

Popular Home

MARCH-APRIL 1959

a service of your Home Improvement Headquarters

**The C. H. Moore
Company**



from before to after

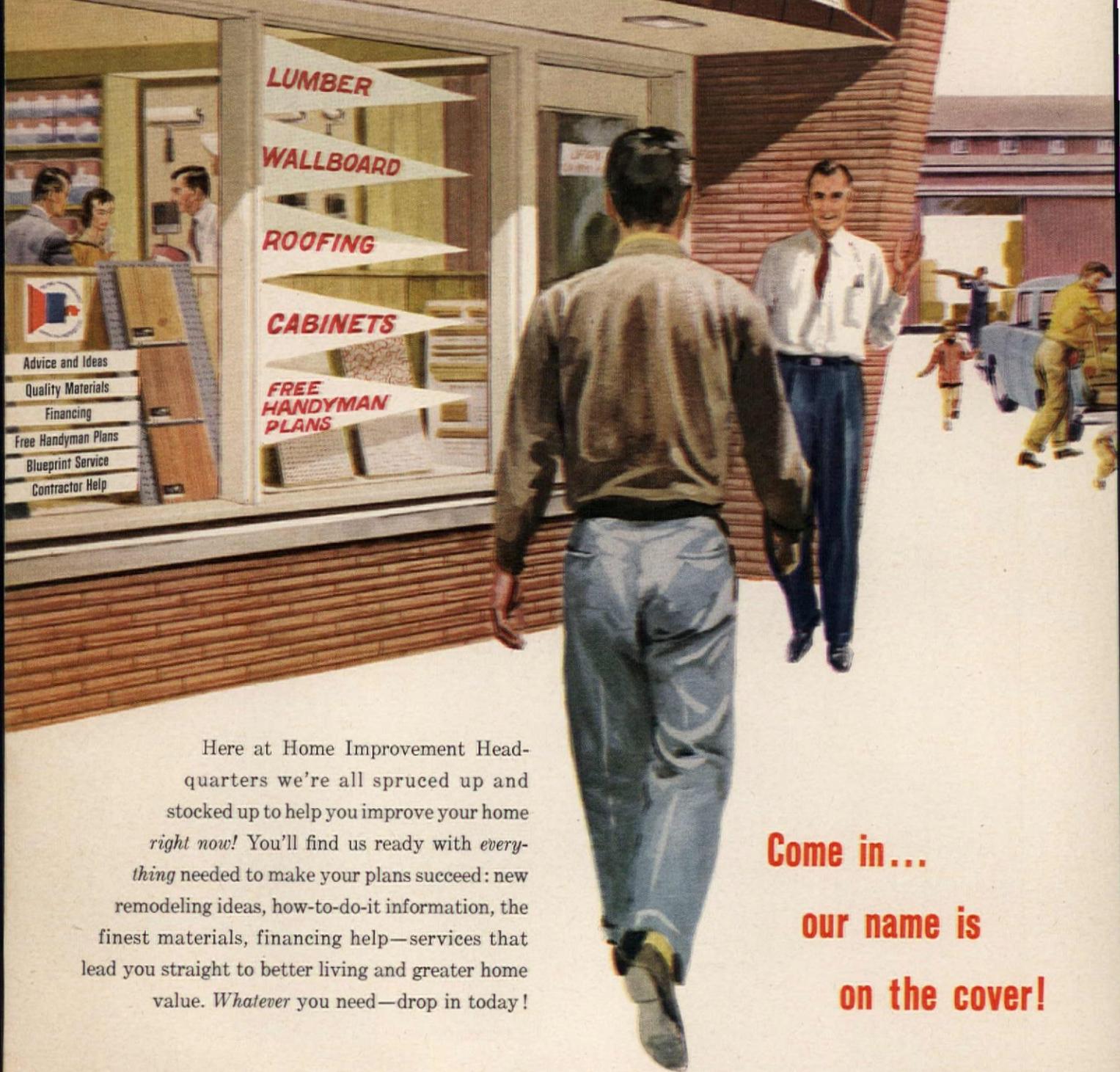


**A TRIUMPH
OF REMODELING...page 3**

THREE NEW HOMES

...including a Breezy-View Cabin

Big Spring Remodel Showing-Now On!



Here at Home Improvement Headquarters we're all spruced up and stocked up to help you improve your home *right now!* You'll find us ready with *everything* needed to make your plans succeed: new remodeling ideas, how-to-do-it information, the finest materials, financing help—services that lead you straight to better living and greater home value. *Whatever* you need—drop in today!

Come in...
our name is
on the cover!

POPULAR HOME March-April • Issue 2 • 1959

Editor: Robert H. Dougherty
Project Directors: Cynthia Montgomery, Frank J. Tolford
Art Director: F. W. Goessling

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before



after

*Hope for homes
on the downgrade
...from lessons
learned in the*

U.S.G. Home Improvement House

MORE than a year ago the United States Gypsum Company came upon the antiquated house seen here in the "before" photograph. Structurally, the house was sound—but it was thoroughly outdated and far from livable by today's standards. At some time during the course of its existence some piecemeal remodeling had occurred, which tended to confuse the general layout of the house even more.

When U.S.G. decided to completely remodel and restyle this down-at-the-heels house, two experts in the field of design were called in—Architect Eugene Voita and Decorator Lucille Knoche. Working hand-in-glove, Mr. Voita and Mrs. Knoche spent endless hours conferring with United States Gypsum's product managers, and with the editors of *POPULAR HOME* and other U.S.G. publications. After careful consideration and thorough planning, actual construction work began. Then the major and minor features took form to make the completed house a truly workable, livable, beautiful home—now just as modern as the latest in new dwellings.

Basically, the U.S.G. Home Improvement House is an "idea" house to show *you* how handsome, top-quality materials look when used in conjunction with each other. It's not a "research" house; all building materials were researched and tested before this house was remodeled—in fact, all materials seen here are on the market everywhere. Your dealer either has them in stock or can order them for you.

Now that you know why the house was remodeled, we'll show you in this issue, and in later issues this year, exactly how it looks and what kind of living it welcomes. Our first stop is in the master bedroom.

Turn the page to see "Rebirth of an Upstairs"

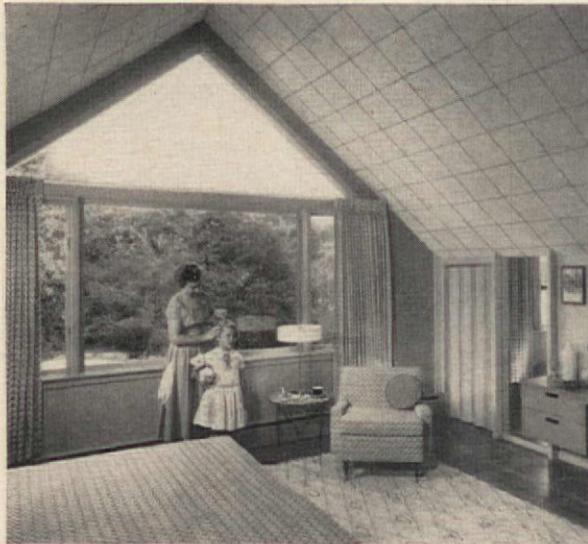


Rebirth of an upstairs

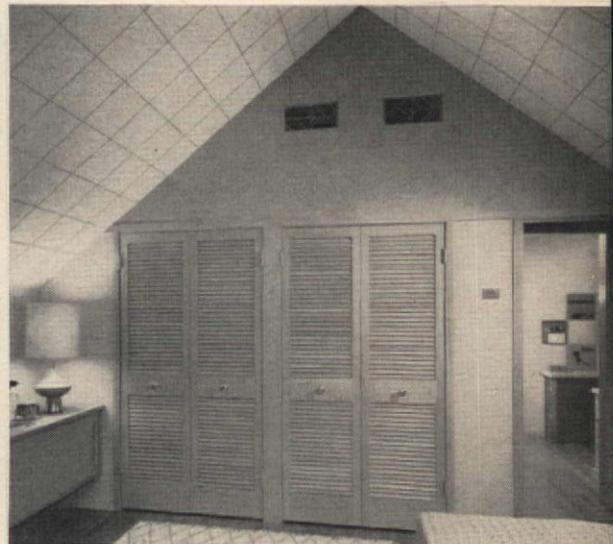
*Long neglected, this attic was just a junk heap...
until rejuvenation began!*

BEFORE
▼ AFTER

The room on the cover



Penthouse feeling in modest bedroom comes from high ceiling, breathtaking window. Folding wood door in corner gives access to under-eave storage area. New hardwood flooring has pegged-plank design, was laid over existing subfloor.



