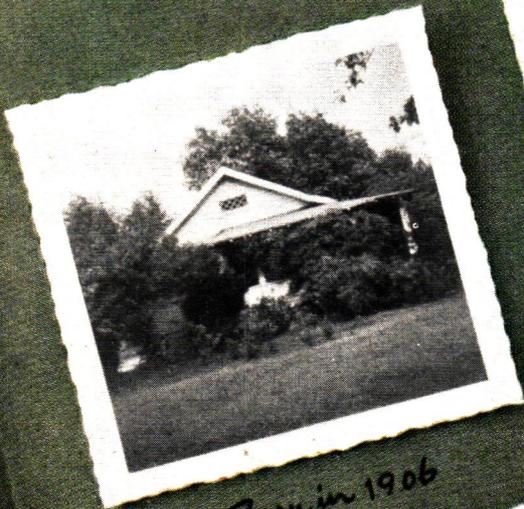


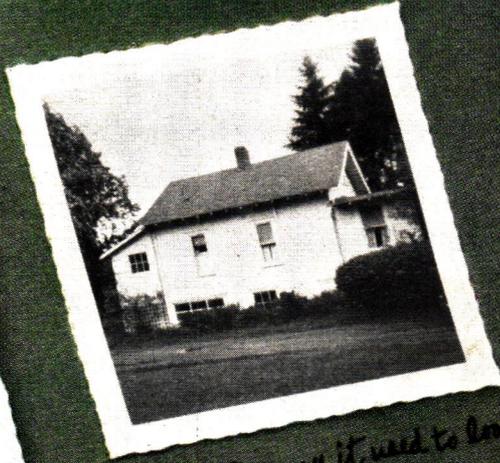
Early Summer 1957

# Popular Home

Your How-to-do-it Magazine



Born in 1906



1954 - The way it used to look!



1956 - Remodeling under way!

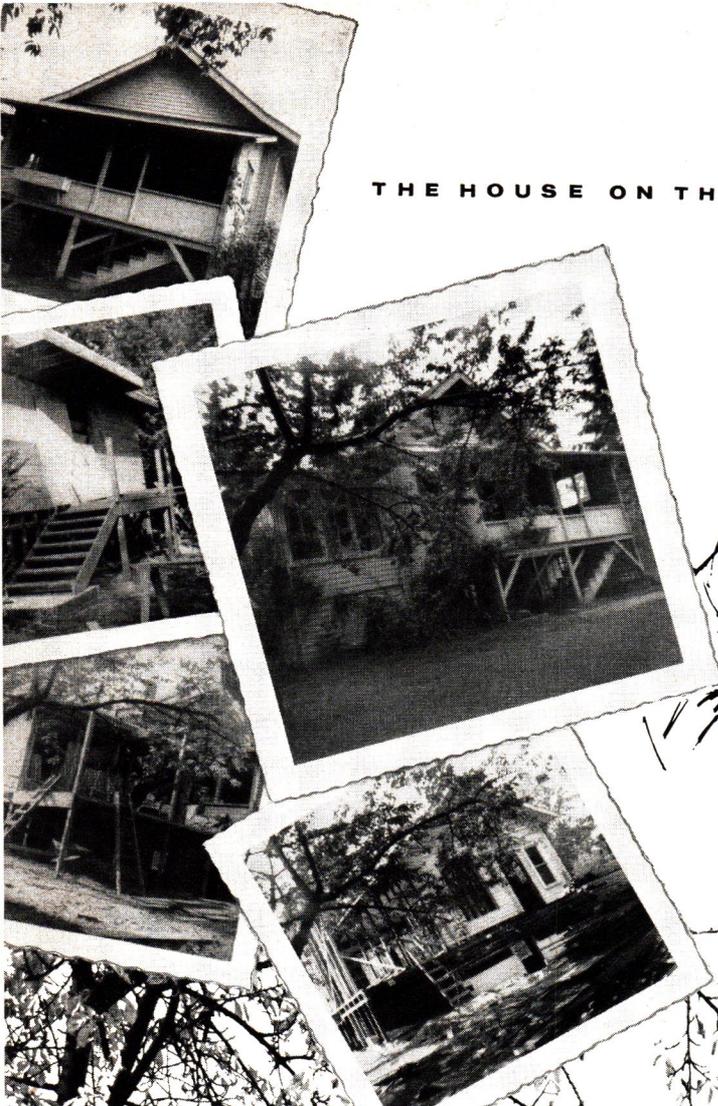


Today

Can you afford not to remodel?

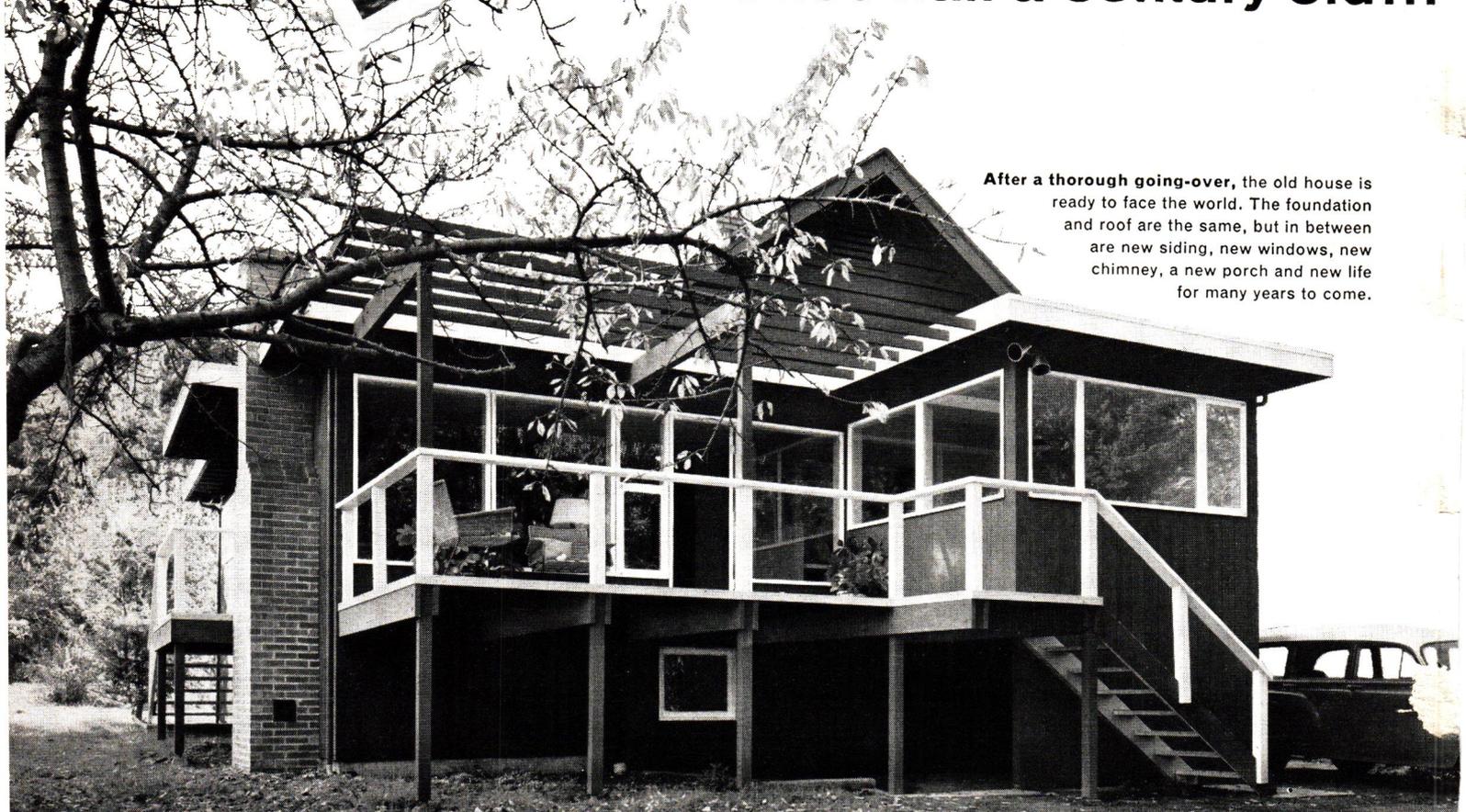
Chula Vista  
Lumber Co.

