

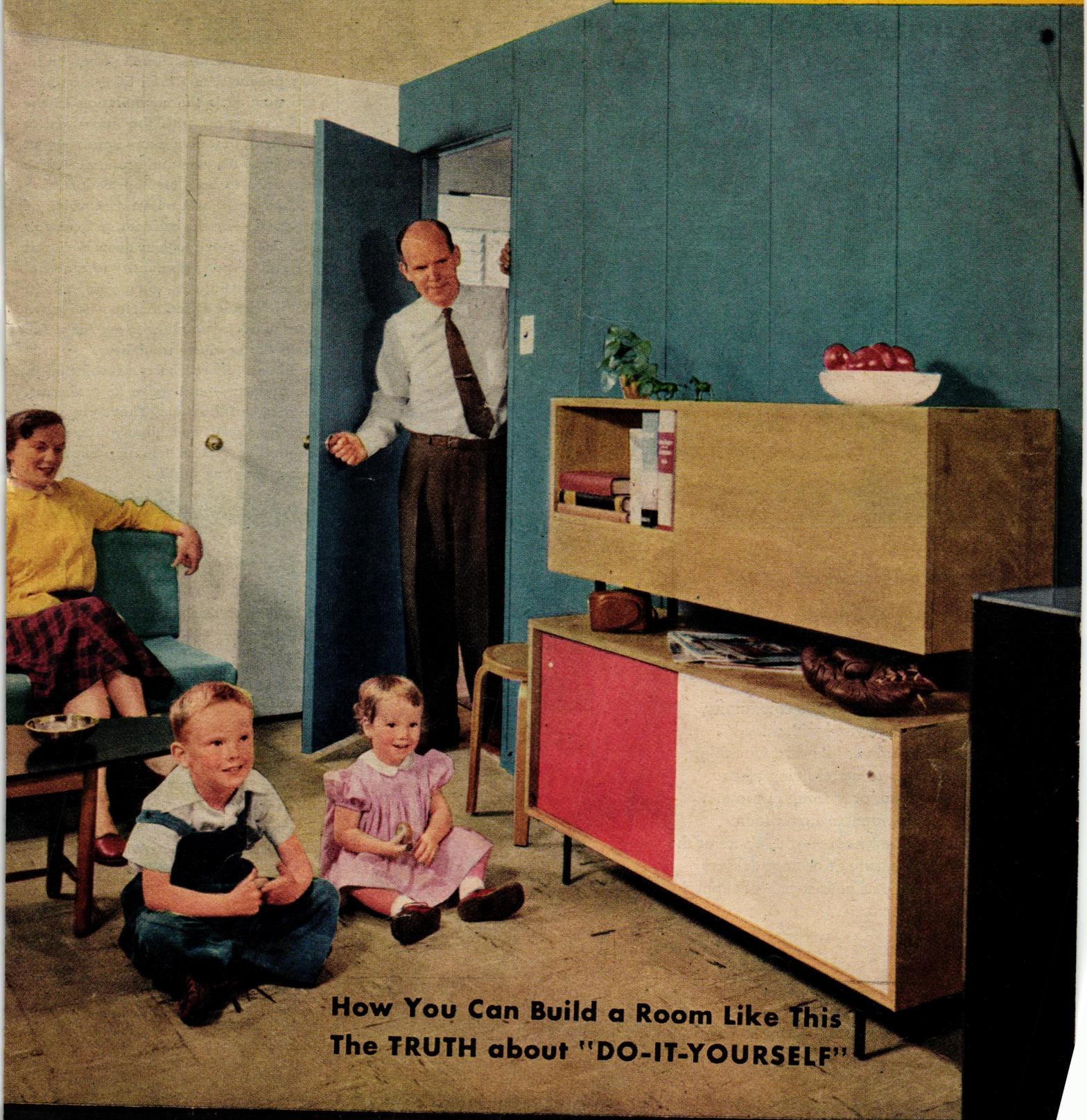
Autumn, 1954

# Popular Home

Your How-to-do-it Magazine

Courtesy of

Oakridge Builders Supply Co.  
Oakridge, Oregon



How You Can Build a Room Like This  
The TRUTH about "DO-IT-YOURSELF"

Building Industry Teamwork Creates a Feature House . . . page 8

GET A LOAD OF THIS...

# BETTER LIVING for YOU!

## Popular Home

AUTUMN • ISSUE 6 • 1954

**LOOKING AHEAD?** As you look over this idea-packed issue of our magazine, we hope you'll agree with us on this: that it's really pretty exciting to have *almost any home improvement* you'd wish, right at your beck and call.

It hasn't been that way for long. Eighty years ago, for instance, firms like ours dealt only in lumber, transported by horse and wagon. Today, our inventory includes hundreds of building products, less than 50% of which are wood. It's the combination of the *right materials* with the *know-how to use them*, that makes any improvement possible with ease and economy. We're equipped to help on both counts.

You could call us an assembler of materials—by the carload, or for a few boards delivered to your door. We'll put the right type and quantity of material where you want it, when you want it. But we're more than that, too—for *we're here to advise you how to get full value* from the products we deliver.

You see, there's been a revolution in our industry—and we've kept abreast, or ahead, of the times. That's why we're looking ahead, and hope you are, too. Stop in, and let us help map out better living for your family.

*Your Building Material Dealer*

(Our name and address are on the covers)

*P. S. It'll save your time, and ours, to know what you want done. File this magazine, and use the handy Index of Features below.*

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**Our yard is stocked  
with what it takes  
to modernize or build**

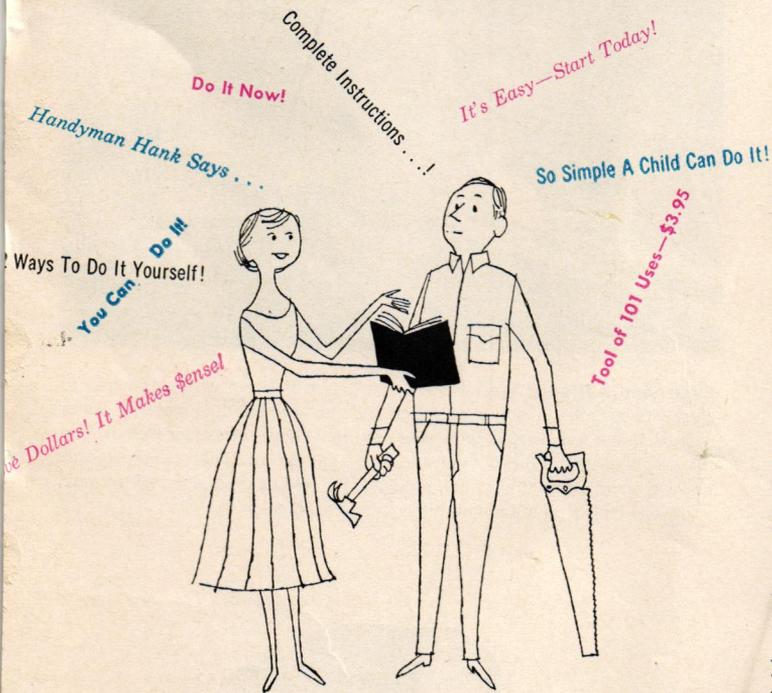
For many a resident of this community, better living has started with a load of building materials like this. One thing sure: whether *your* better living plans call for one load, or a dozen or more... whether you're modernizing a room or building a new home—you're sure of the finest materials, sure of prompt delivery when you make us your source of supply!

**See our name  
and address on the cover**

LUMBER  
MILLWORK  
Doors-Windows  
ROOFING  
SIDING  
INSULATION  
WALLBOARD  
Builders' Hardware  
TRIM

# What's the TRUTH about "Do-it-yourself"?

Here's how to determine your chances for success as a home handyman—and how to compare results with those of a thrifty young Long Island family



of what you have in mind, and take it in. On a large project, talk with an architect—he may save you money. And let a qualified contractor bid the job, before you decide whether to do it yourself. Find out the actual worth in resale value of a substantial project from a real estate or financial firm. And make sure it complies with local building codes.