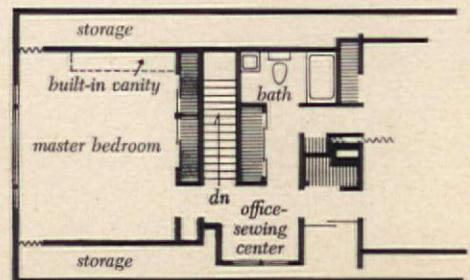
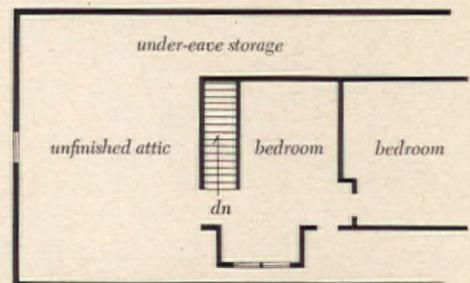
Same camera angle before and after, tells the remodeling story! A two-foot depth of floor space was borrowed from roof to make closets, and to add a built-in clothes chute in area between bedroom and hall. Wall above louvered doors is paneled with Woodgrained SHEETROCK in new Cherrywood pattern; panels were applied on the diagonal for interesting gr effect. Ventilators circulate air in enclosed attic space.

THE dramatic transformation seen on these pages wasn't done with trick photography—it is the joint result of wise planning and excellent materials. As you look at the photographs notice that the shape of the room is basically the same—it was merely opened up.

Ceiling rafters were doubled up and cross joists eliminated; that, in itself, gave a feeling of spaciousness. SHEETROCK gypsum wallboard was applied *behind* the kneewall studs, letting the wallboard joints fall on the rear face of studs.

The big picture window climbs to the peak of the gable, opening the room to sun and view. All ideas shown here are yours to borrow, copy, use anyway you desire—and to help you start your own upstairs remodeling.

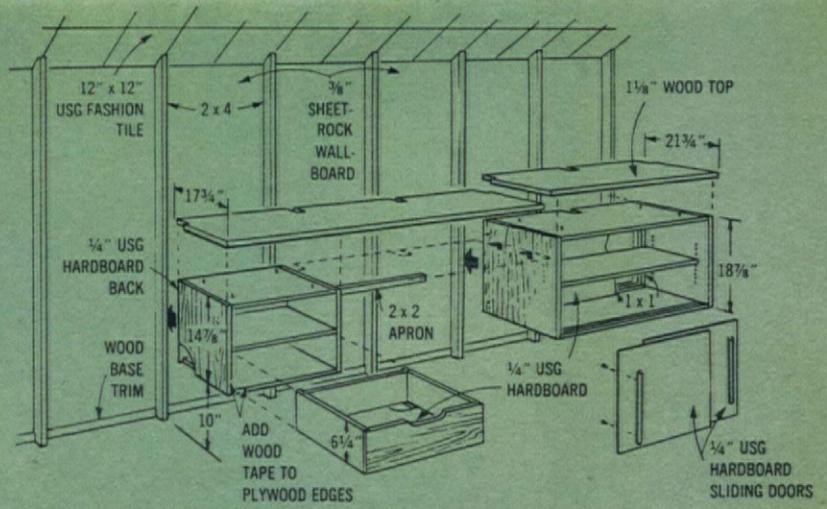
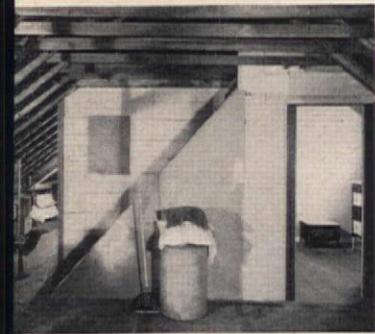
BEFORE



AFTER

How to build a hang-up dressing table

1. If studs are exposed, build the small drawer cabinet to fit between them; large cabinet may overlap studs. On plain wall, adjust length of cabinet units to desired dimension.
2. Add the back to drawer unit, and the back cleats to sliding-door cabinet.
3. Suspend both cabinets by attaching them to studs with screws.
4. Nail hardboard back to cleats in large cabinet.
5. Insert adjustable shelf in large cabinet; then add the sliding doors. Construct drawers as shown in drawing.
6. Measure and cut tops carefully; then fix them in place with finishing nails. Note that long top is secured to big cabinet with small angle brackets.
7. Fill all nail holes and finish the dressing table to match other furnishings, or paint it to blend with walls.



Streamlined dressing table was built in to eliminate need for separate pieces of furniture. Entire unit is suspended on wall—no legs to interfere with dust mop here! Dressing table like this would be convenient on any bedroom wall. Study the “exploded” drawing before starting to build, then follow the seven easy-construction steps.

A symphony in soft tones, close-up view of dressing table corner shows the glamor that can be achieved with moderately priced building materials. On the ceiling is USG Fashion Tile; this stylish Random Line pattern is printed in Pewter Gray on white. Contrasting with the ceiling are smooth walls of SHEETROCK gypsum wallboard painted Dusty Green with tube-tinted TEXOLITE rubberized paint. Sliding doors of cabinet are constructed of USG Hardboard finished to match natural wood of cabinet's top. Louvered doors of closet are ready-made items available at most lumber yards.

ARCHITECT: EUGENE VOITA
 INTERIOR DESIGN: LUCILLE KNOCHÉ ASSOCIATES, I.D.I.
 ALL PHOTOGRAPHY BY HEDRICH-BLESSING

WOOD FLOORING: E. L. Bruce Co.
 WINDOWS AND DOORS: Pella, Rolscreen Co.
 SLIDING & FOLDING DOOR HARDWARE: Kennatrack Corp.
 GLASS: Pittsburgh Plate Glass Co.
 FURNITURE: Heywood-Wakefield
 BOX SPRINGS & MATTRESSES: Columbia Bedding Co.
 RUGS: Cabin Craft Rug Mills
 COMMUNICATIONS SYSTEM: Continental Mfg. Co.
 CERAMIC LAMPS: Haeger Potteries, Inc.

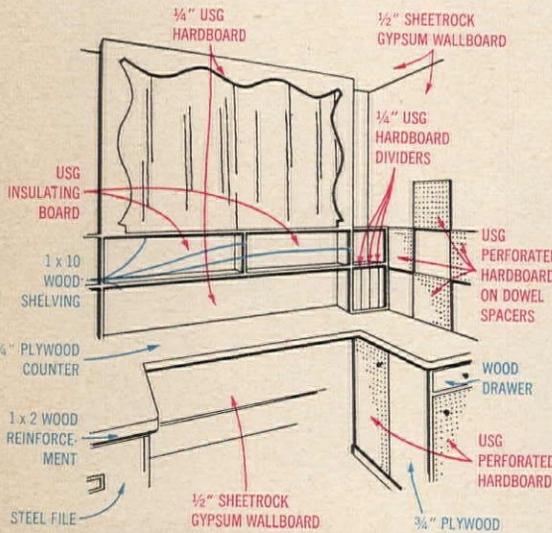


...home office – sewing center



BEFORE Just a dormer, not much use except to brighten upstairs hallway; wasted space in a house that needed every inch of space put to use.

AFTER Now it's down to business! Entire dormer area was converted into a compact home office and sewing center. Person seated at counter is within easy reach of all equipment. To the lady's right are cabinets, utility drawer, and storage spot for sewing machine. To her left is legal-size filing cabinet for home records. Original windows were camouflaged with cornice of USG Hardboard and traverse curtains. Handy shelves, dividers, and decorative pin-up boards keep most-used items out in the open.



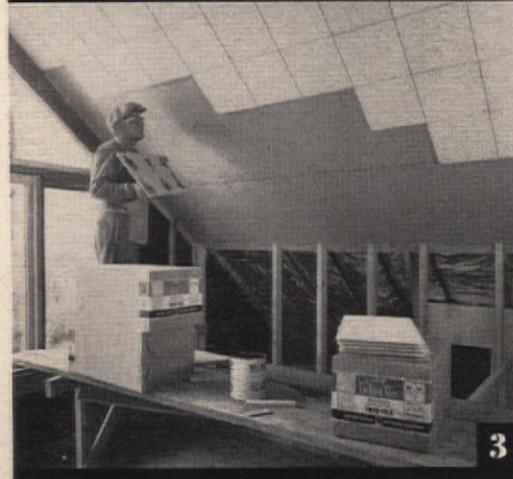
Walls and ceiling of entire hallway were spray-painted with NEO-FLECK multicolored enamel. This new paint gives pleasing two-tone textured effect (sample above) on virtually all surfaces, including metal trim. NEO-FLECK must be applied professionally; your paint dealer can recommend an applicator.



Getting full use of your upstairs space? If you need how-to-do-it help and ideas, ask your POPULAR Home dealer for free Handyman Plan No. 351—Upstairs Remodeling. It's one of a complete series you can select from his counter-top Home Improvement Center display.