THE HOUSE ON THE COVER



Once half a century old...

After a thorough going-over, the old house is ready to face the world. The foundation and roof are the same, but in between are new siding, new windows, new chimney, a new porch and new life for many years to come.



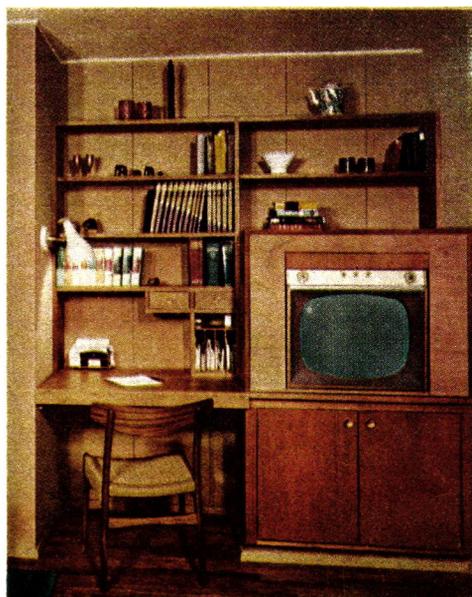
**Popular Home**

EARLY SUMMER • ISSUE 4 • 1957

POPULAR HOME Magazine: Early Summer, 1957, Vol. 14, No. 4, Mailing Date: June. Copyright 1957 by United States Gypsum Company, Publisher, 300 W. Adams St., Chicago 6, Ill. Eight issues a year come to you through courtesy of the firm named on the covers of this issue. Printed in U. S. A.



To accent view outside, ceiling and only wall adjacent to windows are smooth (standard SHEETROCK gypsum wallboard with joints concealed by PERF-A-TAPE joint system). Warm, muted colors like TEXOLITE DURAVAL paint's Russet Beige also complement view of garden and foliage outside.



New interior wall of living room has two needed closets and a simple built-in. Because wall is cut up by jogs and doors, it has been faced with Panel SHEETROCK gypsum wallboard to improve proportions.

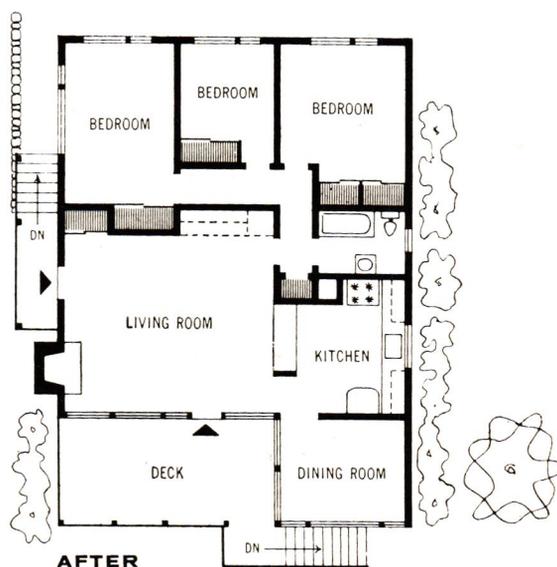
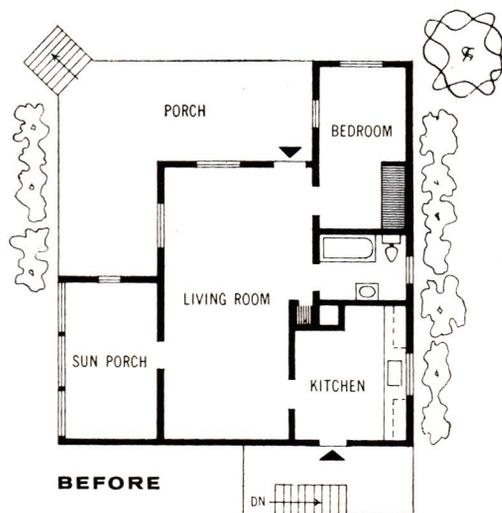
## ...now 50 YEARS young

THERE was little demand for the house you see at left, above. It had only two closets, a single bedroom, and a pre-war (World War I) kitchen. But it was surrounded by fine fruit trees and shrubs, and was on the market for the reasonable price of \$7,000.

Usually it isn't wise to remodel an old house if you have to spend as much to fix it up as it is currently worth. But Builder Heinz Gugeler of Bellevue, Wash., with help from Architects Rushmore & Woodman, made the dollars he put into it pay off.

About a third of the house was reused. Open porches were set on new foundations, and enclosed to increase sleeping and dining space. The living room, originally on the street side, was turned around and a deck added for living indoors or outdoors in privacy. The kitchen and bathroom were not moved—just brought up to date with new fixtures, new wiring, and new piping where necessary. Half-inch SHEETROCK wallboard on new stud partitions and ¼-in. gypsum wallboard over old wood wall surfaces erased all signs of age in the house.

Moral: Don't let the age of a house scare you off. The land it rests on may be worth the asking price for both land and house. If the house is structurally sound, you can be money ahead by remodeling.