## 2. Do I have the tools that are necessary? Do I have experience in using them?

Don't attempt the job without the proper equipment your lumber dealer recommends, both hand and power tools. It may be wise to rent the power tools needed, or get professional labor to do part of the work. Most important, make sure you can use the tools, and follow the manufacturer's or dealer's directions in product application.

## 3. Will I have the time to devote to the project? Will I stay interested enough to see it through?

Allow more time for the work than you *think* will be necessary, before you start. Do your planning slowly and carefully, for a serious mistake will bring rescue too late to help your bankroll. When you're into the job, take time to do it the right, and safe, way. Don't take on something by yourself that will leave the house in an uproar for months—get help, and get it finished!

## 4. What does the family say? Are they in favor of the job, or is it really for my own entertainment?

Let's be honest, fellows! If the little woman and the youngsters are convinced you're making the right move, they'll bear with you a lot longer—and maybe even help with the work. If the real object is to get yourself a home workshop, say so—and get the family's agreement. And if that's the case, set up your workshop properly — the next issue of POPULAR HOME will tell you how.

## 5. Can I get the financing to carry it through? Will the budget stand the expense?

If you've been putting off the job for lack of ready cash, you're in for a pleasant surprise. Home improvements today are on an "easy terms" basis, with financing readily available at reasonable cost through convenient monthly payments. Of course, your finished result must be *worth* financing—and that's where planning and good advice come in. You'll find it's hard to strain the budget, for instance, with an FHA-insured Title I improvement loan. Here are the monthly payments on such a loan under three repayment plans:

Amount You Need	REPAYMENT PERIOD		
	18 Months	24 Months	36 Months
\$100	\$ 5.99	—	—
500	29.92	\$ 22.95	\$15.97
1000	59.83	45.89	31.94
1500	89.75	68.84	47.91
2000	119.66	91.77	63.88
2500	149.58	114.71	79.85

Many banks and loan associations offer other improvement loan plans similar to the FHA Title I plan, with a usual maximum of \$2,500 in amount and 36 months in term. Short-term financing of this type may be available for a loan of more than \$2,500.

EVERYWHERE you look, today, is evidence of the tremendous "do it yourself" boom that has started to make America's homeowners into a new generation of week-end carpenters, decorators and gardeners. Almost every type of product or tool for home improvement now is emblazoned with the bold encouragement of four magic words: "Do It Yourself—Now!"

Is it so easy? Can Mr. and Mrs. Average Homeowner become spare-time craftsmen in repairing, enlarging, or modernizing the house—with dollars saved and satisfaction received? Happily, for the great majority of us the answer is "yes"—but with limitations. As in many things, it's the result that counts, and the test is whether the job *actually is worth the effort*. How to tell before you begin? Check your next project against this five-point quiz:

### 1. Is it practical to do it this way? Will it make an improvement proportionate to the cost involved? Will it increase the resale value of my house?

Good advice is the cheapest part of a successful job. The first place to get it is at the local firm whose name is on the covers of this magazine. Prepare a dime

job—and a sketch of the job. If a loan of \$2,500 is needed, refinancing then may be considered, where you take out a new mortgage on your home based on your remodeling plans. Consult your mortgage-holder for details. (Continued on next page)

with courtesy of local company named on front and back cover.

*Do it yourself?*

# First, read Gene Gleason's story...



**Four good reasons** made a "do it yourself" man out of me: my understanding wife, Pat, and the small members of the family—2-year old Ann, Paul, 5, and Mark, 3. That's our house, in the background—on a quiet street in Westbury, Long Island. Compact and comfortable, to a point, but we had passed the point! Now we had to have more space—and the upstairs was unfinished!



**Ever need a friend?** We certainly did, just to find out where and how to start with our attic finishing job. We found him—the building material dealer over on Union Ave. whose name was both well-known and respected around the neighborhood. "Sure, it can be done," he told us. Then he showed us how we could swing the thing financially. He sold us on quality, all the way, and we selected all the materials for the first phase of the job.



...but I couldn't help improving my touch  
... We put up the big



**Never hated calendars before,** but ours showed sub floor completed in January, insulation and partitions up in March, walls and ceilings finished in April, doors and jambs in place in May. Now, early in June, underlayment of hardwood goes down for asphalt tile flooring. The 4x4-foot sheets bridged small floor. I was careful to nail from the center outward, and to stagger the joints and leave space between edges. \*T. M. REG. U. S. PAT. OFF.

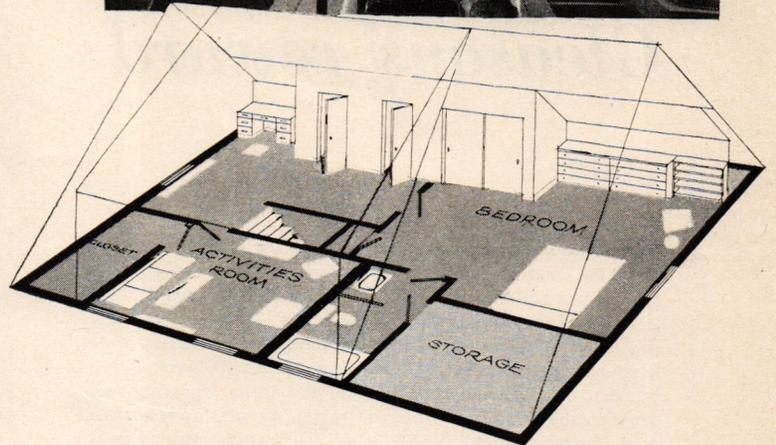
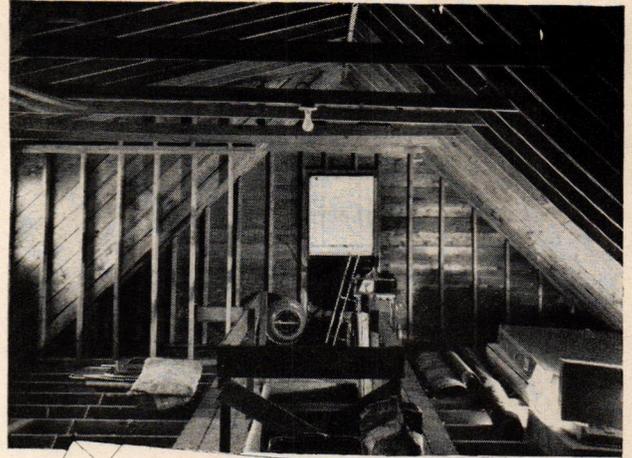
**Don't call me an expert,** and making better time as the work went along. We used sheets of gypsum board on the ceiling with the help of T-braces, spotted nail heads with special cement to get a smooth surface. First of course, I had packed outside walls and the ceiling with thick insulating wool, 1,600 sq. ft. of it, costing \$144. Needed 400 nails costing \$9, and borrowed a stapler from a friend.

...company named on front and back covers  
...AR HOME • Autumn, 1954 • Sent through courtes

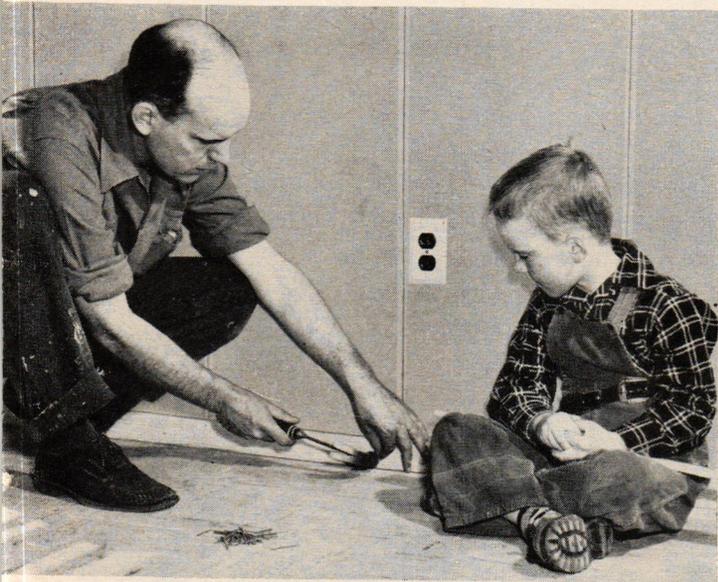
*what he did, how he did it*



**There I was**, a newspaperman who'd always regarded drills and saws as instruments of mayhem! I soon decided that trying to do the job with hand tools was like expecting Pat to pound out the laundry on a rock at the riverbank. So, loaded with friends' advice, I bought a portable electric saw, \$32.45; ¼-inch power drill and bits, \$26.30; work bench, \$22.95; electric grinder, \$11.95; bench vise, \$7.95; and a 7-foot combination ladder, \$14.95.