*For the secret of successful remodeling,
take your lumber dealer's advice
and look below the surface...*

Hidden Assets for better living



- 1 **Comfortable living** owes a debt of gratitude to insulation. Here RED TOP Silver Shield insulating batts are applied between ceiling rafters. Flanges of batts are stapled to sides of rafters to provide a 3/4-in. dead air space for reflective value.
- 2 **Against the rafters** goes BAXBORD gypsum backing board to give smooth surface for tile application. It's easy to score and snap a panel of BAXBORD to desired size. In applying, nails are spaced every 8 inches.
- 3 **Beautiful ceiling** is USG Fashion Tile in 12x24-in. insulating Twin-Tile size. Tiles are "battered" with six dabs of adhesive about size of walnuts, then pressed into place. Pattern of tile used here is called Random Line.
- 4 **Attic space ventilation** is provided by USG Ventilating Louvers placed in the interior gable end of master bedroom. Air circulates through attic space and escapes to outside through exterior vent at other end of house.

*Get materials like these from
your lumber dealer—see more on
this inspiring project in next issue.*

5 **Warm paneling** of window wall is Woodgrained SHEETROCK gypsum wallboard in new Cherrywood pattern. Sheets of paneling were laid diagonally to give striking mitered effect. Colored nails matching the board are used.

6 **Hatch to attic space** is provided by USG Access Panel placed in hallway ceiling. Panel is made of metal. Positioned between ceiling joists, panel was later painted to match finished ceiling. Friction catch keeps it tightly closed.





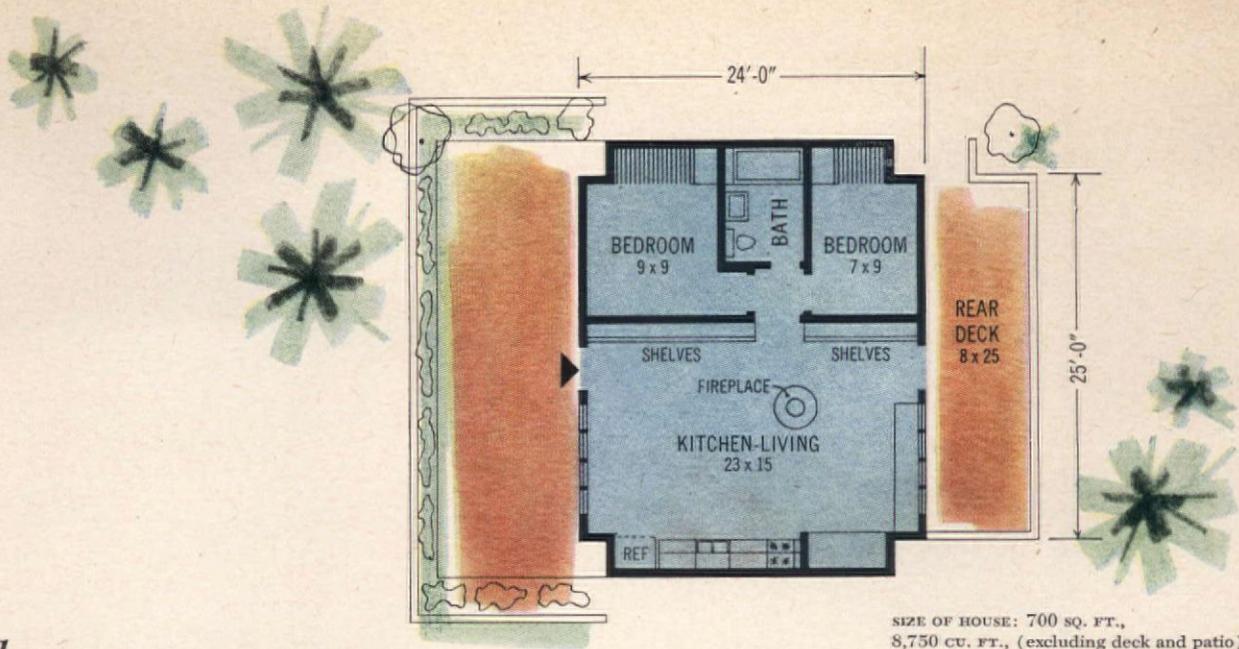
Exterior of cabin is marine plywood painted grey-green of the pines and bright blue of the sky. Plywood was applied over USG Insulating Sheathing. Windows seen here are crystal plate glass; double strength glass was used on other sides. Redwood fencing of front terrace has a level top line while lower edge of fence steps down to follow slope of land.

Lovely to look at, easy to keep up. Walls of SHEETROCK gypsum wallboard were painted Gardenia White with washable TEXOLITE paint. Sliding-door cupboards beneath bookcases hold games, extra linens, odds and ends.

Flooring is low-cost fir, sealed and waxed. Front and back entrances have Dutch doors and are located to give straight-through ventilation.

**FAMILY-TESTED
HOME
NO. PH 16-2_D**





Brother...

what a life!

in POPULAR HOME'S

Breezy-view cabin

by Lorraine Burgess

THE wonderful cabin you see here belongs to my family; together we designed it, helped build it, and now we're enjoying it. This Chipita Park, Colo., retreat has a four-way view—a view to economy, compact design, good site orientation, and the theory that if one room is big, others can be small.

The cabin has just 700 sq. ft. of well-used living space set on and cantilevered over a 24-ft. square foundation. A most important feature is the house's orientation to the warming morning sun. The excitement and comfort of start-a-day sunlight has psychological value in the mountains, and for that matter in any location! The 30-in. roof overhang around the house lets in the early morning and low winter sunlight, but shades out hot summer heat.

Focal point of all family activities is the living-kitchen; it's ample in size and exciting in shape. Because of the structure's sloping roof line, this room has a high 10- to 12-ft. ceiling in keeping with its importance to the house. By contrast, the bedrooms and bath are just big enough for snug convenience.

This summer home has all the essentials for comfortable living; with the addition of a horizontal furnace in the foundation crawl space, year-round use is possible. Your POPULAR HOME dealer will gladly order low-cost blueprints for you—ask for No. PH 16-2D. You'll be glad you decided to *live* a little!

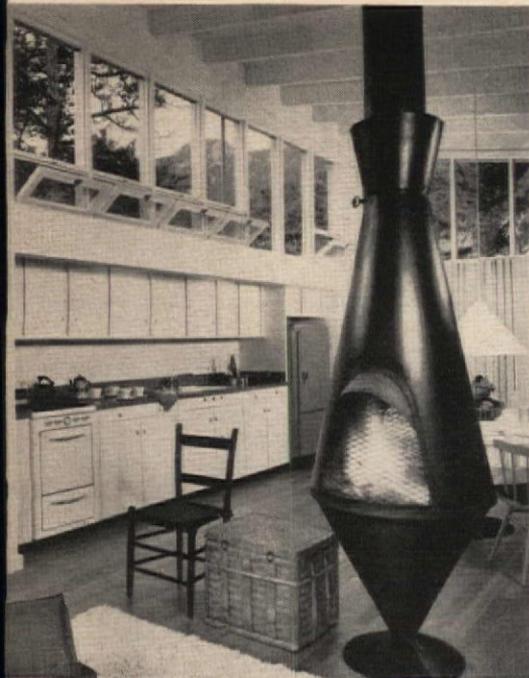
(continued)

Smart in appearance, furnishings were minimum in cost. Circular table is a restaurant pedestal table with big top made of ¾-in. plywood; dining chairs were bought unfinished, painted glossy blue. Real eye-catcher in living room is free-standing fireplace open on both sides, adapted from a Danish design by a professional metalsmith.

PHOTOGRAPHY: GUY BURGESS



BREEZY-VIEW CABIN (continued)



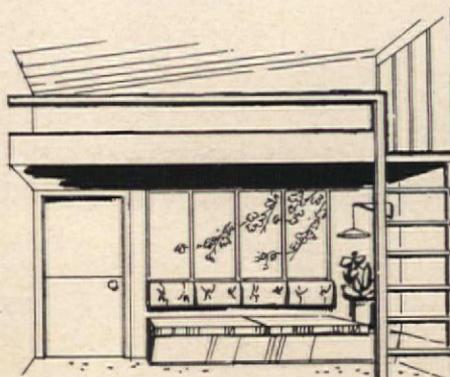
Compact kitchen area is arranged within cantilevered space. Strip of cupboard space, both above and below work counter, gives as much storage as is found in average kitchen. Transom window vents keep out rain, are opened with pole-and-hook.

Bedroom wardrobes are also built into cantilevered space beyond foundation wall. Alongside wardrobe is unit of 24-in. deep drawers; space behind them is accessible from wardrobe for storage of card table, archery and golf equipment. High fixed windows give privacy without draperies, while rafter vents between roof beams provide controlled ventilation.



