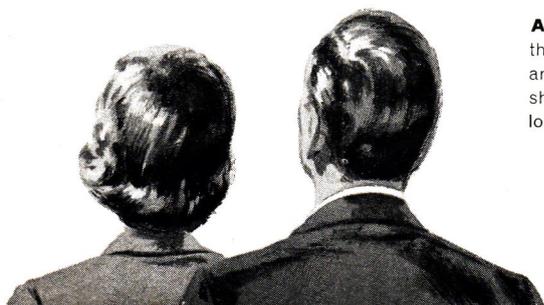


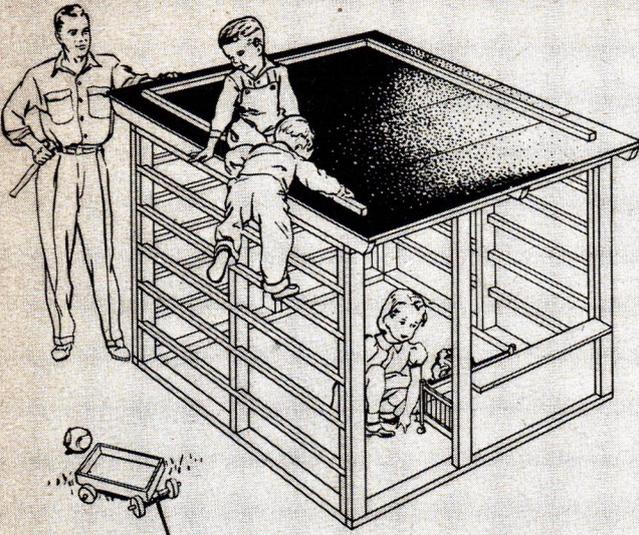
Pastel Brown



Pastel Gray

A new trend in roofing is to light, heat-reflecting colors that offer smart, modern appearance. These three are among the new colors offered in Thick Butt asphalt shingles. Deeply textured or plain, they're built for long-term protection. See your local USG dealer.





They'll play in it,
climb on it... Build a

Climber Cottage

Exclusive design by D. E. Nugent,
associate editor

You'll keep the kiddies around the yard, this summer, if you build them POPULAR HOME's Climber Cottage, scientifically designed for safe and wholesome fun.

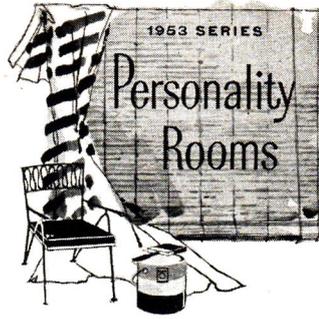
To children from 4 to 9 it's many wonderful things—a mountain to climb, a fortress to defend, an ocean liner to sail, space patrol headquarters to guard. To you, it's a simple 5 foot square structure that's easily and economically built from lumber you purchase from your local dealer. There are only 12 different parts, and hand tools will do the job. And it's disassembled for storage merely by removing 12 bolts.

Let 'em enjoy it now! Build it well, and you'll be able to enclose it later for use as a tool shed or garden house.



GET YOUR FREE HANDYMAN PLAN

How to build it? Step into the local firm named on the covers, and ask for your Free Climber Cottage Handyman Plan. Complete instructions and material list are included.



dress up your rooms



You wear your most becoming colors.
Why not use them in your home?

By Cynthia Montgomery

THE RIGHT COLOR frames a room in beauty. The right color can do the same for you. Choose your favorite, most becoming colors to key your decorating schemes. If you use colors that appeal to you and your family, your rooms will be more pleasant to live in, less of a chore to keep clean, more expressive of your personalities.

A well-decorated room is not limited to any one color scheme, so don't be inhibited by rules or guided too strongly by current trends. Plan your color scheme carefully. Avoid a clutter of colors. Use key colors that you really like, in combination with other colors in harmony, and you will find pleasure with the results for many years. For an inexpensive periodic pickup, use different accessories or paint the walls in another favorite color.

Across the page are four color schemes. Each one is based on a key color, used on the largest and most important expanse, the wall. If you have rooms that lack spirit and a pocketbook that lacks funds, try the thrifty device of changing your wall color with paint. A brush or roller will complete the transformation in short order.



If Blue is your favorite, let it take the leading role by painting old furniture frosty white. While you're shopping for closet shelving buy a piece for a what-not shelf. Color Scheme: Canterbury Blue walls, brown floor, white and deep red with sea green.



If Rose is your favorite, remember it can be used in any room. To avoid a pink-and-blue nursery effect, combine with substantial colors like those shown. Color Scheme: Coral Rose walls with charcoal, warm gray, rust, bright green and white.



If Green is your favorite, you have a common bond with Mr. and Mrs. Robert Moore who have used miscellaneous furniture and accessories in a setting filled with good ideas. Color Scheme: Brewster Green walls, tomato red and walnut with copper, black and white.



If Yellow is your favorite, you can add cheer to a room where the sun never shines. Paint the floor brown, spatter with white and yellow. Color Scheme: Sunlight Yellow walls, brown and white with warm wood and cherry red.





THE HOUSEHOLDER'S

Pride and Joy

COLUMN



Home message center steals space from back of closet door. Bulletin board, above, has spring clips to hold mail, place for calendar, bus schedules. Plywood shelves below hold phone, note pad, and directories. Screws and angle braces are used.

Mrs. Ann H. Snyder, Newtown, Penna.



"Shorty switch" is for small fry who can't reach light switches. Coat hanger wire is bent and inserted through small hole drilled in toggle button. Hole will be unnoticeable when wire is removed.

Mr. F. W. Moulder, Butte, Mont.