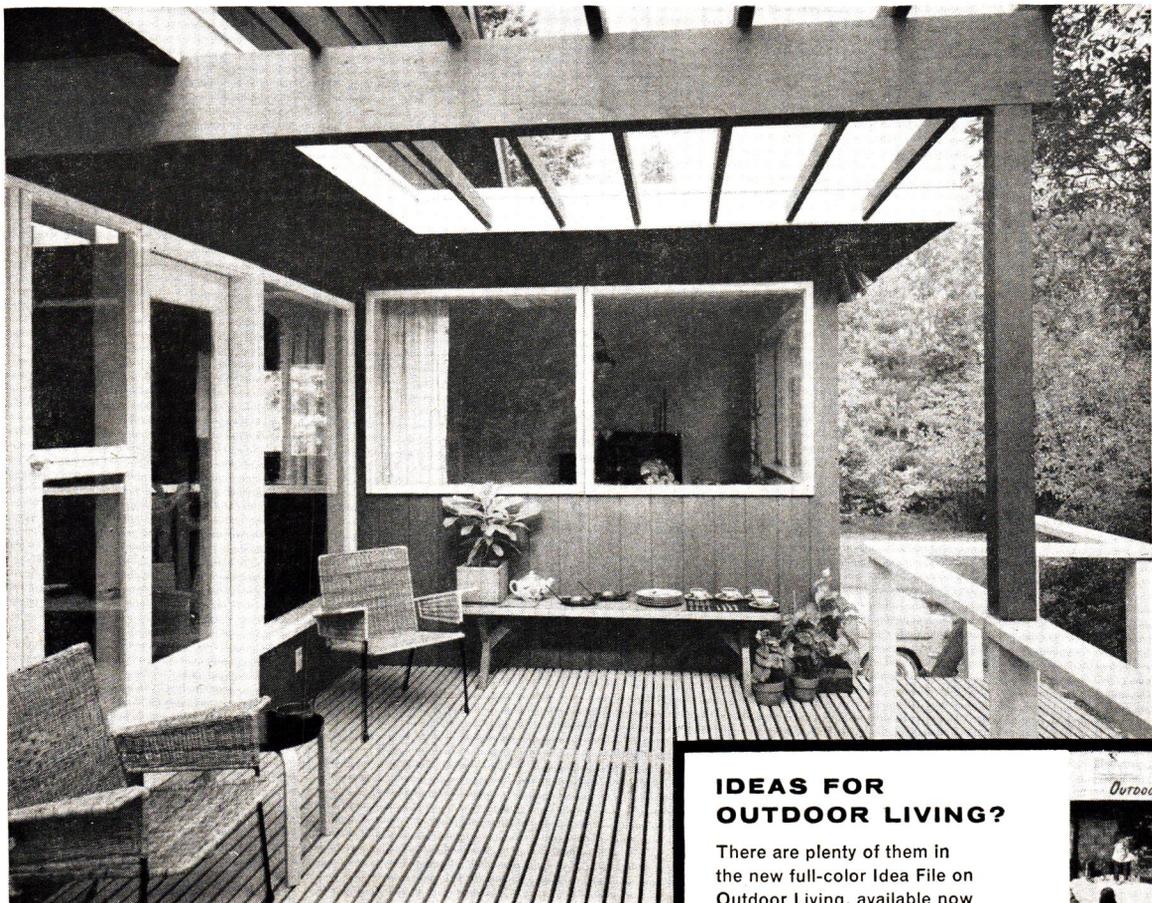




### 50 YEARS young

*(continued)*

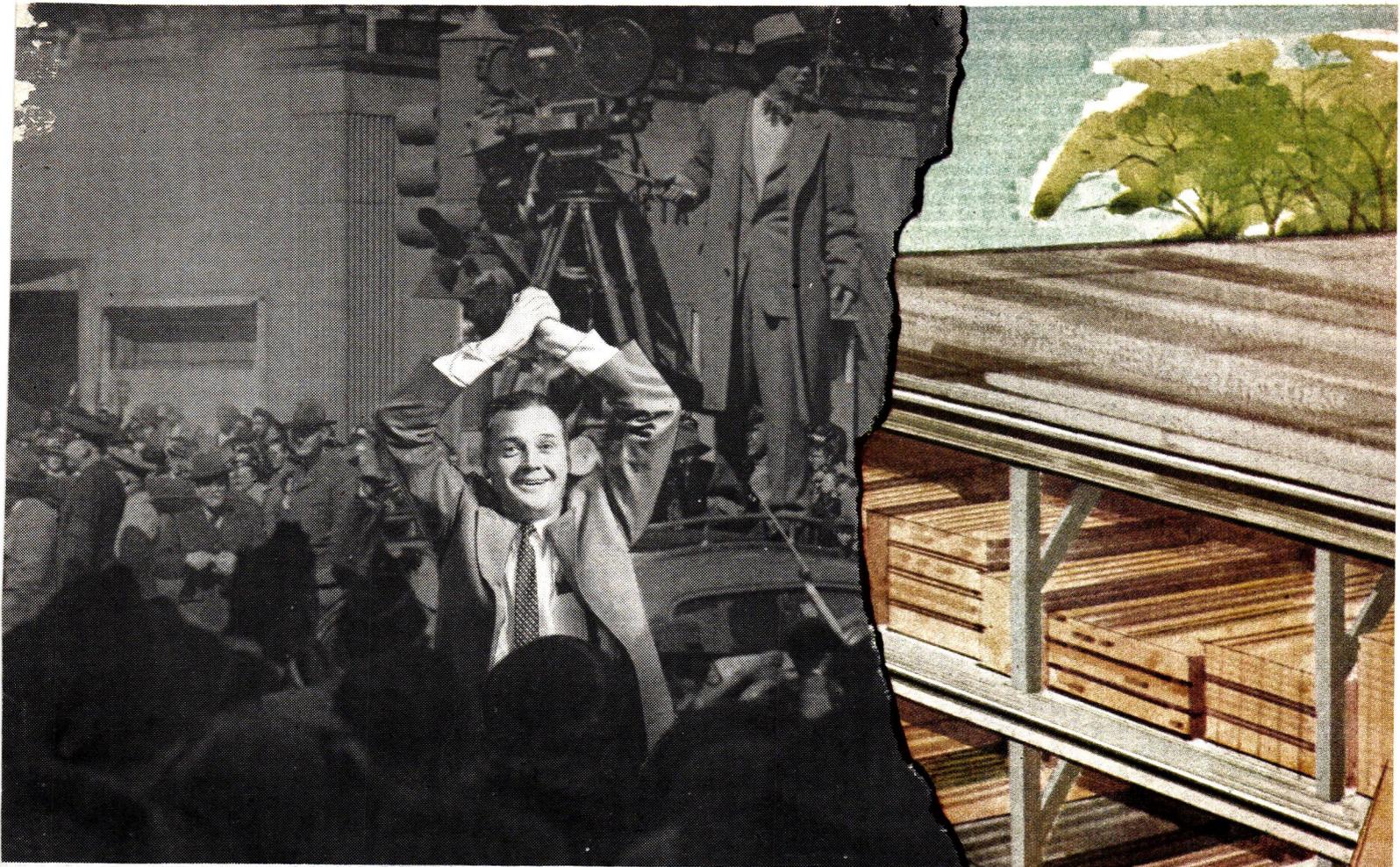
Three features added livability that the old house lacked so badly. Unlike the old front porch, the new deck (below) is secluded, breeze-catching, and keeps no light from the house. Dining room addition (background, above and below) takes eating out of the living area, is a bright, enticing place. For quick and informal meals, the breakfast bar (left) between kitchen and living room is comfortable and uncramped.



#### IDEAS FOR OUTDOOR LIVING?

There are plenty of them in the new full-color Idea File on Outdoor Living, available now from your POPULAR HOME sponsor.





# NOMINATION ACCEPTED

## *as Home Improvement Headquarters*

Local homeowners were making their opinions clear this week as they continued to look to the dealer whose name appears on the cover of this magazine for help in all phases of their home improvement projects.