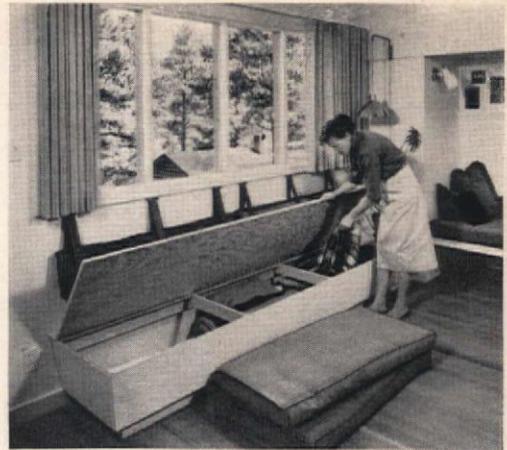
Enclosed entrance garden becomes sun pocket for early morning and late evening use in summer, high noon sunnier through mild days of winter—and is a favorite play spot for sons, Guy and Jeff. Top of redwood fence is capped with 2x4's for weather protection and strength; bottom ends are nailed to frame for better runoff of snow and rain.

Luxury of sun and view is bonus wood deck that stretches across rear cabin. Deck is supported on posts set in concrete. Brushline drawing of pine boughs decorates both front and back of house. Drawing was done in light brown paint accented with splashes of gold leaf.



Extra bunk space for two or three guests could be made by adding a sleeping loft over the "social" side of living room. Loft would be a shelf about 8x14 ft., with railing and ladder.

Built-in sofa does triple duty! Aside from seating and sleeping guests, the window bench is handy spot for storing blankets and sleeping bags for weekend overflow of people. Bench is made of $\frac{3}{4}$ -in. plywood, sealed and painted with white semi-gloss enamel.



Even narrow space works here. Thin slot between range and partition wall pulls out on metal track to expose canned goods storage. Entire house is full of little "extras"—notice wall decoration above bench; two strips of stock molding were nailed to wall to form strip framing for an ever-changing display of postcards, paintings, clippings. Let this refreshing cabin be yours—see your dealer, named on cover, for building plans!



PH 12-3D



PH 13-3D



PH 14-3D



PH 15-2D

**YOUR CHOICE
OF OTHER
SUMMER HOME
DESIGNS**

Ask your dealer about plans for other expertly-designed vacation homes available through POPULAR HOME. See them on the selector cards of your dealer's Home Improvement Center display rack. If you want complete, low-cost building blueprints, he'll be glad to order any of these:

- Fancy-Free Cottage, No. PH 12-3D
- Hideaway Lodge, No. PH 13-3D
- Woodland Retreat, No. PH 14-3D
- Clear Water Cottage, No. PH 15-2D

TIME TO GET GOING

on home improvement for spring



There's no better season than
right now to start living better.
See us for ideas, plans and materials
for building and remodeling.

**WHY WAIT—
MAKE A DATE!**

LET US HELP! OUR NAME IS ON THE COVER

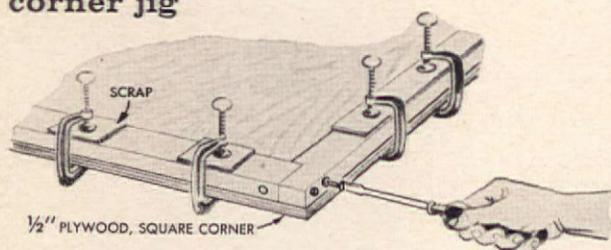


joining two pieces of wood

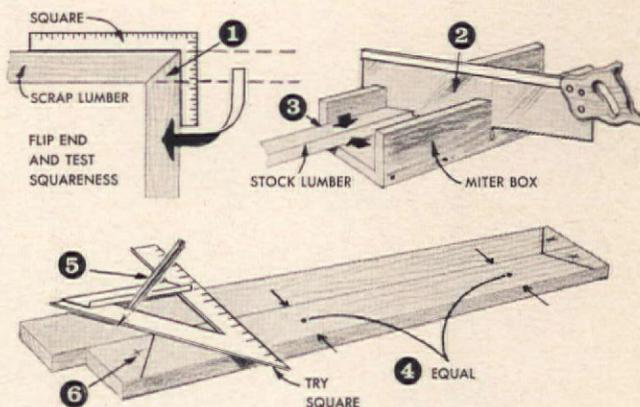
simple rules to make the job easier

1. Always begin by testing your miter box or circular saw miter gauge on piece of scrap lumber.
2. Use a sharp, fine-toothed saw, preferably a miter saw.
3. When using a miter box, press work down firmly and push against back of box.
4. Check accuracy of wood dimensions (thickness and width) before making cuts.
5. Use sharp pencil and mark matching members side by side.
6. Plan to saw so that one edge of cut barely touches your scribed line. Mark an "X" on side of line that is to be cut.

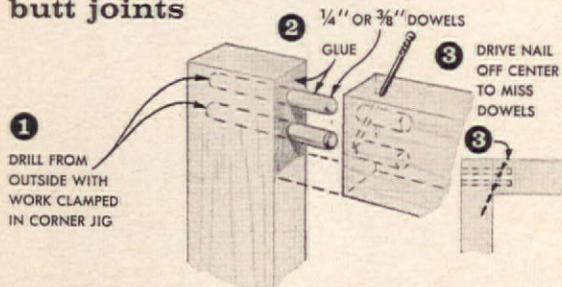
corner jig



Most plywood panels are cut square at the factory. Use a pre-cut corner of 1/2-in. plywood as jig for fastening corner joints. Two "C" clamps on each leg will hold work firmly for drilling or sawing.

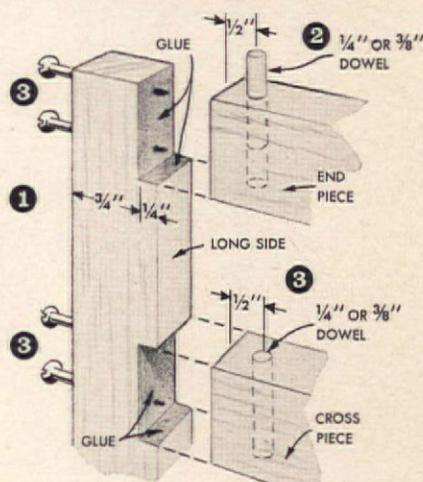


butt joints

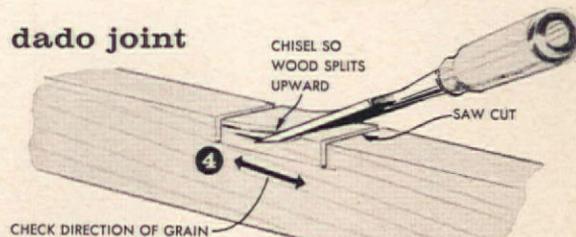


1. Clamp accurately sawed parts to plywood jig and drill for 1/4- or 3/8-in. dowels.
2. Separate the parts, add glue and dowels.
3. Re-clamp parts to jig and drive a large finishing nail off center to lock the joint; don't drive nail into dowels, but penetrate opposite member.

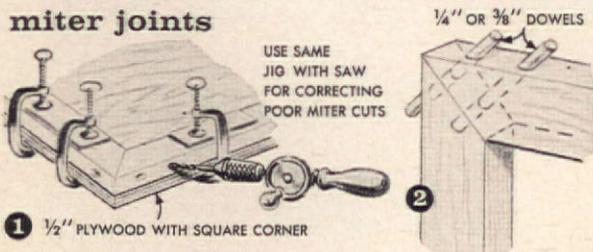
rabbet joint



dado joint



miter joints



1. Clamp mitered pieces on plywood jig for drilling. If cut ends don't match, run saw between them, then re-clamp together.
2. Drill for 1/4-in. dowels on narrow work and 3/8-in. dowels on thicker work. Dowel near the end goes through both pieces; second dowel penetrates second side about 1 in.

1. Cut rabbets or dados no deeper than one-fourth of width of stock. Cut only into long side pieces.
2. Drill crosspieces and end pieces for dowels.
3. On dado joint, penetrate dowel with long screw for firm grip in end grain.
4. Always check direction of grain before chiseling. When chiseling, be sure that wood splits upward rather than downward into bottom of rabbet or dado.

Glamor on a budget: this home office corner was assembled in one day at a cost of \$36.98. That includes bookshelves, desk-counter, filing cabinet, vertical pin-up board, and pull-down lamp. Counter is made from a hollow-core slab door supported on slanting dowel rods which attach to baseboard. Pin-up board is USG Insulating Board framed with molding and edged with black friction tape. Home of Mr. & Mrs. J. E. Clemons, High Springs, Fla.

Built-in Shelve

PHOTOGRAPHY: LISANTI INC.