Convenient spot for food freezer supplies is 36x36-inch wall cabinet built of 1-inch lumber and divided to suit your needs. Hinged door is of DURON Hardboard framed with 1x2-inch lumber.

Judith-Ellen Brown, Pittsford, N. Y.

Edited by C. Eugene Pfister,
national authority on horticulture



Kill the Killers

in your garden

By Dr. R. Milton Carleton

THE best plan to control pests in the vegetable garden is to use a preventive program, applying a combination spray at regular intervals. Such sprays cannot control every insect and disease that might occur. But they prevent them from building up to epidemic proportions.

One of the best of the newer chemicals is a close relative of the famous D.D.T., called Methoxychlor. This is less poisonous than its better-known relative, and can generally be used safely on food crops. It is also a good fruit tree spray or dust, and controls many pests of ornamental trees and shrubs. It will even kill some pests, particularly Mexican Bean Beetle and resistant flies, not controlled by D.D.T.

A combination of Methoxychlor, with a good fungicide like Ferbam or Parzate, is a good product for general use. Where only ornamentals are grown, D.D.T. in combination with Ferbam, etc., plus a good aphid control like Rotenone, may be somewhat cheaper and just as effective. Another powerful all-purpose killer is Lindane, which does not last as long on foliage, but kills a wider range of insects than most. Chlordane is also highly effective and stays active for a long time on foliage.

Consult your seedsman or your favorite seed catalog for such a combination spray or dust. Use according to directions. Never use on food plants a spray recommended only for use on ornamentals.

Beginners are frequently puzzled as to whether to use a spray or dust. There are advantages to each. A good spray properly applied will usually do a better job. Spraying takes more time, calls for good pressure and good spraying equipment. Because of the time needed to mix the spray, frequently the job is skipped. Dusting is much easier. Merely dump in the dust, push the plunger or grind the crank and the job is done. By substituting two dust-

ings for one spraying, about the same results will be accomplished, and two dustings are usually easier to apply than one spray. Cost, however, is higher.

Sometimes the general sanitation program recommended here does not do the trick. A heavy infestation of some insect may develop. The first step then is to identify the pest, at least as to whether it is a chewing insect or a sucking insect. Chewing insects leave holes in foliage. Sucking insects stab the plant with their beaks and suck the juices. The injury they cause looks more like searing or scorching of the foliage. Some diseases cause similar injury, as does the lack of plant foods. Usually, however, the bug responsible can be found on the foliage. To identify the pest, ask your county agent, local seedsman or send specimens to the extension entomologist at your State Agricultural College.

Avoid planting flowers and vegetables likely to be attacked by insects, and you can get along without any spraying or dusting. But this means dropping all members of the cabbage family from your vegetable garden. Kale, cauliflower and broccoli, as well as cabbage, are attacked by green worms and aphids unless sprayed. Squash is usually hit by borers, but can be kept growing if soil is heaped around the base of the plant so it can form new roots on the stem. Where space permits growing a vining squash, the variety Butternut is never attacked by borers. In the flower garden, nasturtiums are regular insect incubators. Roses need regular spraying with an all-purpose spray like Triogen to control insects and diseases.

Two good books on insects are the 1952 Yearbook of Agriculture (available from the Government Printing office, Washington, D. C., for \$2.50) and The Gardener's Bugbook, by Dr. Cynthia Westcott, published by Doubleday.



POPULAR HOME MAGAZINE: Early Summer Issue, 1953, Volume 10, Number 4; Mailing Date: June, 1953. Published by United States Gypsum Company, 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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happy family..



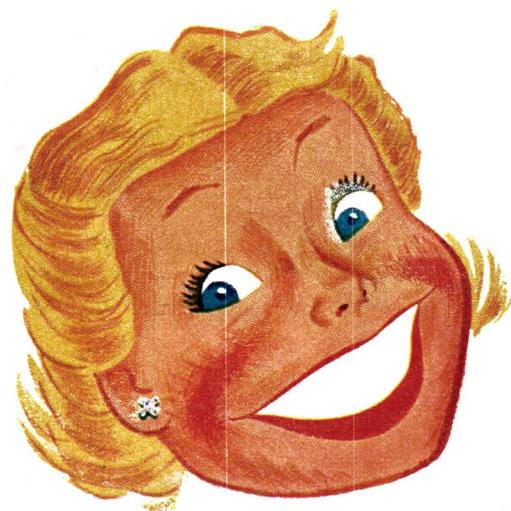
Smart, too!

Happy family, sure. They made a happy choice for walls and ceilings . . . for now . . . for later. Yes, now *and* later, they'll have the same beautiful, hard, strong, *fire resistant* walls and ceilings that spell perfection in a home.

For plastered walls and ceilings stay beautiful for a lifetime. They resist fire, can't rot, can't decay. And they can be decorated any way you please.

Happy choice? Yes—for you, too! What's more, you can even have special U.S.G. plastering systems that help insulate against cold and heat . . . that keep rooms quieter . . . that save valuable floor space. It's downright smart to plan with plaster.

So be sure *you* build with plaster—to be sure!



they picked plaster to be sure!

You're sure to choose plaster when you think of this . . .



- Makes harder, stronger walls
- Adaptable—takes curves, ornamentation
- Easy to decorate, redecorate, repair
- Fire resistant
- No unsightly joints
- Long-lasting economy
- Unsurpassed beauty
- And remember, U. S. G. plastering systems offer insulating, sound control, space-saving benefits



United States Gypsum

The Greatest Name in Building



NEWS *too good to keep...*

So the homeowners we've helped are spreading the news of a kind of service

we're rather proud of. Have you heard? Heard of the ideas and suggestions—the thousand-and-one ways we help *planners* make their dreams come true? If not, pick up the telephone, yourself, and give us a ring.



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Phone 1-0056 or 1-0057

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