**We bought our materials** to fit this plan, which gave us lots of mileage from an area 25x33 feet. Thanks to the big dormer in the rear, we're getting what we need: a bedroom for ourselves, another bath, a room to play in and relax in—and plenty of storage space. We added up our expected costs and came out at \$1,600, complete except for the bathroom, which we decided to finish later.



**Hooray! The end's in sight**, and I feel like an "old pro", as door trim and baseboard go in without a whimper. The backsaw and mortise box were man's best friend in fitting casing to the door jambs. Boy, was I thankful by this time for the power tools. They boosted our investment in the job, but I got my money's worth and still have them for future years. July was here, but we were ready for it—had provided for a trapdoor into the air space above the ceiling, so an attic fan could be installed. And we got comfort, as advertised.



**Something extra** was the built-ins, but we kept 'em simple, like this one for the kids' things (see next page). Now came the final reckoning on the job, and the bills made us look like pretty good estimators:

*(Continued on next page)*

Electrical Wiring	\$150.54
Framing Lumber	305.35
Insulation	144.00
Flooring	225.00
Gypsum Board	154.20
Doors, Trim	159.85
Paint	95.42
Tools	163.57
Hardware, misc.	92.03
<b>TOTAL</b>	<b>\$1,489.96</b>

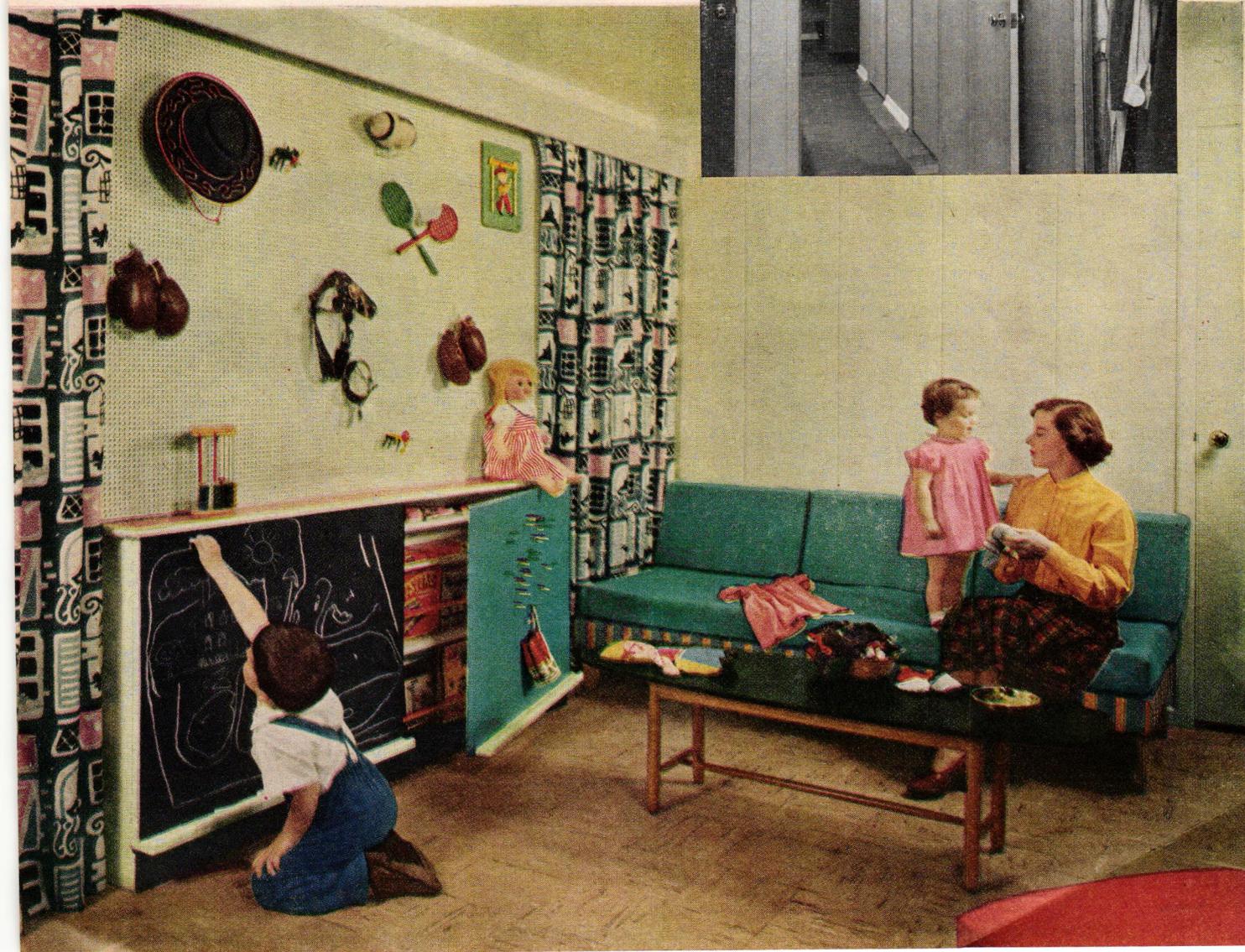
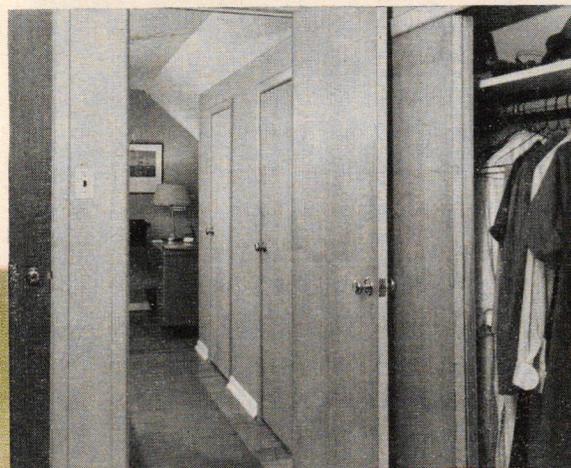
*Do it Yourself?* (Continued)

## *This was the Gleasons' reward*

**Here's the super-room** you saw on the cover—just 9x13 feet, but for all the family's activities. Copy its features for the room you add to your home. Between dormer windows is bulletin board of new USG\*Perforated Hardboard, with special Handy-Hooks and colorful pegs holding things in place. Easily-built valance above, of 1x6 lumber, conceals fluorescent tubes. Below is cabinet Gleasons find invaluable. Left section holds card table and chairs, while right side stores children's books and shows off their artistic talents on perforated door. Handsome Panel SHEETROCK\* Wallboard covers end wall.



**Room for everybody**, now that transformation is complete. Along with two large rooms, remodeling made a hallway corner (above) for father's own retreat. Young Paul Gleason is coming from the wonderful all-purpose room. The family's storage woes are over, too, thanks to lineup of closets along hallway (below).