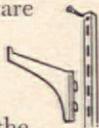
DECORATOR: GAYE N. PATTERSON, JONES BROS., JACKSONVILLE



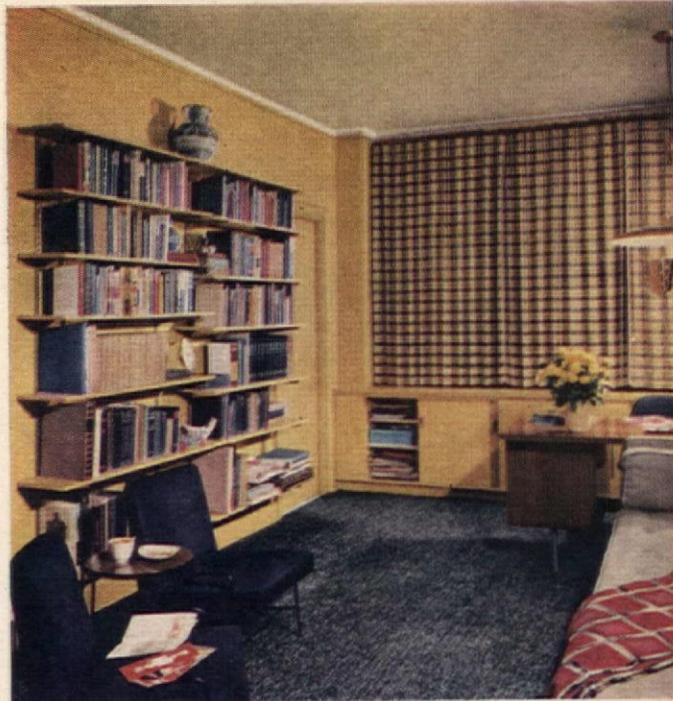
. where & how

STORAGE, convenience, style—what else can add these virtues to a room so quickly and inexpensively as built-in shelves? Such shelves can be either quite simple or elaborate—and on these pages we show you a sprinkling of both.

The great advantage of built-in shelving is that it need not be costly to be handsome. Now that metal standards with brackets are so widely available in dealers' hardware departments, custom built-ins can be erected by anyone who knows how to use a screwdriver. The building operation is a simple one: find wall studs, screw on the metal standards, slip on the brackets and lay lengths of stock lumber across the brackets.



Brackets come in various finishes and may be painted to match the wall color, if desired. They come in a variety of sizes to fit each storage need. The quality of wood you select for shelving depends on the purpose, location, and finish to be used. Get your dealer's expert advice—and put your books and knick-knacks on glamorous display.



Focal point of den-guest room is wall of bookshelves. Shelving has a prefinished front edge, was painted to match the Zinnia Gold color of walls. Metal standards and brackets are brass plated; notice that standards were located every 32 in. over wall studs. Radiator is between sliding-door cabinets, was concealed behind a screen of expanded metal. Home of Mr. & Mrs. Cyrus Ruben, Chicago.

DECORATOR: GERTRUDE RUBEN, A.I.D.

Look of luxury distinguishes this sumptuous room, but its ideas can be tailored to fit any pocketbook. Wall projecting from alcove was covered in floor-to-ceiling bookshelves supported on brass rods. Narrow end wall was converted into storage space for snack bar (below) concealed behind a series of folding doors. Doors were made as frames with panel insets of heavily woven fabric; they glide on overhead track, are fastened together with screen hinges. A serving cabinet on casters is rolled out for home entertaining.

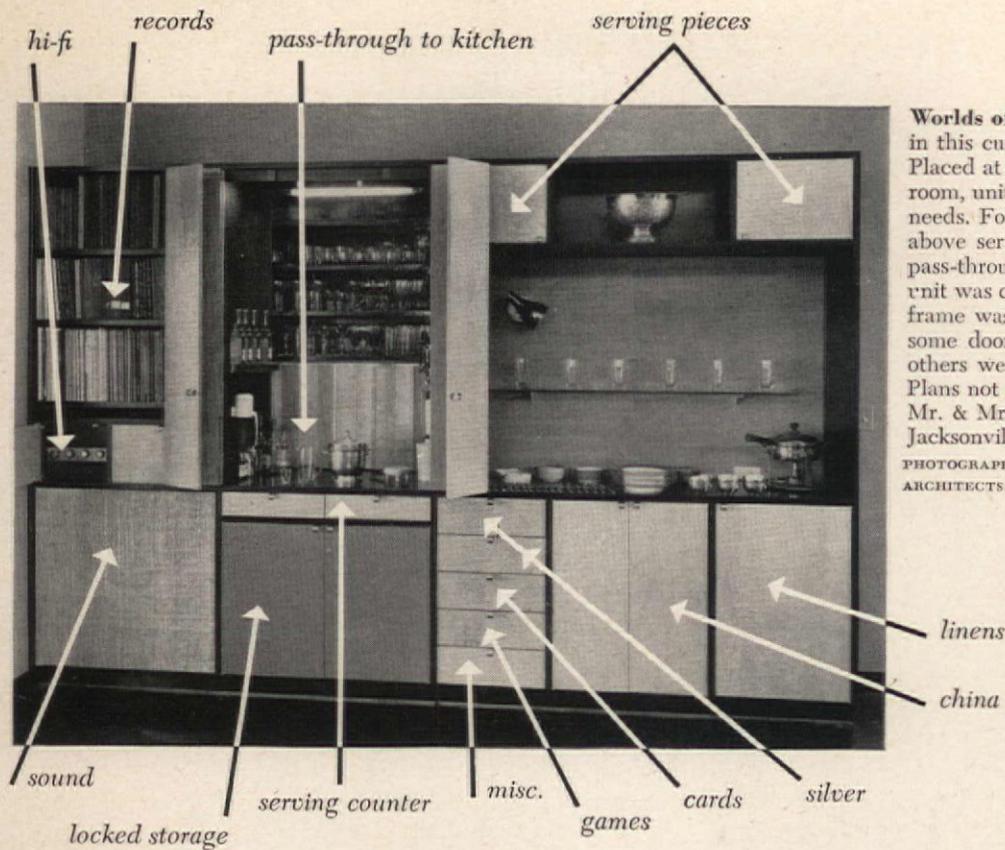


PHOTOGRAPHY: HEDRICH-BLESSING
DECORATORS: LUBLINER & HIMMEL, A.I.D.
DATA: RUTH W. LEE



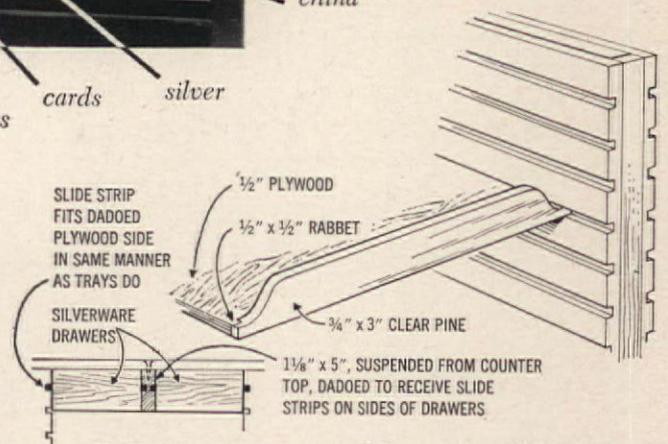
continued on next page

BUILT-IN SHELVES (continued)



Worlds of storage are combined in this custom-designed unit. Placed at end of living-dining room, unit serves many storage needs. Folding wooden door above serving counter conceals pass-through to kitchen. Entire unit was constructed of wood; frame was lacquered in black, some doors were left natural, others were lacquered in colors. Plans not available. Home of Mr. & Mrs. George W. Varn, Jacksonville, Fla.

PHOTOGRAPHY: KRANZTEN
ARCHITECTS: HARDWICK & LEE



Convenient step-saver is this pass-through between kitchen and dining area. Entire opening is concealed behind folding louvered doors. Upper dish shelves are 1-in. pine supported on metal cleats set in drilled holes; shelves are adjustable. Sliding shelves in left bank hold linens, slide only into dining area; shelves at right hold silver and serving pieces, slide into kitchen and dining area. Sketch above shows construction details. Home of Mr. & Mrs. Dante I. Lembi, Hillsborough, Calif.

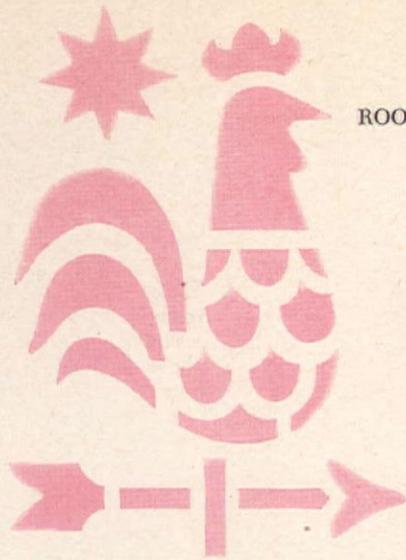
PHOTOGRAPHY: PHIL FEIN
ARCHITECT: CLIFFORD ONLY



Dramatic effect with a definite purpose! Shelf unit was built in place to add privacy to bedroom hallway. View here is from living room side. Made of 1x12 lumber, unit was painted black and backed with grass cloth encased in heavy plastic. Console phonograph fits at bottom left. Notice how shelf spacing was planned for accessories of different sizes. Home of Mr. & Mrs. Russell C. Scott, Richmond, Va.