### Homeowners Questions Answered

Some homeowners, starting from scratch, called or came in for ideas, plans, and advice on such questions as to whether to do their remodeling themselves or to turn it over to a contractor. Many sought advice on financing.

Others, well past the planning stage, were ordering lumber, millwork, wallboard, insulation, roofing, and the many other quality building materials carried by this well-known company.

### Good Reasons for Success

"It's the homeowners of this community who have nominated us as home improvement headquarters," commented the local

business leader. "They like the kind of help we're always ready to give, and the quality materials we've always been known for. We feel a deep sense of responsibility to our customers and will continue to provide the kind of service that gives better living through better homes."

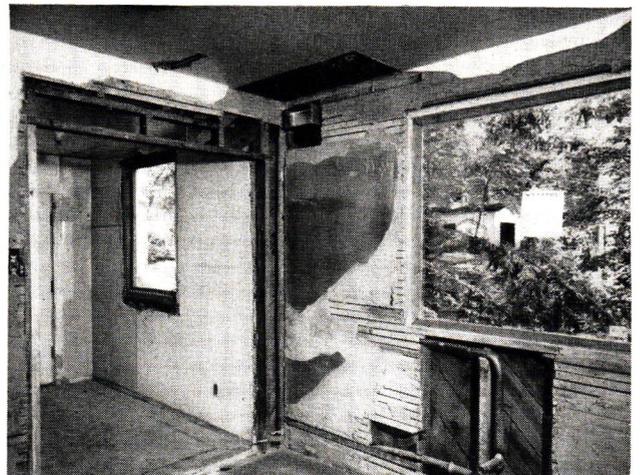
**Offers most aid to the homeowner.**

**This Helpful Dealer's Name is on the Cover**

kind of help we're always ready to give, and the quality materials we've always been known for. We feel a deep sense of responsibility to our customers and will

from scratch, called or came in for ideas, plans, and advice on such questions as to whether to do their remodeling themselves or to turn it over to a contractor.

**BUILDING MATERIALS**



## Revise the kitchen...revive the cook

**N**O ROOM ages more rapidly than a kitchen. And no room ages a woman faster than an outmoded kitchen.

In houses built between 1920 and 1940, the typical kitchen had little counter space (none of it near appliances), drawers too deep for easy storage, fair shelf space (most of it too high to reach conveniently), and small windows that let in little air, little light, little view. In other words, the kitchen of Mrs. John L. Hawn in Webster Groves, Mo., as it used to be (above, left).

Things are different at the Hawns' now. Gone is the round arch between kitchen and pantry. The two rooms, the former pantry converted to a laundry-playroom, now open as one. New cabinets replace ill-fitting drawers and doors. A new window with lowered sill lets in excellent working light and an eye-resting view. The work counter is now amply long, and ends in a serving bar that helps get the children to school on time and lets Mrs. Hawn finish her kitchen cleanup in no time.



Where's Tommy?

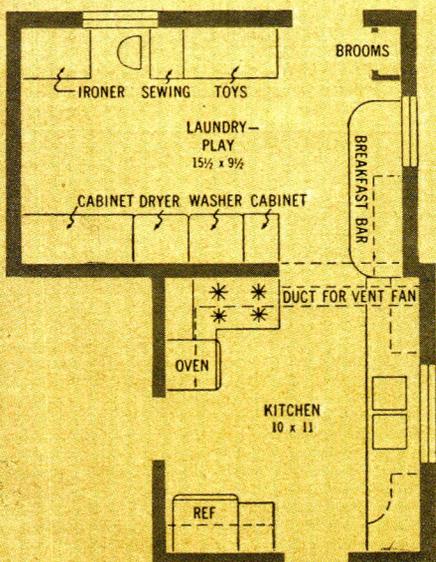
**Near but not underfoot:** that's where children are with this laundry-playroom. Formerly divided into several small spaces, the room now shares importance with the kitchen. On one wall are appliances, with ample room above for future cabinets. On the opposite wall are a sewing machine, an ironer, and storage space for playthings and hobby materials.

PHOTOGRAPHY: KRANZTEN • EDITORIAL SOURCE: LOIS REA





**Color and light** do wonders. High ceiling is furred down above all kitchen cabinets, hiding ducts and making rooms seem longer and lower. Although view in tempts neighbor Starky Holekamp, a new picture window makes view out just as tempting. Laundry-playroom is in background (see plan).



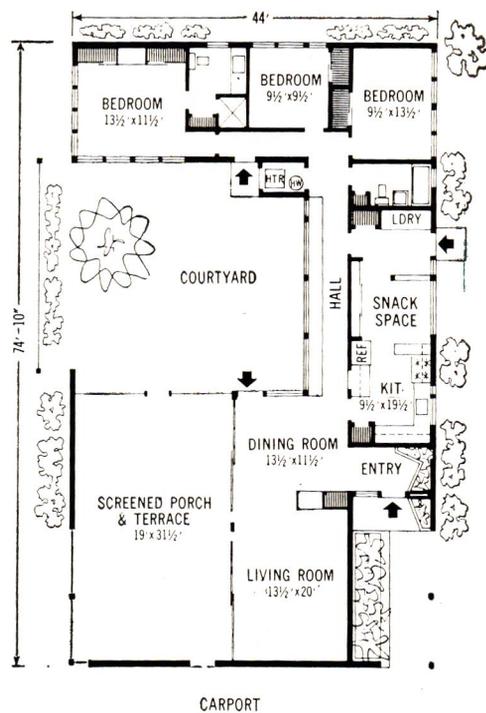
### You can get remodeling help



- From the Home Improvement Headquarters of your lumber dealer, named on the covers of this issue. He can help you think your problem through, estimate and supply the materials you will need, figure approximate costs, and recommend a good architect and builder.
- From a residential architect. You can hire him for an entire job, or on an hourly basis. He can assure you of good design and practical solutions to your problems, and save you from expensive errors.
- From a good builder. He can gauge the soundness of an old house, advise you on the practicality of your plans, give you firm cost estimates, and perhaps help you with simple design work.
- In remodeling as in life, you have to creep before you can run. Get help first. Then get started.



PHOTOGRAPHY: KRANZTEN



**POPULAR HOME PLAN  
NO. PH 14-4C**

SIZE OF HOUSE: 1,646 SQ. FT.,  
15,815 CU. FT. (EXCLUDING CARPORT)

Architect: John Rock, AIA  
Home of Mr. & Mrs. Clifford Cadis

**Terrace is partly roofed** but completely protected against insects. Screening overhead lets heat from terrace floor drift away. Sides are also wire-screened to improve air movement too, wherever a solid screen for privacy isn't more important. View across court to bedroom wing is unbroken.