DECORATING CONSULTANT: ELEANOR PEPPER, A.I.D.  
WALL AND CEILING COLORS: TEXOLITE\* DURAVAL PAINT



### A Cabinet for You to Build— From a Free Handyman Plan

The crowning touch of convenience and beauty in the Gleasons' activities room (left) is POPULAR HOME's new StorMor Cabinet, designed for you to build from stock materials your lumber dealer will supply. It's versatile and right at home—in your living, dining or recreation room, den or bedroom. Shelf or cabinet space can be substituted for desk section, if desired, and interior arrangement can be changed to accommodate radio, record player. Two basic units each 1½x4 feet, 12 and 16 inches deep, also can be separated for staggered placement on wall—all alternatives shown in a Free Handyman Plan now available from your POPULAR HOME sponsor. You can build it at material cost of less than \$25. Stop in for your copy, and get started!

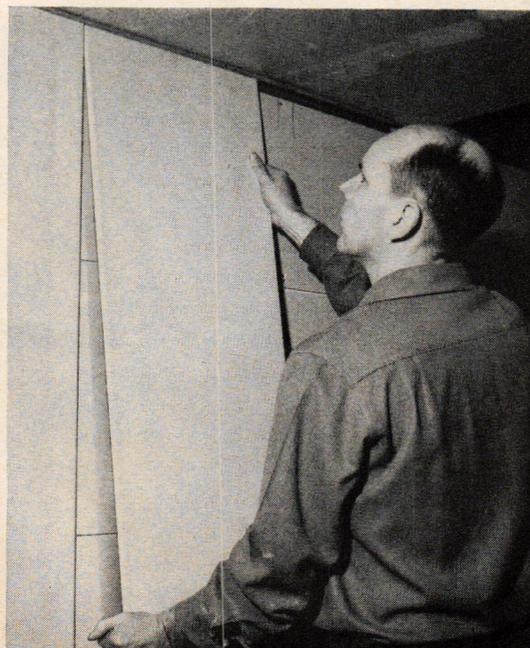
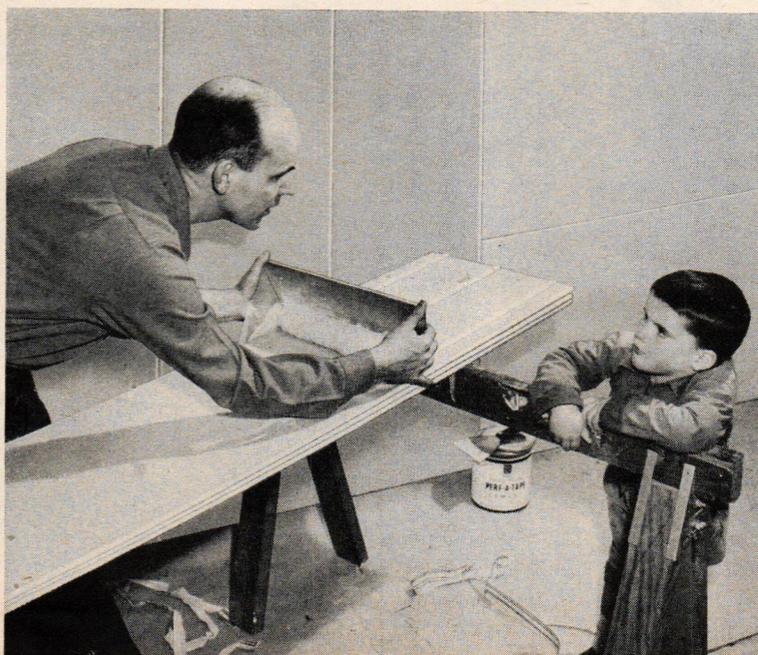
EXCLUSIVELY DESIGNED FOR POPULAR HOME BY LERNER DESIGN ASSOCIATES

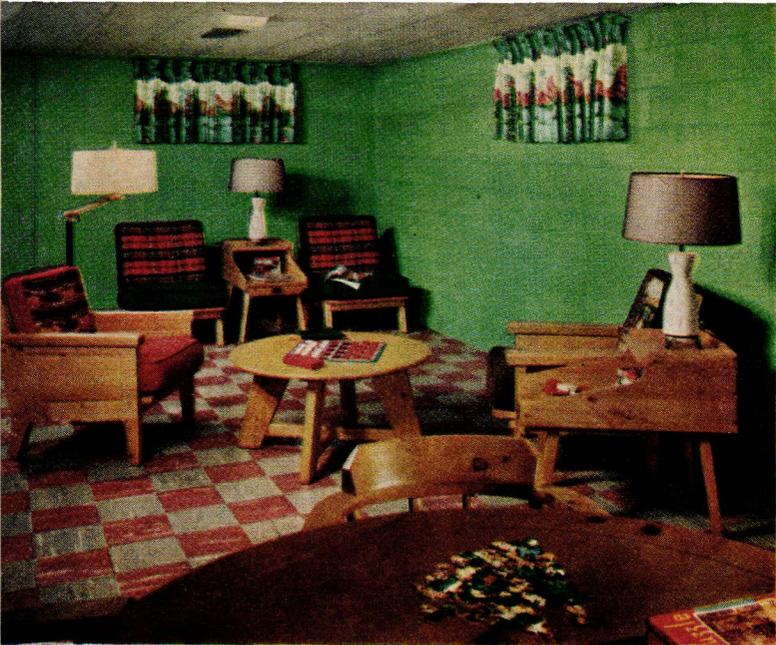
## Panel Wallboard: Gene Gleason's Big Discovery

**Time and trouble-saver** in Gleasons' remodeling was Panel SHEETROCK gypsum wallboard—16 inches wide, easily carried up stairs, quickly put into place. Here, handyman Gene Gleason uses special notched spreader to spread PERF-A-TAPE\* Cement on back of panels, one at a time. Cutting panels to size also is quick and easy: just cut the face paper, then the back, and snap to break core. Easier than hanging wallpaper, top panel is ready to go up over base layer of BAXBORD\* gypsum backing board.

**Up it goes**, with panel fitting snugly into neat ceiling molding of USG Metal Trim, made expressly for board of this thickness, also for door and window openings. Each panel is pressed lightly against base surface for even adhesion. Joints are checked with a level, impacted with broad side of a 2x4, and the wall's finished!

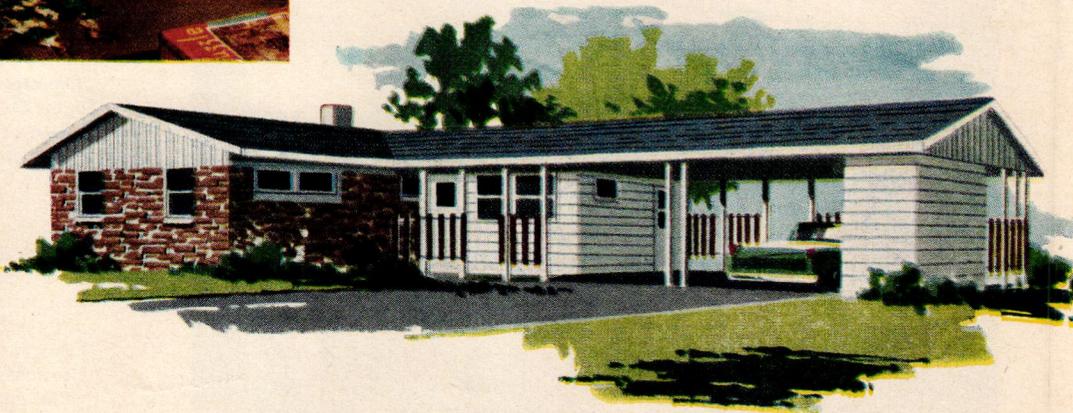
\*T. M. REG. U. S. PAT. OFF.