ARCHITECTS: MARCELLUS WRIGHT & SON

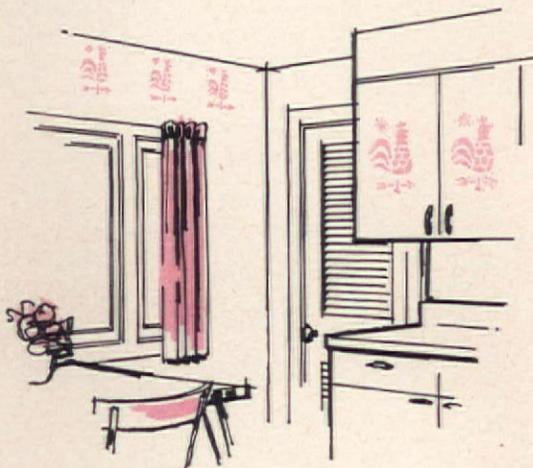




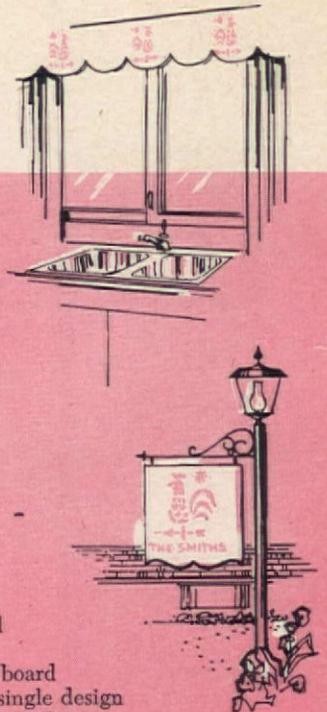
ROOSTER-VANE

Introducing "room theme"
stencils... easy to use,
and yours for the asking

Now you can decorate with stencils



Rooster-Vane stencil is quick, easy way to add gaiety to your kitchen. Above, a border of colorful roosters stretches across wall of eating area. No intricate razor-blade cutting here—just follow instructions on envelope, snap out the open areas, and start stenciling!



Free your imagination, and you'll find many clever ways to use the Rooster-Vane: (above) on cornice board over kitchen window, (below) as single design in the center of cabinet doors, and (right) on your exterior post sign or door panel.

IF YOU'VE never tried stenciling, you've missed a lot of fun... and some exciting decorative effects!

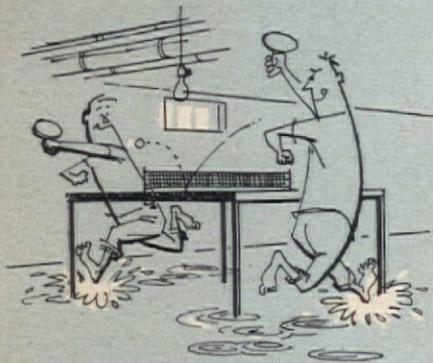
Stenciling—a renowned art—has been revived and is in the fashion forefront. In the past, most stencils created a formal mood; designs were intricate and required hand-cutting by a skilled artist. To suit the informality of present-day living, and to assist readers who want individually-styled rooms, we're presenting the new POPULAR HOME Paint Stencils. First one out is the Rooster-Vane shown here.

This Rooster-Vane design is transitional in mood and makes an effective decorating accent in both Contemporary and Provincial settings. Although designed primarily for kitchens, it has great appeal as a theme-setter in family rooms, playrooms or screened-in porches. And when used on an exterior door panel, or on a lamppost address sign, it lends distinction and friendly atmosphere to the property.

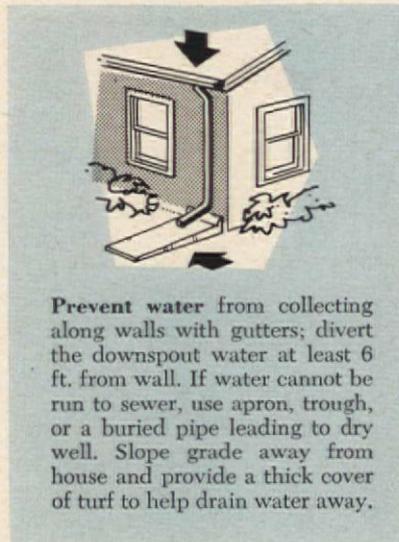
You can make the Rooster-Vane a solid color or a rainbow of shades. Brilliant reds, blues and yellows will make the rooster "crow" with color; subtle tones such as high-style gold, olive-green and charcoal will make him look the proud, haughty chanticleer. Here you have an ideal "color coordinator" to tie your room's colors together. Paint the tail one color, the cock's comb another, and the body still another—then use those chosen colors as the framework of an exciting decorating plan.

Your POPULAR HOME dealer, named on the cover, has a limited number of Rooster-Vane stencils in his counter display center... and they are *free* to the first customers who come in and ask for them. Better hurry for yours!

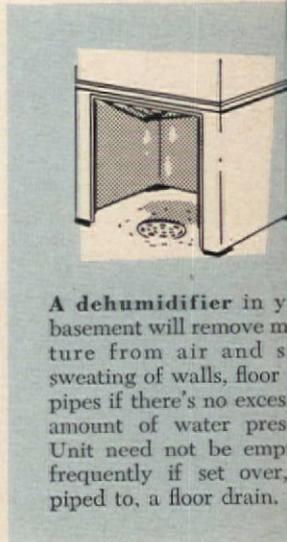
How to cure



*Simple
measures
often stop
basement
dampness*



Prevent water from collecting along walls with gutters; divert the downspout water at least 6 ft. from wall. If water cannot be run to sewer, use apron, trough, or a buried pipe leading to dry well. Slope grade away from house and provide a thick cover of turf to help drain water away.

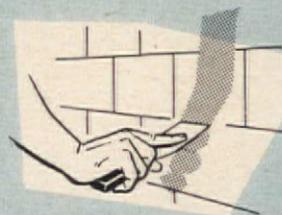


A dehumidifier in your basement will remove moisture from air and stop sweating of walls, floor and pipes if there's no excessive amount of water present. Unit need not be emptied frequently if set over, piped to, a floor drain.

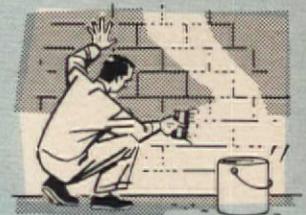
FEW THINGS are as exasperating to homeowners as wet basements. The problem of dampness, however, is not confined solely to basements; many raised-foundation and slab-constructed houses have floors with excessive moisture condensation.

- Entire books have been devoted to this "wet" problem, so the drawings shown here couldn't possibly cover every type of basement or foundation illness. The most commonly-caused problems of dampness are illustrated, with directions on how to cure them. If you have an involved problem that really has you baffled, call in a professional contractor—your POPULAR HOME sponsor, named on the cover, can probably direct you to a reliable source.

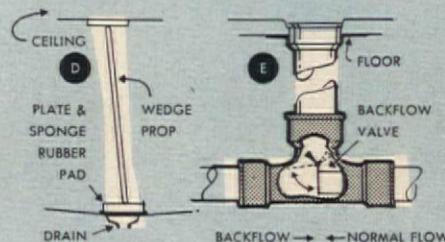
- You can be sure that trickling or flowing water is not going to stop of its own accord—so it's wise to act now, and get rid of dampness.



Fill cracks and holes except weep holes with egg-size wads of DURA-STOP cement compound, starting from top of wall. Force compound in tightly with putty knife, trowel, spoon. Mix small amounts; when compound becomes crumbly, mix new batch. Where water enters with force, hold wads in place for 2-3 minutes. Let compound extend beyond floor-to-wall groove, bevel it.



Apply DURA-DRI coating with fiber brush over repaired areas while they're still moist. This, with subsequent coating, will conceal dark patches. Next, moisten a 24-in. width of wall adjoining floor and apply DURA-DRI. Then moisten rest of wall and coat from top down including previously-coated portion. Plug weep holes next day, recoat patches.