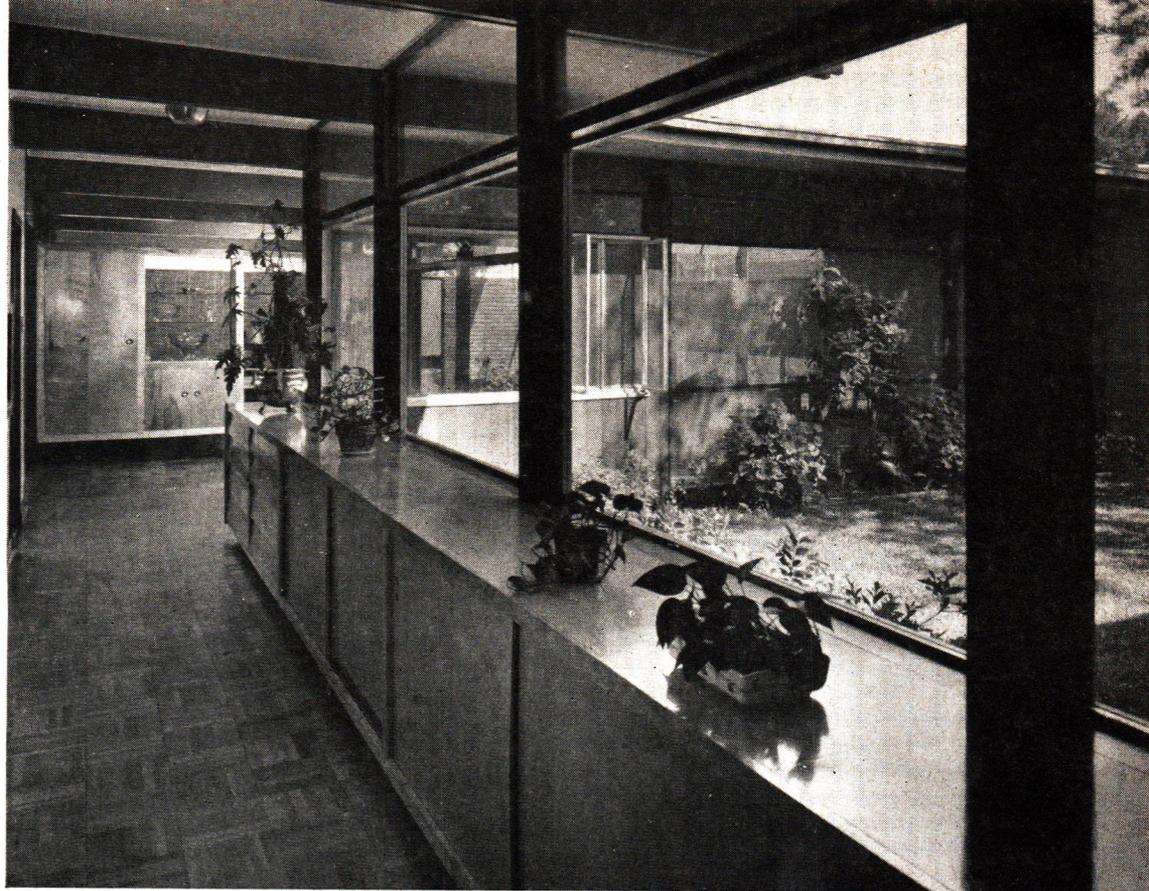
**Exposed beams and openness** make house seem huge. The living room itself is only 20x14 feet, yet it expands to 32x32 when you open sliding doors, and to 32x60 before walls stop eye. Ceilings and most walls are faced with SHEETROCK gypsum wallboard.



**Entrance door is tucked** around the corner of the house, but yellow paint and row of posts bring the eye unerringly to it. Tropical plants at left grow through opening in roof overhang.



**Storage space and sunlight** are features of gallery connecting entrance hall with bedrooms. Cabinets are so centrally located that anything can be stored there conveniently. Cabinet in background defines shape of the living room beyond.



## POPULAR HOME'S **CREOLE CLASSIC**

**I**N THE French Quarter of New Orleans, the old houses are built right on the street. But at the back they open onto tiny courtyards—little oases of green and shade and coolness surrounded by high walls and city.

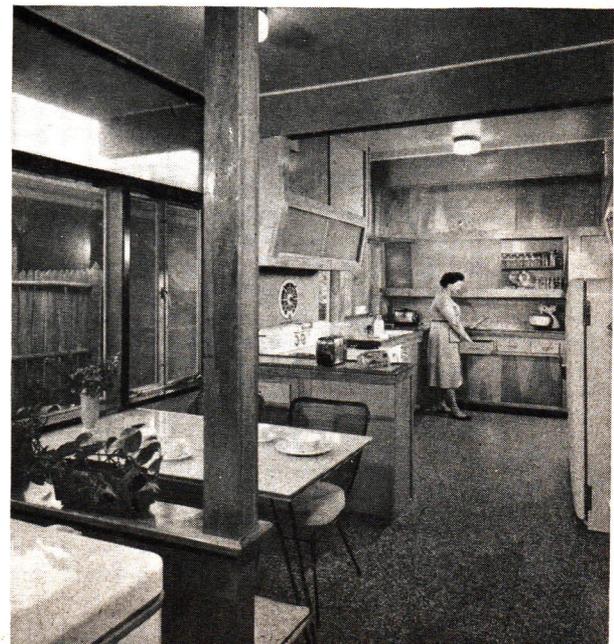
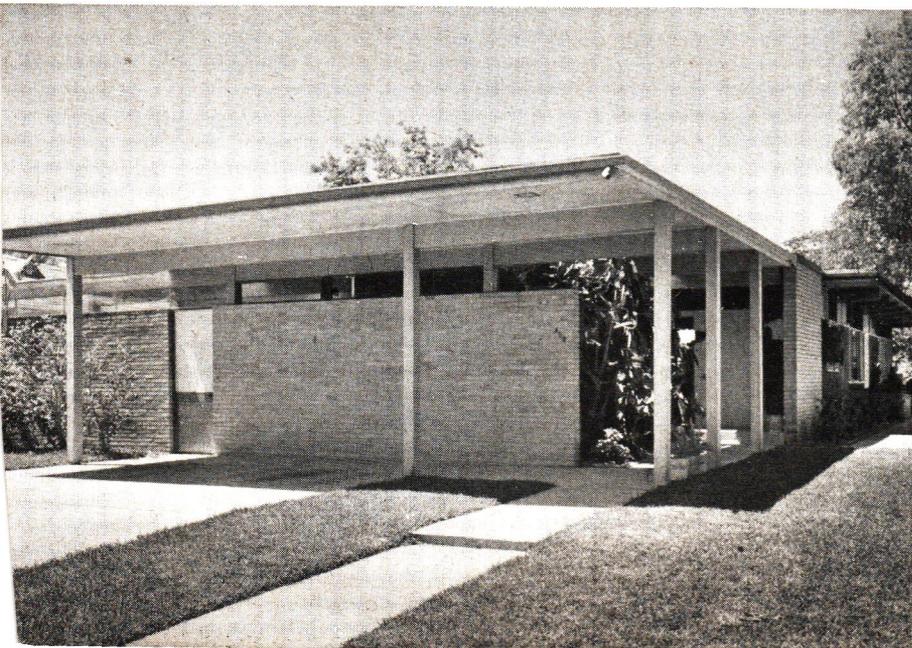
In POPULAR HOME's Creole Classic this courtyard theory for privacy and summer comfort has been brought up to date. The house extends as close to lot lines as law permits, and surrounds the outdoor living area. A solid street wall keeps the interior out of public view. Yet living room and

living terrace are a flowing continuation of each other through sliding glass doors. And all major rooms have an intimate view of courtyard and nature.