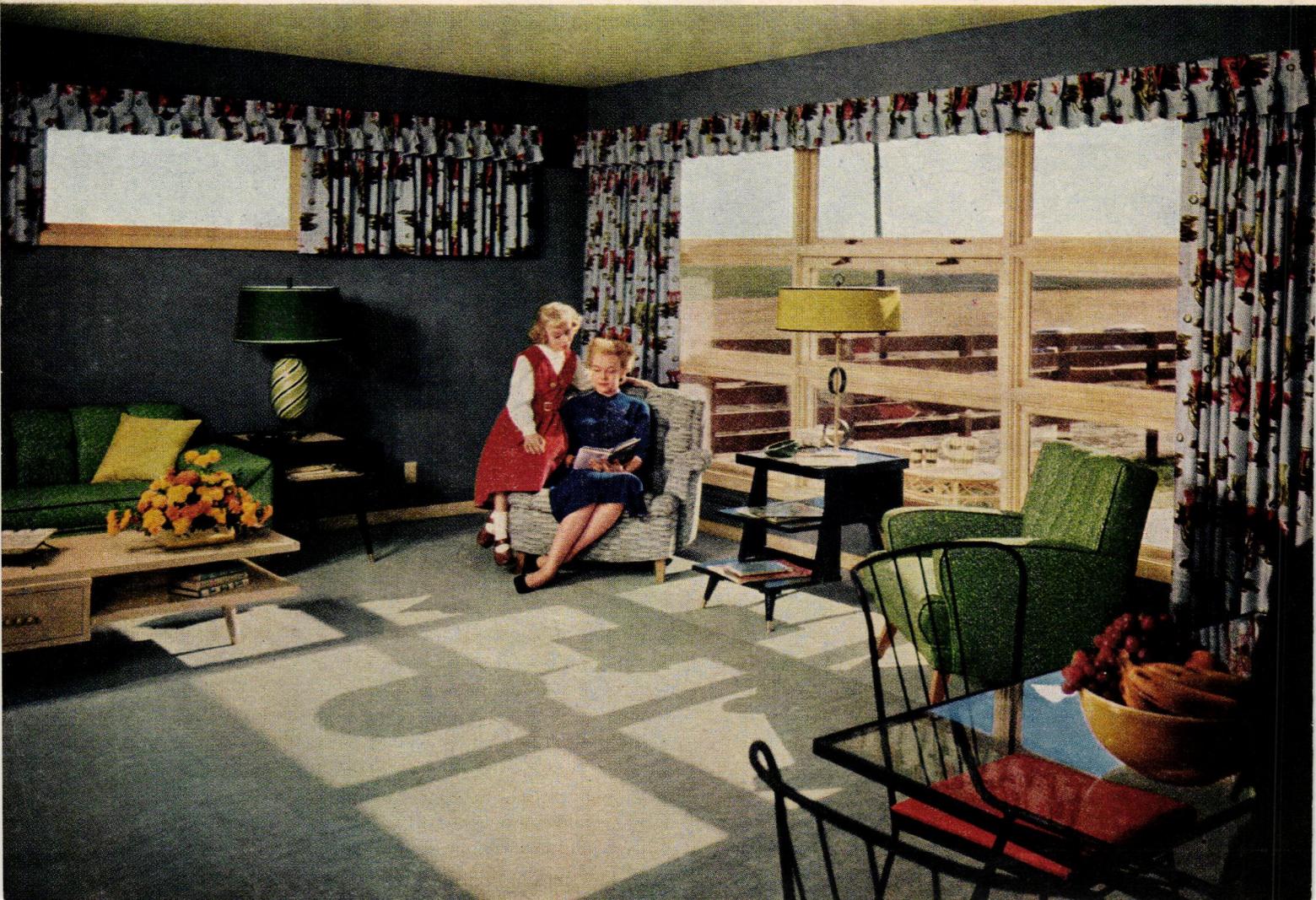
**You get this** if you build the Get-Together House with a partitioned basement—wonderful recreation room at foot of stairs. Ceiling is finished with USG Insulating Tile, walls are painted with cement base masonry paint. House is of stone veneer and frame construction, insulated with thick RED TOP\* Insulating Wool. \*T. M. REG. U. S. PAT. OFF.

**Look at the space** good planning produces, in bright living room overlooking rear patio. Window units open for ventilation, and generous wall space makes simple task of furniture arrangement. Throughout house, interior walls and ceilings are the finest—of double-layer laminated SHEETROCK wallboard.



FURNISHINGS: HOME PLANNING CENTER, GOLD'S OF NEBRASKA

PHOTOGRAPHY: HEDRICH-BLESSING



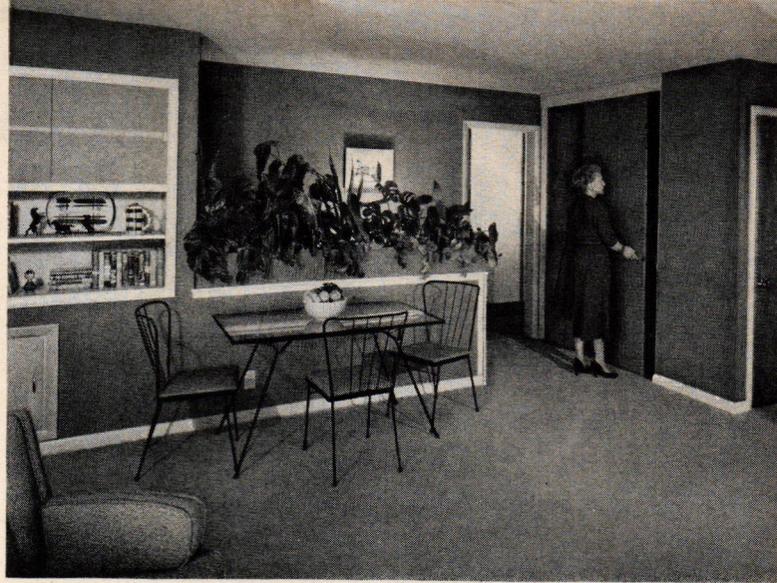
# Get-Together House

Here's what the building industry can give your family:

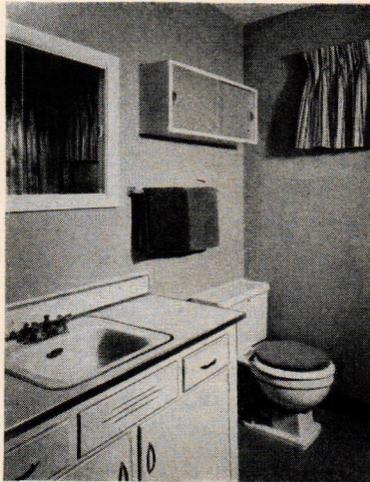
Great value, spacious living

**W**HY IS THERE so much improvement from year to year in the quality of the new houses being offered to America's home-buying public? It's because of better design, more economical construction methods, and more efficient use of materials. And that's the product of teamwork—between the skilled architect, the experienced builder, and the progressive building materials dealer.

As it was actually built in Lincoln, Neb., POPULAR HOME'S Get-Together House represents the peak of progress to date in top value and maximum living space in moderate-cost housing. Because Strauss Bros., builders, and Unthank & Unthank, architects, got together to make it their proud achievement, the house has almost everything to be desired for family life. Study the floor plan and photographs shown here—if you're convinced the house is for *you*, ask your POPULAR HOME sponsor to order complete building blueprints. And in your house-hunting, don't overlook September's observance of National Home Week in your community. That's the time to find a new home in *your* future!