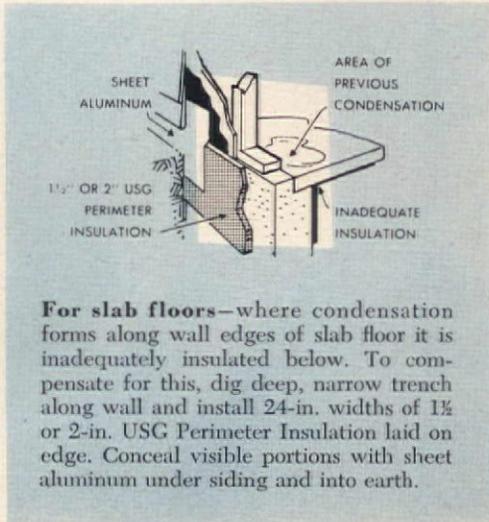
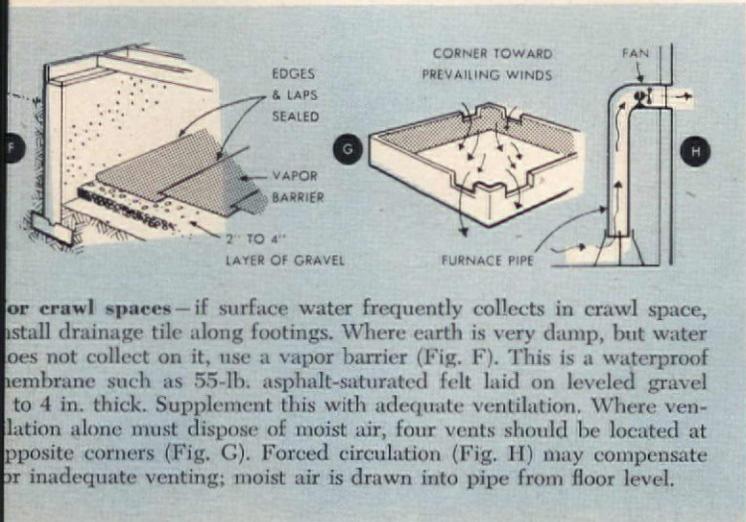
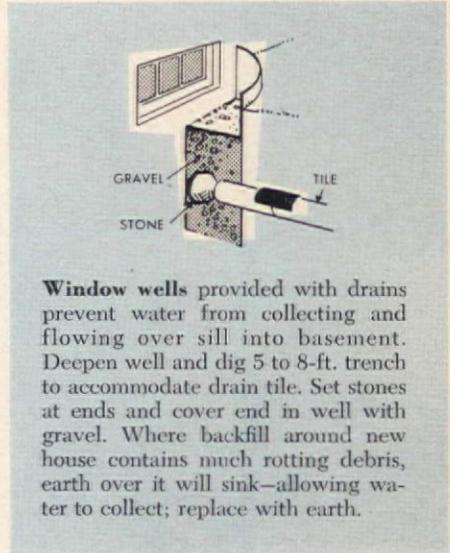
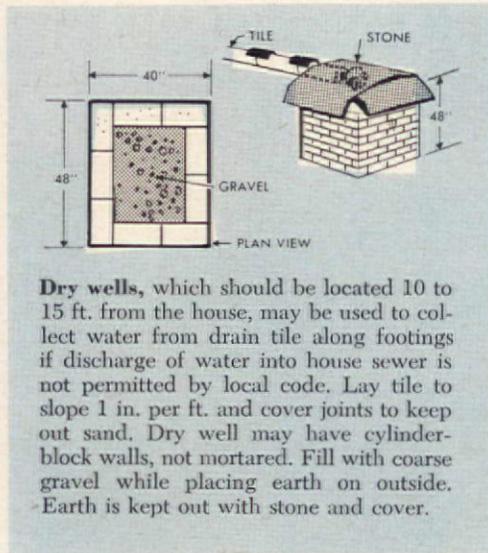
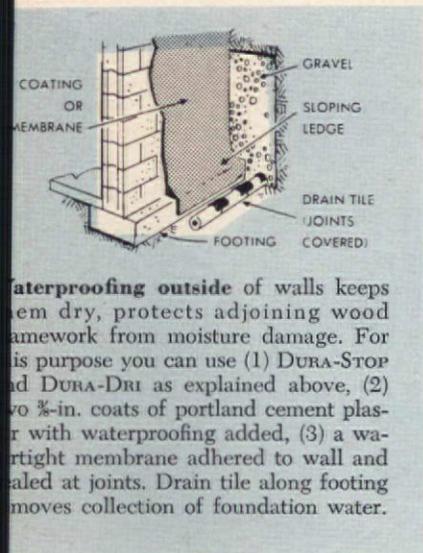
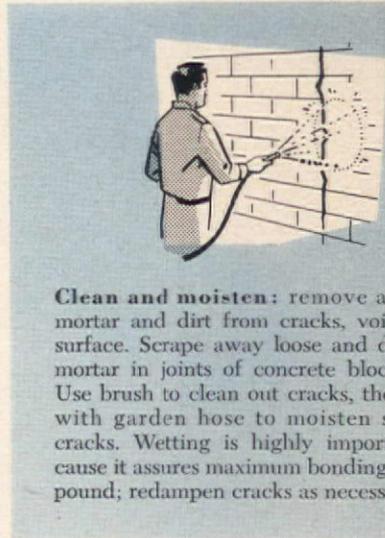
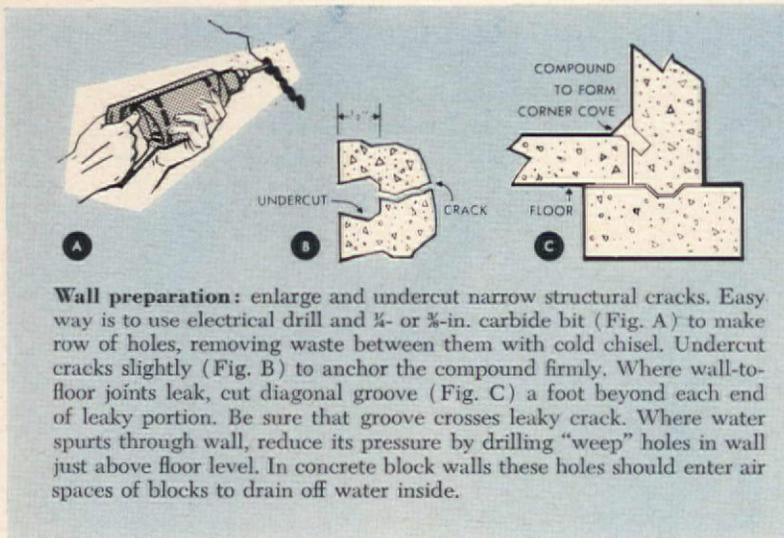


Backflow from sewer through floor drain after heavy rains can be stopped in an emergency with pole wedged between plate on ceiling and another on sponge-rubber pad over drain (Fig. D). For permanent protection, install an automatic backflow valve (Fig. E) in house drain near wall where it runs to sewer. Valve closes when flow reverses. It should be accessible.

Other measures to keep out water are sometimes necessary. If water table (ground-water level) floods drain lines, the line can't function unless run to sewer at lower level. If basement floor is cracked too badly to repair it economically, replace it. Lay waterproofed concrete or 55-lb. asphalt felt, sealing all joints; reinforce concrete with wire mesh. If extreme pressure from high water table prevents making repairs inside, lower water level with drain pumps fed from lined holes outside.

Control your home's wet feet *by E. R. Haan*

Easy and effective control of water penetration through concrete and masonry walls is possible by filling holes and structural cracks with quick-setting, leak-stopping DURA-STOP cement compound. Then, paint the walls with DURA-DRI cement coating; this water-repellent coating anchors firmly in masonry pores and air-line cracks. Follow procedure shown at the right.