Construction is economical, yet includes a roof especially designed to increase comfort in hot, humid weather. You'll find details in the low-cost building blueprints—No. PH 14-4C (not available with basement). Ask your POPULAR HOME sponsor to order them. You'll find the house exciting to build and delightful to live in.

**Street exterior is warmly inviting**, in spite of an absence of windows. Half-screened door at left lets air through to terrace, but maintains privacy. Door at right (and on opposite page) is the main entrance. Except on the street side, walls are faced with vertical tongue-and-groove siding.

**All service areas** are grouped in one room. Kitchen is equidistant from dining end of living room and breakfast area. Laundry equipment is in foreground.



A do-it-yourself project in your basement can give you

## EXTRA LIVING AT HALF-PRICE

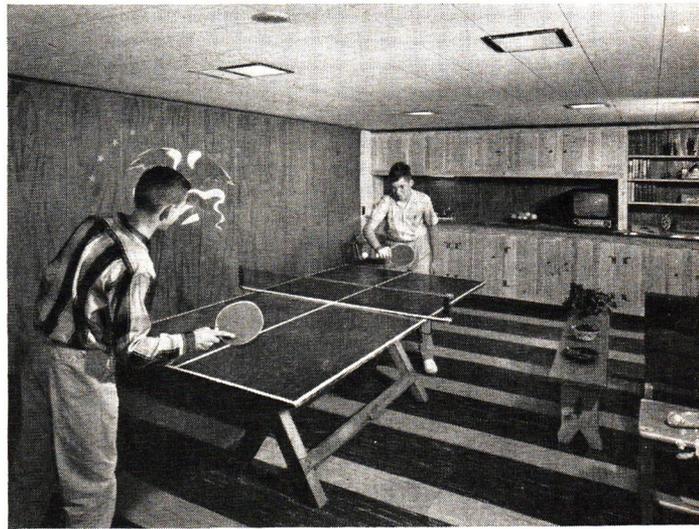
**C**HILDREN and teenagers need a place to play and entertain, of course. But so do their parents. And when parent T. L. Goss decided to "do-it-himself", he listed what his basement room had to be:

1. A cheerful place for 16-year-old son Teg to entertain.
2. A television and card room.
3. A room smart enough for adult entertaining.

Today that below-ground space sees a steady stream of people, invited by practical materials on walls, floor and ceiling, by damage-resistant furniture, and by bright colors. Equally important, however, is the fact that the space used for the room is big enough (about 14x30 feet) and therefore flexible enough to serve the variety of purposes intended for it.

Instead of drowsing in a hammock, think what you can do to improve your basement. Now's the time of year to work on it; it's cool down there.

**For teens and jeans**, the room looks like it can take it—and it can. There's ample room for dancing, or returning those hard drives at table tennis. The gang goes for the exciting bright colors, too.

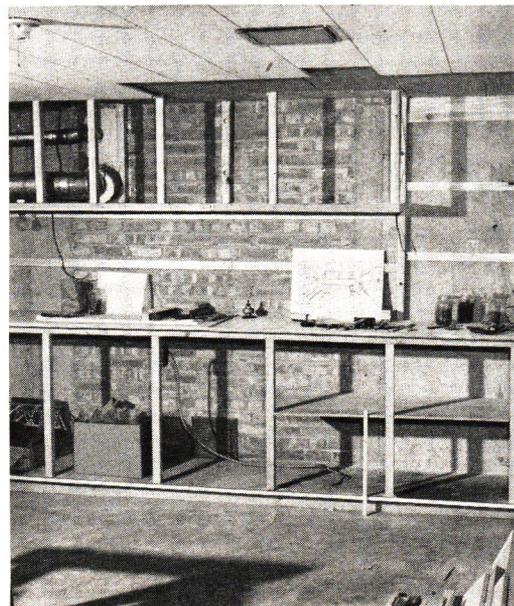
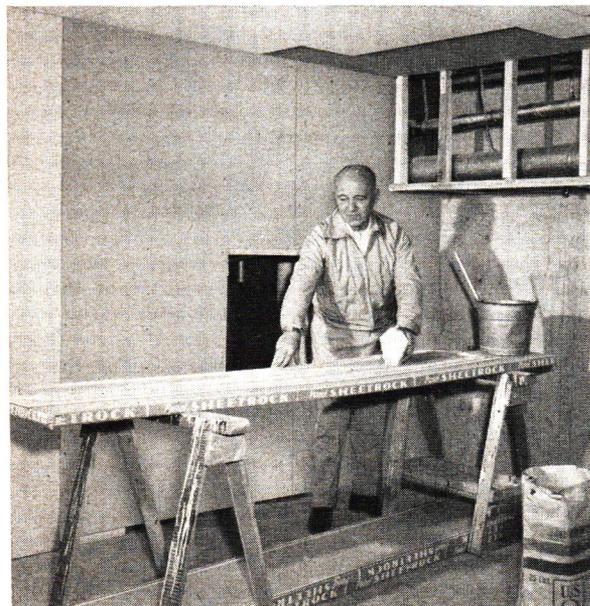


**For the handyman**, Panel SHEETROCK gypsum wallboard is an easy-to-use material. First nail BAXBORD gypsum backing board to studs. With notched spreader apply ribbons of PERF-A-TAPE cement to wallboard panels and press into place.

**Framing for cabinets** and furring around exposed pipes and ducts is an early step in remodeling. On foundation wall, Panel SHEETROCK is nailed to 1x2 horizontal furring strips set 16 in. on centers. Joints between panels are fingerwiped with PERF-A-TAPE cement as a moisture seal.



**For a level ceiling** that hides pipes, wiring and beams, the Gosses used USG Insulating Twin-Tile, recessing lights into spaces between ceiling joists.





To guests who drop in, an evening in this basement is a treat to which they look forward. Warm, deep colors dispel the natural coolness of a below-ground room. Wall design was painted with flat enamel, and stars with gilt. Grain effect on panels of gypsum wallboard was obtained with staining varnish and a narrow brush.

Counter and storage wall are focal point of room as seen from the stairs. Sink is used both for photo-developing and refreshments. Cabinets are cypress. Original concrete exterior wall is painted with CEMENTICO masonry paint. This white wall plus blue shutters provide needed contrast with red of vinyl flooring and opposite wall.



PHOTOGRAPHY: KRANZTEN • DECORATOR: FREDERICK KREITZER • FLOORING: MATICO

- *Fourth of a series.*  
In the next issue: *Problem Spots*



### WOOD SIDING

To blend a house into its setting, use native materials in their natural state. Here Builder Stuart Fonde finished vertical siding in a natural stain that blends with surrounding woods. Terra cotta trim color matches brick, and contrasts only gently with the stain. Home of Mr. & Mrs. Robert A. Weeks, Knoxville, Tenn.