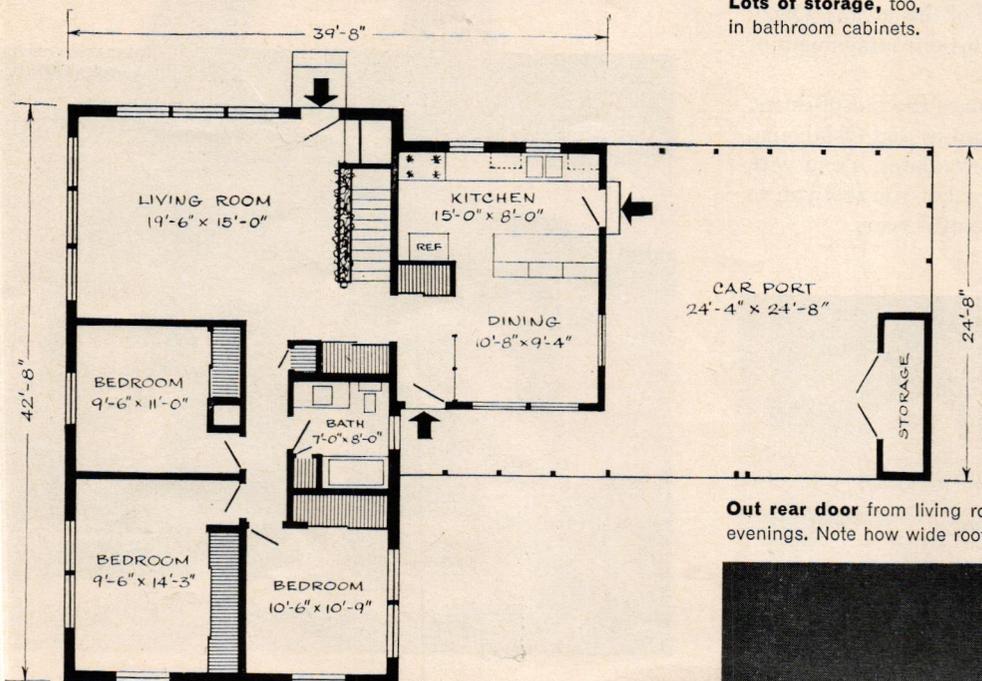
Features in front living room corner are built-in bookcase, planter shielding basement stairs, and sliding-door guest closet. Bedroom hall is to right.



Lots of storage, too, in bathroom cabinets.



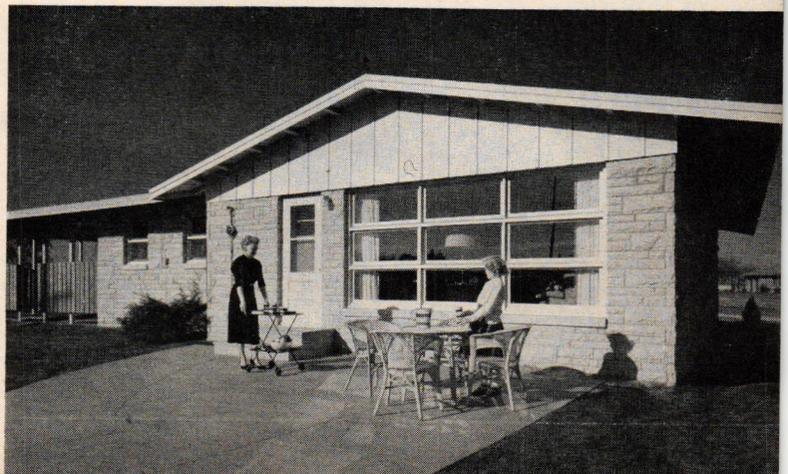
Two-way cabinets divide dining area, kitchen.



Out rear door from living room is paved patio—and pleasant evenings. Note how wide roof overhangs shade, protect house.

## How to Get Building Blueprints

**For construction** on your lot, just ask the friendly firm named on covers to order Plan No. PH 11-6A (without basement), or 11-6B (with basement, as above)—both available with reversed layout. Width of house can be reduced 12 feet by using 1-car carport, or 24 feet by omitting carport. Size: 1,347 sq. ft., 23,238 cu. ft. (excluding basement, carport). Type of siding is optional.



# Dizzy Dean is still Pitching

*From a Comfortable Home in Dallas,  
"Ol' Diz" Continues a Busy Career  
in Ranching, Television and Radio*

**T**HERE'S NO LOOKING BACK on great days past, when you visit Dizzy Dean. The first topic of conversation after he and his attractive wife, Patricia, welcomed POPULAR HOME's editors to their home in Dallas, was their ranch and purebred Herefords. It took no longer to learn that the former strikeout king of the St. Louis Cardinals and Chicago Cubs is still in there pitching—on his 300-acre Texas ranch and as a sportscaster on radio and television.

Their new home, which they have occupied since 1950, just fits the Deans' way of life. Dizzy spends every moment here that he can, but he's away frequently. His real hobby is a former cotton farm near Kaufman, Texas, where he's in grassland farming in a big way.

Dizzy's great treasure is his nomination, last year, to the Baseball Hall of Fame. "That tells the whole story", he said, pointing to the award. It reads: "One of four National League pitchers to win 30 or more games under modern regulations. Pitched in 1934 (St. Louis), 1938 (Chicago) World Series. Led league in strikeouts 1932, 1933, 1934, 1935, single game record with 17, July 30, 1933 . . . Most valuable National League player in 1934." Although he's most proud of this award, Dizzy also cherishes another received for his encouragement of sports among the youth of America.

Still robust and healthy, "Diz" loves the out-of-doors. Since his days as a farm boy in Arkansas and Oklahoma, he has hunted ducks and quail. He radiates, along with his pretty wife, a friendliness that makes you feel you've known him through all of these eventful years.



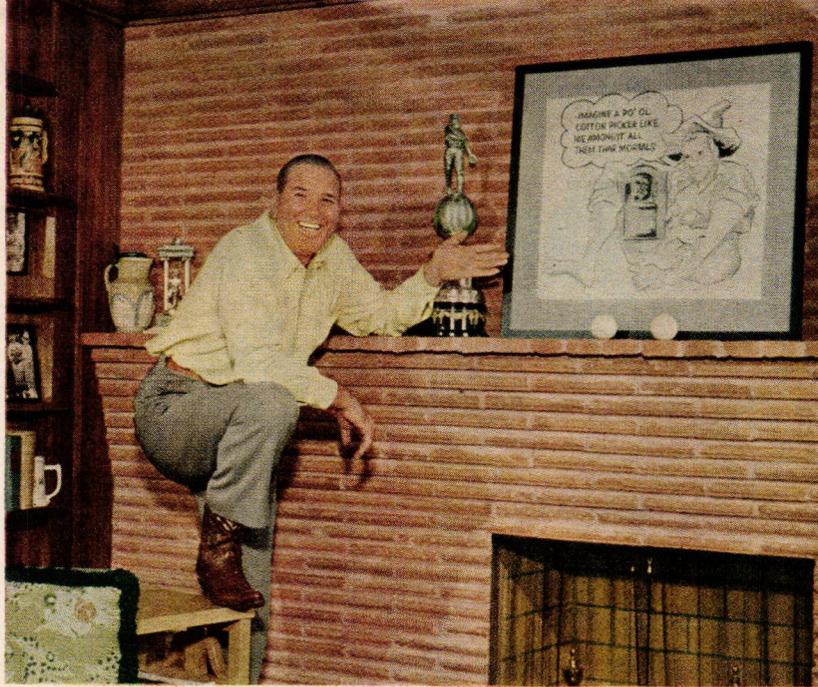
**How's the Herd?** Named "Dizzy" too, the steer (left photo) was given by Dizzy Dean to Dick Harrison, 11, son of his farm manager. Above, Dizzy discusses plans with his manager, J. B. Harrissy. In background is ranch home Dizzy built for the manager, and where Dizzy and Patricia hope some day to live.