*Uncrowded space with
an unhurried look—in*
POPULAR HOME'S

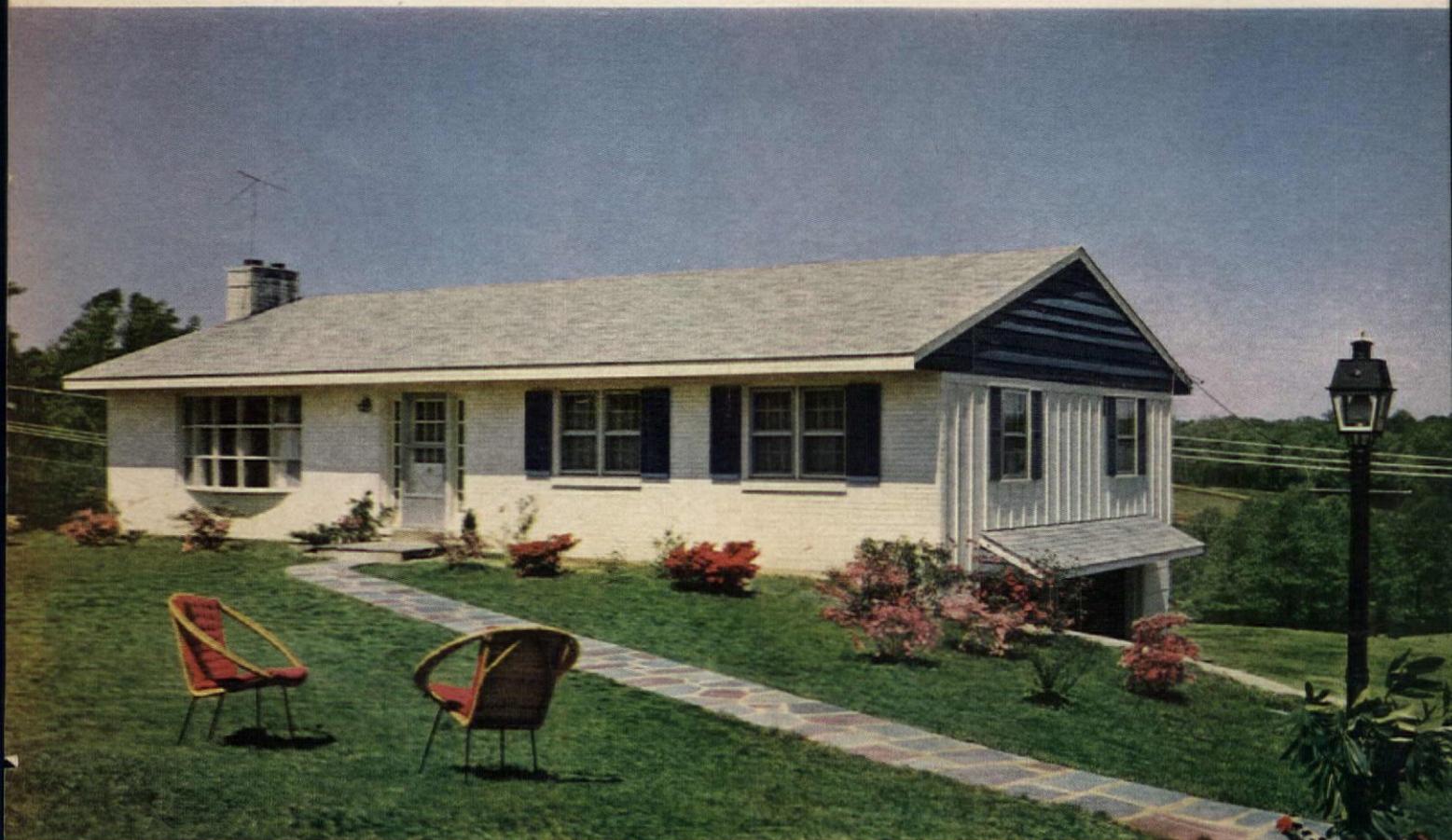
Past & present house

THE SPIRIT of tradition runs strong in Pennsylvania, and when Mr. and Mrs. John Allen started searching the Philadelphia suburbs for a "modern traditional" home, they found just what they wanted at Knowltonwood in Media, Pa. Designed and built by Arters Brothers, Inc., this house is up-to-the-minute with its split-level plan and convenience ideas, but is strongly suggestive of Colonial architecture in its street-side appearance. From the rear, the house is contemporary.

Features found to be most desired by homeowners have been incorporated into this plan. There's a center entrance hall, dining room with exterior door to upper-level patio, eating space in kitchen, family room with door to a lower-level terrace, extra-large master bedroom, and two baths plus lavatory. Each room serves its designated purpose without the interference of cross traffic. The big two-car garage and the combination workshop utility room give a wealth of general storage space to this family-tested home.

If you've been yearning for a house with some *real* room and an unhurried look, ask your dealer named on the cover to order low-cost blueprints No. PH 16-2B. Here's your chance to return to tradition without sacrificing the easy-maintenance benefits of present-day design.

Friendly and inviting, exterior looks as traditionally American as apple pie. White-painted brick on front combines with wood board-and-batten siding to provide pleasing textures. Pastel Gray roof of USG thick butt asphalt shingles helps reflect heat, keeps interior cool in summer. Bowed window, blue-painted shutters further the Colonial effect.



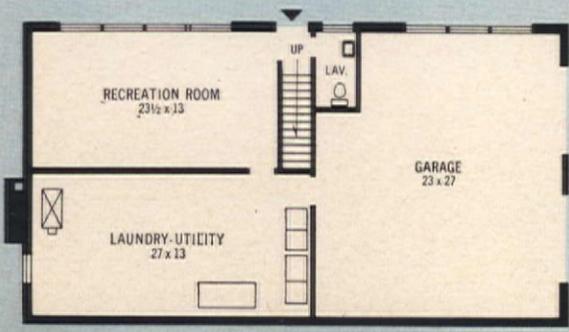
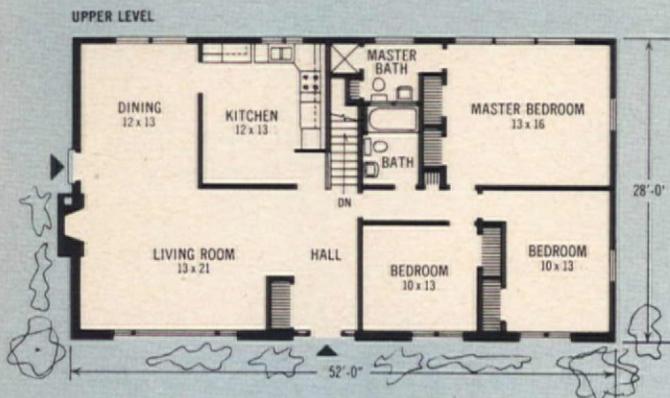


Place for good conversation—that's the living room, featured by Colonial fireplace. Ceiling and window wall of RED TOP plaster, painted a light color, provide good contrast for warm paneling around fireplace; it's easy to achieve an effect such as this with new Cherrywood SHEETROCK gypsum wallboard. Hardwood floors are left exposed along fireplace wall.

Serve meals in the kitchen? Certainly! No need to serve breakfast in the dining room with this abundant space for family-size meals. Wall-hung birch cabinets, laminated-plastic counters, vinyl asbestos flooring are all easily cleaned with a damp sponge. There's no drudgery here.



PHOTOGRAPHY: LISANTI INC.
DATA: MURIAL HANNA REDNER
ACCESSORIES: SNOWDENS, INC.



SIZE OF HOUSE:
1,456 sq. ft. (each level)
28,783 cu. ft.



Surprise in back! From rear the house looks strictly modern. Terrace stretches length of family room, which is just a step through door. A favorite spot of Mrs. Allen's, terrace is quickly cleaned with broom or hose. Note interesting pattern of windows and strong horizontal line of blue-painted panels.

continued on next page

**PAST &
PRESENT
HOUSE**
(continued)



Door sidelights, louvered closet doors, and lighting fixture all help create colonial atmosphere in central entrance hall. Plaster ceiling is painted Gardenia White to match white woodwork, and contrasts pleasantly with beige walls. Entire house is insulated with RED TOP insulating wool.



Family room is the spot for games, television. Stairs lead down from central entrance hall. Natural-finished door at foot of stairs is to powder room, white-painted door leads to terrace. RED TOP plaster walls and ceiling were given a sand-finish texture. Baseboard heating ducts run below window.

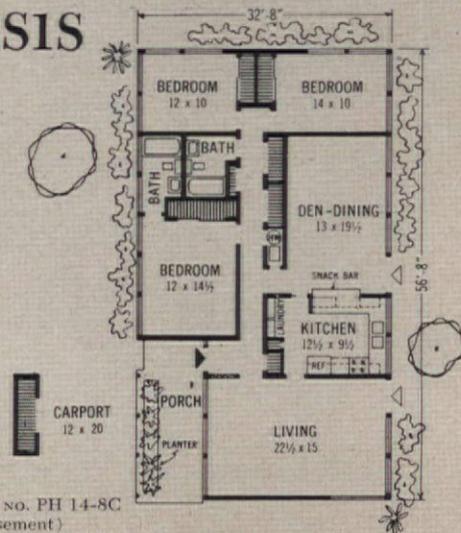
Generous-sized dining room can easily accommodate eight to twelve guests for dinner. Dining room is visually separated from living room by change of wall treatment, cased beam running across ceiling. Door leads to upper-level patio—ideal place for adult entertainment while children play downstairs.

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

POPULAR HOME'S Southland Oasis

FIRST BUILT in El Paso, Texas, the Southland Oasis was designed for a hot climate, a small lot, and a conservative building budget. Only 32 feet wide without the carport, the house fits easily on a 60-foot lot, with ample room for a patio. It takes advantage of the south sun, but shuts out the western glare. It has a large kitchen sandwiched between a comfortable living room and versatile den-dining room. Three bedrooms, double bath, and hallful of closets complete the design.

Low-cost building blueprints are available through the helpful dealer named on the cover. Ask him to order Plan No. PH 14-8C (not available with basement), and you can relax in your own oasis!



FAMILY-TESTED PLAN NO. PH 14-8C
(not available with basement)
SIZE OF HOUSE: 1604 Sq. Ft., 15,156 Cu. Ft. (excluding carport)
ARCHITECTS: GARLAND & HILLES, A.I.A.

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