Whether you build, add on, or face-lift,

here's what you should know about

# EXTERIOR MATERIALS

by MORT REED, JR., Editor

**T**HE MATERIAL that covers the structure of your house serves the same purpose as your clothing, and must meet the same requirements of taste.

*It should flatter.* A house large and awkward in design can be made inconspicuous with plain materials and dark colors. Low houses need vertical lines for contrast; tall houses need horizontal lines to look their best. Like clothes, exterior materials should conceal flaws, reveal beauty.

*It should be appropriate.* A Palm Beach suit is as out of place on a cowboy as overalls on a master of ceremonies. Use materials common to and readily available in your area. One material should dominate, with any other used for accent or contrast.

*It should be consistent.* You wouldn't think of wearing a checked suit with a striped tie and a flowered shirt. Use pattern or texture in contrast with plain surfaces, and bright accent color in contrast with neutral tones. Exterior

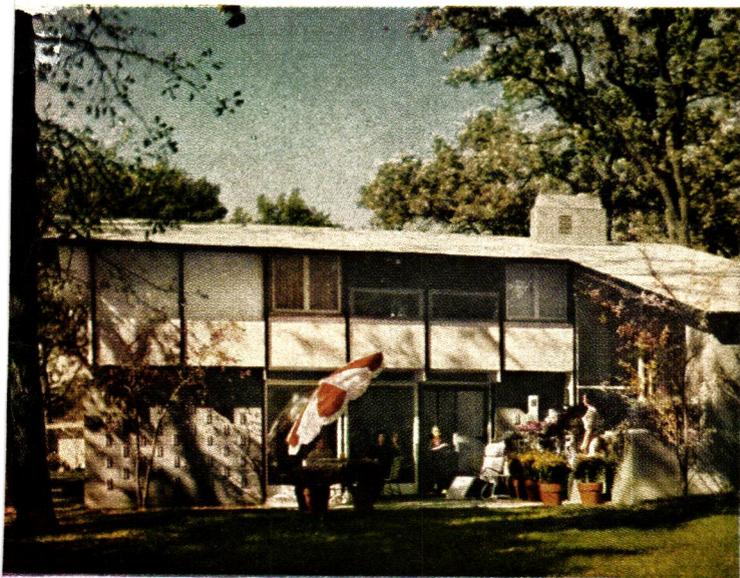
materials come from nature, so follow nature's lead in contrast: sunlight and shadow, straight trunks and arching boughs, sharp rock and soft wood, the smoothness of a moleskin and the roughness of an elephant's hide.

*It should be economical to maintain.* The less time and money you have to spend on exterior maintenance, the more you will enjoy your house.

*It should match or blend* with other materials. Again follow nature's lead. Sand and rock, grass and leaves, water and sky blend without clashing. So limit the number of exterior materials you use to two which go well together in either texture or color.

And if your house could use a new winter coat, don't discard the thought as impossible or too expensive. You can do wonders with a re-siding job, and perhaps do some of the work yourself.

How? You'll find the answer on page 14.



### STUCCO

**A house can stand out** on its site without shouting. By painting the concrete block foundation a subdued green, Architects Brooks & Coddington tied this split-level house into its site in Illinois, let the secondary material—white, smooth **ORIENTAL** stucco—attract the eye.



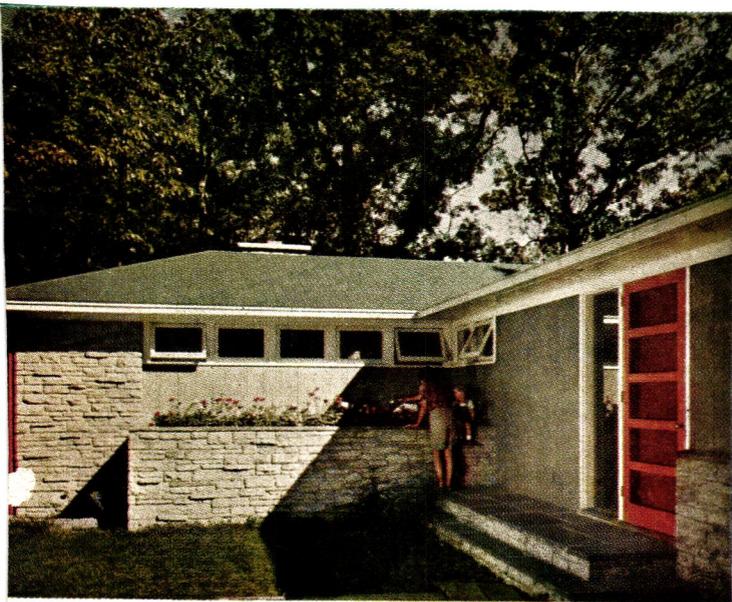
### ASBESTOS SIDING

**There's no maintenance** with asbestos cement shingles such as **GLATEX**. Available in white and three pastel colors, they need no paint, even under Oklahoma's rigorous temperature extremes. **GLATEX** shingles are easy to apply over existing wood walls, blend equally well with wood or masonry.

### WOOD AND MASONRY

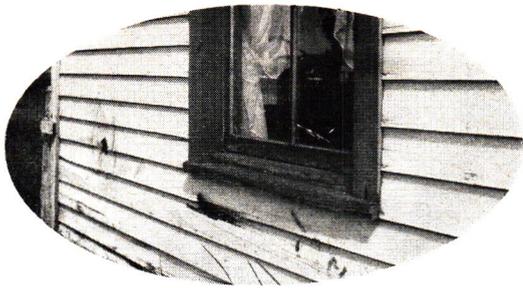
**Mix two materials, never three**, and let each serve a purpose. Architects Humphrey & Hardenbergh used stone for texture and vertical siding to keep house below from looking too low. Neutral stain on wood matches natural hue of stone to maintain unity of design, while coral carries the color accent. Home of Mr. & Mrs. E. B. Rogers, Minneapolis.

**One material must dominate.** Here wood is more prominent and prevalent than stone. Because his Houston house is two stories high, architect Karl Kamrath, AIA, used strong horizontal lines in bevel siding and ledge rock to counteract height. As in the house at left, basic colors are neutral with one strong accent—here yellow in wood trim and draperies.



**ASK YOUR LUMBER DEALER**  
about exterior materials. He can give you  
the story on cost and availability.





**Too far gone** to save with paint or normal maintenance, this siding offered no more protection than a sieve in a rainstorm.

**EXTERIOR MATERIALS**

# New life with new siding

**A**T THREE times in the life of an old house, re-siding is a money-saving move:

- When the old siding is badly weathered,
- When side walls are uninsulated, and
- When you are remodeling extensively.

Putting new siding over old is no more difficult than putting siding on a new addition, and the step-by-step procedure is quite similar. You can buy all the materials you need at Home Improvement Headquarters (the address is on the back cover of this issue); you can do some of the work yourself, although re-siding is usually a professional job. In a few years' time you can save the cost of the material by reducing fuel and maintenance costs.