PHOTOGRAPHY: WILLIAM J. DAVIS

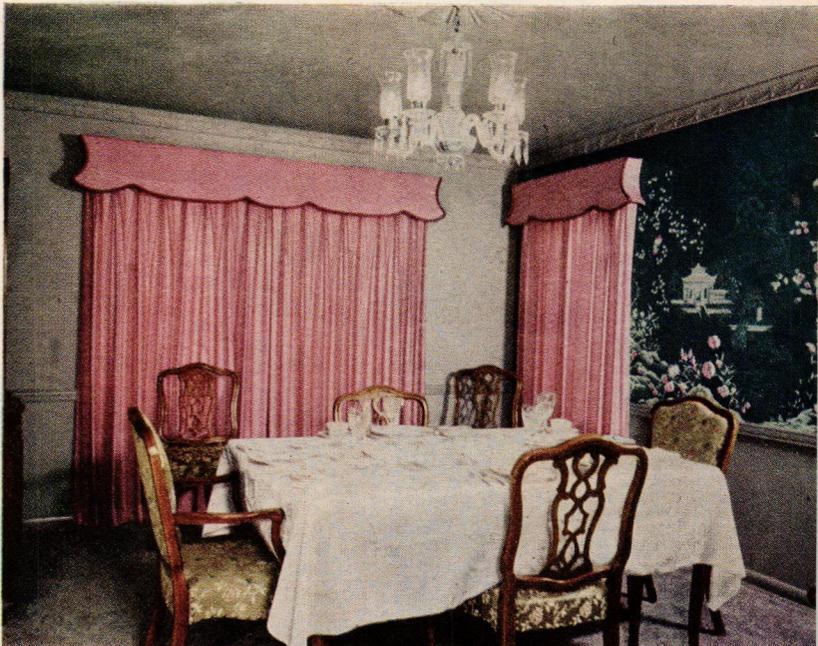




**Honored place in den** goes to cartoon presented to Dizzy which carries his first words that followed presentation of Hall of Fame award. It says, "Imagine a po' ol' cotton picker like me amongst all them thar mortals!". Dozens of awards and photos line the walls.



"I'm still a big eater", said Dizzy, as he samples cheese and baked ham for evening snack. Patricia sets table in convenient dinette. "Hasn't he got the prettiest teeth you ever saw?", asked Patricia as Dizzy smiled.



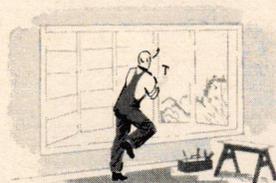
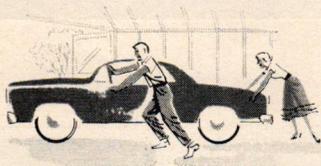
**Guests get Dean hospitality** in pleasant dining room, which has windows on two sides. Chinese print wallpaper is a favorite of both Dizzy and his wife. Patricia collects miniatures displayed in house.



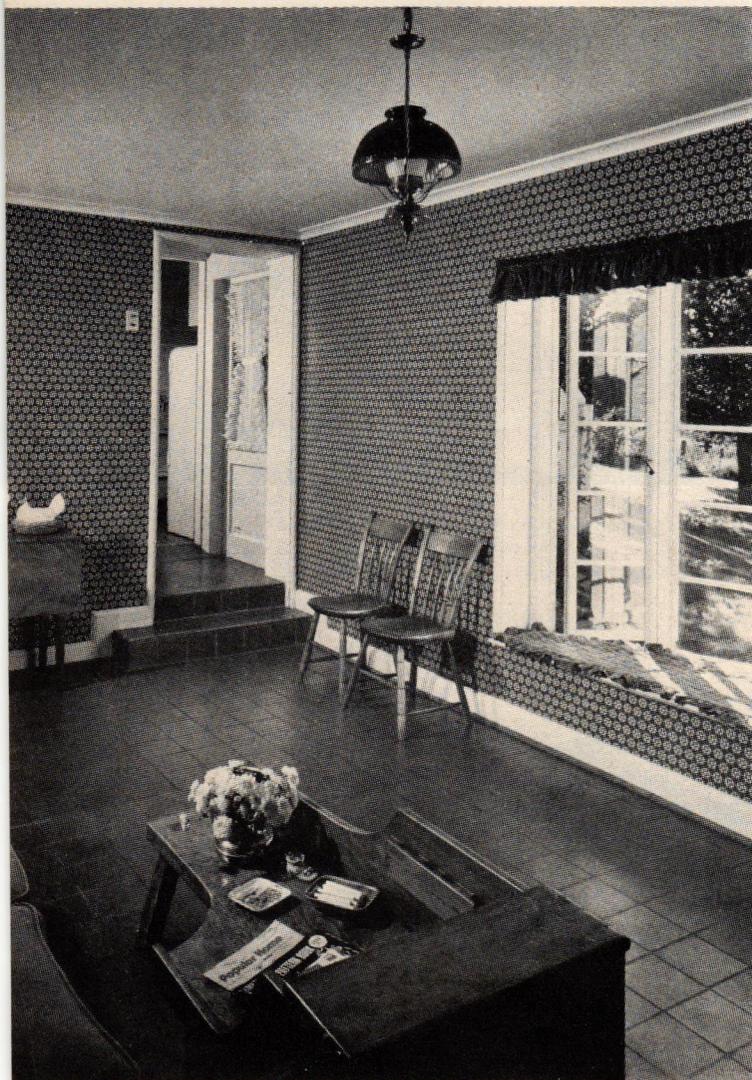
**Dizzy's Dallas home** is in the fine Preston Hollow, East, residential area. Besides a large living room, the house contains three bedrooms, and the large den which holds mementos of Dizzy's baseball career.

# The Car's Out... and We're In!

*Here's how to teach a garage new tricks  
by converting it for family living*



DATA: CYNTHIA EYRE



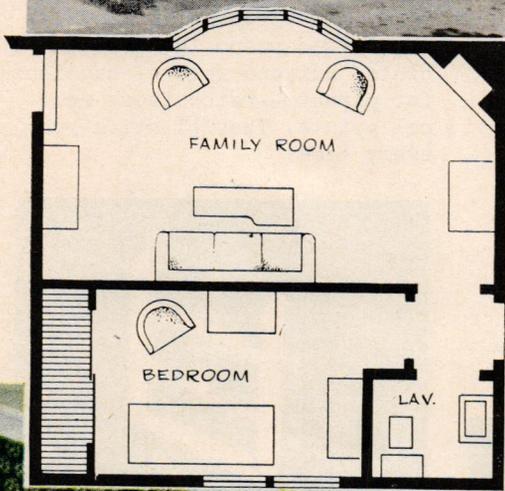
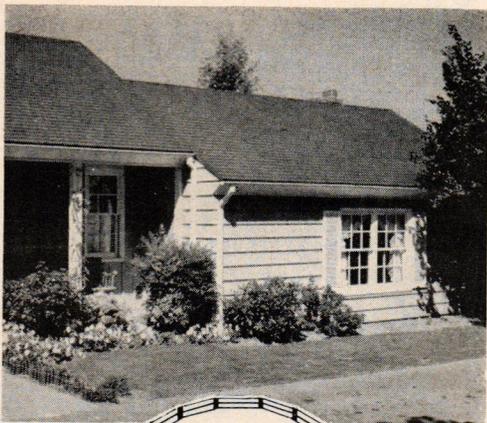
**I**F YOU'RE LOOKING for the way to expand your house that's easiest on the budget, come with us to Portland, Oregon. There, as it appears in these photographs, we'll show you a new room that adds family living space at cut-rate prices, and has ideas for you to borrow.

It's in the home of Mr. and Mrs. G. O. Zener, and it *was* an ordinary, attached two-car garage. Now, it's a handsome and comfortable family room, just off the kitchen, with a guest bedroom and lavatory included for good measure. To get it, the Zeners reached a reasonable conclusion: that car-parking space is far too valuable for car-parking alone—especially when the house gets too crowded for the family.

That's where the savings come in—in converting space that's already enclosed. And it doesn't have to be a garage, for a porch or a carport can be put to work almost as economically, particularly if you can do some of the remodeling yourself. To visualize what *you* can do, run down this garage-conversion check list:

1. Floor—install a moisture barrier and insulation to prevent condensation, particularly in cold climates.
2. Windows—add windows in the most desirable locations for sunlight and view. Close up the original garage door opening with windows or a storage wall, if needed.
3. Ceiling—install insulating wool batts between joists or rafters, fur down for application of insulating tile, gypsum wallboard, or gypsum lath and plaster.
4. Walls—insulate between studs, and apply an economical, go-up-fast panel wall material such as SHEETROCK Wallboard or USG Insulating Plank.
5. Heat—if it's needed in your area, extend your present ducts, use separate unit heaters, or install a radiant system in ceiling, floor, or baseboard.
6. Advice—don't make a move without consulting your neighborhood expert, the building materials dealer. He may help arrange financing, recommend an architect, or direct you to a reliable contractor. He's on your side!