The photographs here show how new siding is applied. If your problem is not so much new materials as care of your existing exterior walls, ask your lumber dealer for free **HANDYMAN PLAN No. 374—EXTERIOR MAINTENANCE**. It shows how to keep your house weathertight from ground line to chimney cap.



**Old siding** is covered with USG Insulating Sheathing to level wall surface, cut down air leaks, add insulation to side walls.



**Bottom course of siding** must be horizontal, and set so rain drains cleanly. With wood siding or shingles, each course must be set carefully. With GLATEX cement asbestos shingles laid with the SHADOW-LOCK attachment system, every succeeding course aligns itself when first course is set straight.



**Metal channels and corners** of SHADOW-LOCK system assure proper alignment and tight corners. GLATEX never needs paint, is easily cleaned with ordinary soap and water.



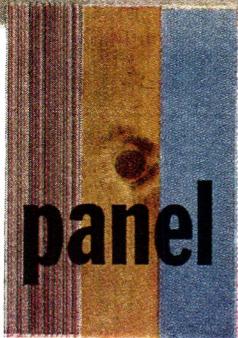
**What a difference!** Narrow siding gave away age of the old house, while new siding conceals it. Even the windows look new now.

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Furniture by LLOYD MANUFACTURING CO.



panel

*If you can hammer a nail, you can build  
a wall as beautiful as this with*

**SHEETROCK**\*

THE FIREPROOF GYPSUM WALLBOARD

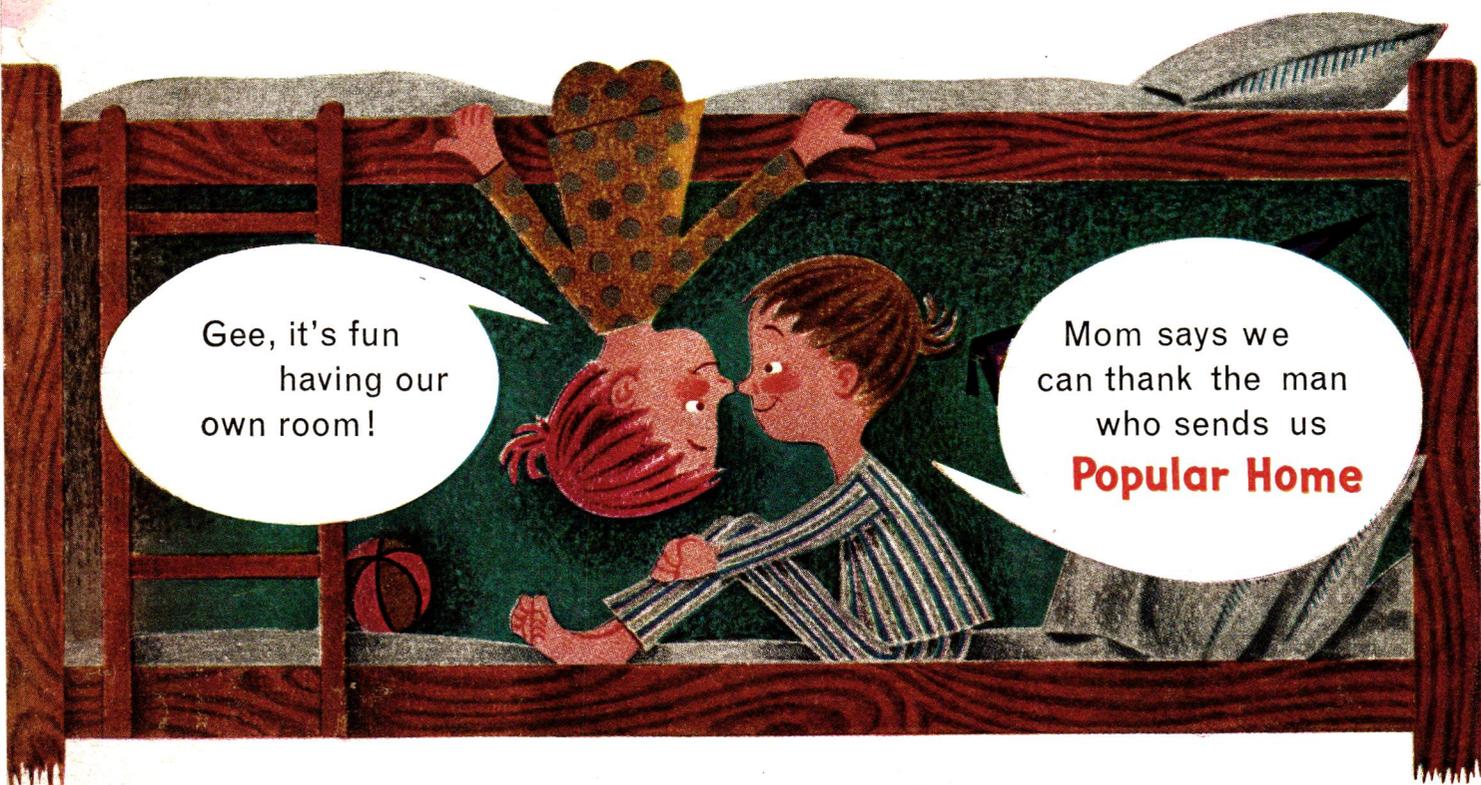
No joints to treat, no nail-heads to conceal . . . all you do with these lightweight panels of decorative Panel SHEETROCK is—*nail 'em up with matching color nails!* Make new walls or cover old ones this fast, easy way. Sixteen-inch-wide panels with rounded edges give rooms that distinctive paneled look. Three choices: predecorated Striated or Knotty Pine woodgrained finishes, or Plain Panel SHEETROCK that you can paint any color. See your U.S.G. dealer today for this durable, fireproof gypsum wallboard that can give you such beautiful walls.



See us for all your building or remodeling needs . . . our name is on the covers

*The greatest name in building*

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



Gee, it's fun  
having our  
own room!

Mom says we  
can thank the man  
who sends us  
**Popular Home**

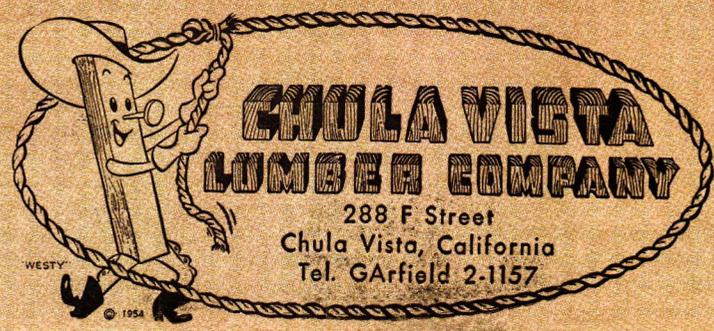
*Come in* and see our **wide awake ideas!**



Give children bedrooms of their own, and see how quickly they become happier, more responsible, better adjusted. Add a room for family use, and see how much happier every member of your family becomes!

Our home improvement headquarters is the place to bring your plans. We'll provide ideas, recommend the right materials—lumber, wallboard, insulation, and all the rest—and show you how to do the work, or how to get it done by experts. We'll even advise you on financing, if you wish.

***Start living—start that new room today!***



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