**Quiet evening's ahead** in Zener family room, entered by two steps down from kitchen (left), and given sweeping view of garden through bow window installed in rear wall of former garage (right). For television and to enjoy copper hooded fireplace, sofa is rolled out to face end wall where garage doors formerly were located. With no need for privacy, window treatment consists only of chintz valance.



▲ Set for party time, room awaits parents' guests or the energetic friends of Zeners' teen-age daughter and college-age son. Provincial wallpaper and Early American furnishings give effect of warmth and beauty. Through door is son's new bedroom which doubles as guest room when he is away at school, and entrance to new garage added by Zeners when they converted this room. Floor is clay tile.

PHOTOGRAPHY: HEDRICH-BLESSING





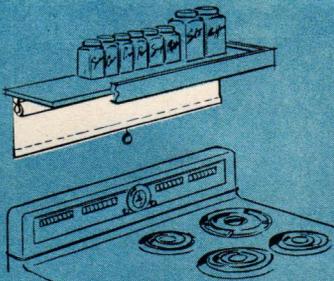
# Pride and Joy by madge

It's August--and Willie, father and gardener, is tending to the outside chores. In keeping with the old saying, "Never let any grass (in our case, crab grass) grow under your feet," he is diligently watering the lawn from the hammock.

But what am I doing? I'm inside getting ready for school. It's got to be my job getting the kids ready, because they'll be on their own once the homework starts (I couldn't carry a decimal point if you gave me one). Willie suggests that my brainwork be confined to curling, brushing, scrubbing, sewing and marking--in that order.

The curling and brushing goes over well enough in our household (woman's vanity) but the scrubbing--that's another thing! Especially hair. I think we've licked it though by simply letting Jill wear her toy underwater goggles during the shampoo. Now she sports the cleanest (if most waterlogged) head of hair in the block.

And before we get out of the tub, may I observe that kids cannot take a bath without flooding the bathroom and leaving half a dozen soggy towels around. (A trait inherited from father's side of the family, of course.) To eliminate that and

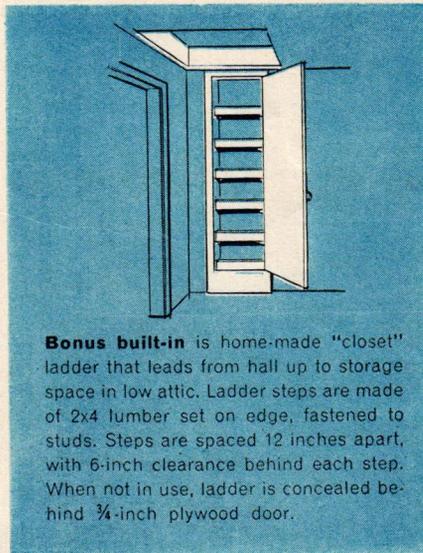


**Spatter-stopper** above the range is Mississippi reader's secret of keeping walls clean and condiments right at hand. Just build shelf of 1x4 or 1x6-inch lumber and fasten to wall with angle brackets. Attach plasticized shade to underside. Shade is easy to clean, and quickly rolls up out of sight.

extra laundry we have hit on "roller" towels for the kids. Sew gripper snaps to the corners of their towels and snap around the towel rack. They snap off for bath and laundry, but stay where they belong otherwise.

Speaking of kids and clutter, you might try hanging an extra shoe bag on the back of their closet door for "valuables" Saves drawer space and stores everything from box tops to Rocket Rangers Genuine Outer Space Ray Guns.

And to help keep clothes sorted and grouped, here are several practical ideas. Type names (and addresses) on mend-



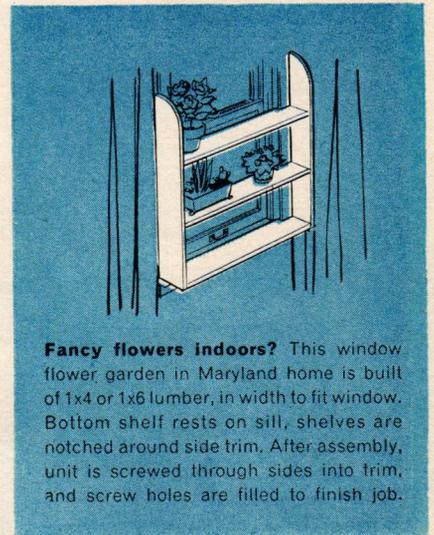
**Bonus built-in** is home-made "closet" ladder that leads from hall up to storage space in low attic. Ladder steps are made of 2x4 lumber set on edge, fastened to studs. Steps are spaced 12 inches apart, with 6-inch clearance behind each step. When not in use, ladder is concealed behind ¾-inch plywood door.

ing tape, then simply iron on. Not only saves time but saves many a cap or jacket from getting lost!

If your coat closet develops bulgitis come Fall like ours does, here are two good remedies. Glue, screw or nail snap-type clothes pins to a piece of wood 2" wide, ½" thick and as long as you want. This rack can be hung within reach near the door to collect mittens, hats, scarves, etc. All the kids have to do is press the top of the pin and snap in the garment. And for further closet first-

aid, try a multiple skirt hanger. Its clips can take care of other clutter--uppers, even to small rubbers.

As an authority on sorting and grouping and general "Back to School" preparations, I highly recommend the above hints. But one word of caution for parents--watch those decimal points. They'll stick you every time.



**Fancy flowers indoors?** This window flower garden in Maryland home is built of 1x4 or 1x6 lumber, in width to fit window. Bottom shelf rests on sill, shelves are notched around side trim. After assembly, unit is screwed through sides into trim, and screw holes are filled to finish job.

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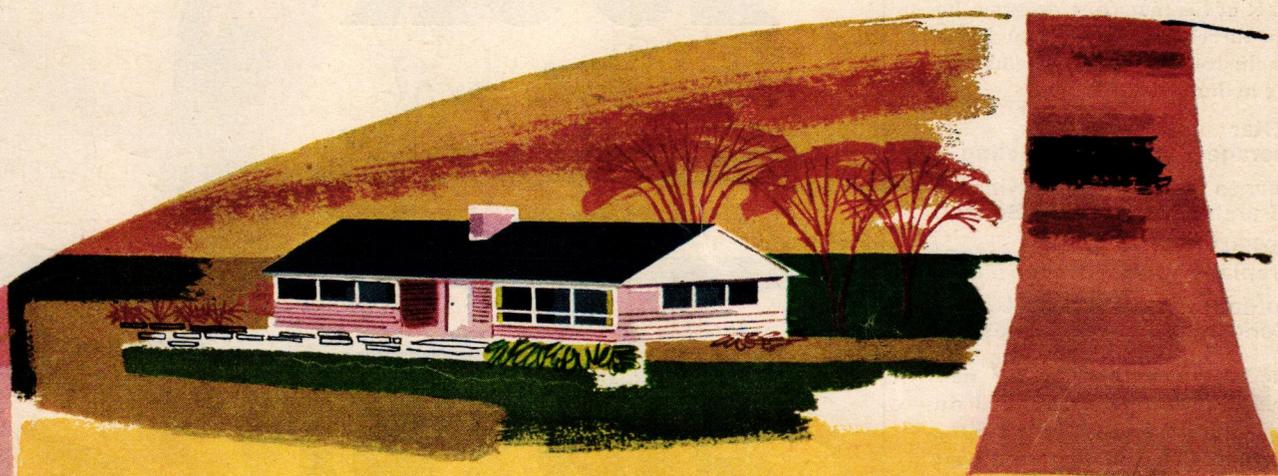
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