

PLAINTIFF'S EXHIBIT

USG-1959

POPULAR HOME

MAGAZINE

FALL 1949



Flip over this copy and see the back cover.
Your sponsor, named there, will act like a brother.
When your problems are building, take them right to his door.
He will help you to solve them from the "roof to the floor."

BB025 0552

RETURN /
PC
Dej
300 W. A

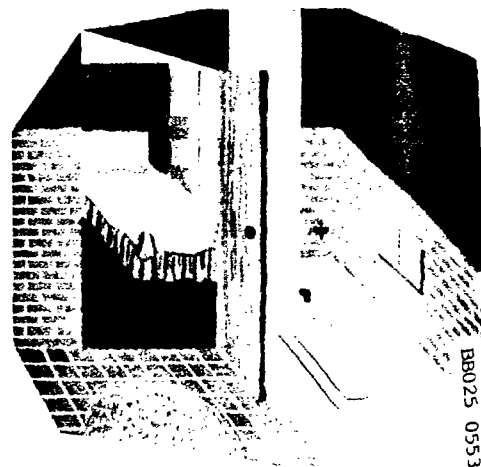


Deep purple is delightful

This all started with the violet colored tile in the bathroom of an apartment rented by a tenant of discriminating taste. He would not have chosen violet tile, but it was there, and could hardly be changed, so the problem was to make the best of it.

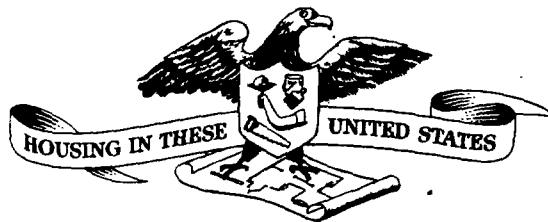
These illustrations prove that the tenants certainly did "make the best of it." They courageously painted the plaster above the tile a deeper purple, and carried the same color into their bedroom as the basis for a rich and effective color theme.

Steam pipes running to the apartment up-stairs are the reason for the "box" in the corner, which makes the set-back for the bed, and provides a stopping place for the color highlight of the room. Pipes can be concealed behind SHEETROCK gypsum wallboard, and the device becomes an asset to the room as it did here. Gardenia White is second wall color in the room. Both of the colors can be achieved with TEXOIL paints. The new improved color line is now available.



BE025 0553

POPULAR HOME — Early 1940s



Submitted by
Mrs. A. J. McFarland, Ogden, Utah,
who receives POPULAR HOME from
Anderson Lumber Company.

A number of years ago I persuaded my husband to take me and our young baby for a visit at the tie camp in the mountain tops where he was supervising tie-whackers on a contract to supply the Gilmore and Pittsburgh R.R.

Clinging to a wagon gear, we traveled up from the R.R. spur to the magnificent outdoor-living quarters of the men. It was walled in with close growing, sky reaching Lodge Pole Pines; roofed with the bluest of blue heaven and carpeted in soft green, sprayed with bouquets of the three primary colors.

Our neighbors were the pugnacious porcupine and the loud mouthed camp-rocker jays, with occasionally a curious man.

Baby and I were ecstatically happy in this rare atmosphere, with the ringing sound of axe and saw, the scolding of the skid-team driver and the whacker's "Timber" call.

Suddenly, one July day, without warning, snow began to fall softly and silently at first; then came an icy breeze followed by a blinding blizzard.

The boss called a halt on tie-whacking and ordered all hands to put up a house. If the order surprised me, the results were astonishing.

An area that I had classified as graveyard of forest monarchs became the scene of activity. There giant pines and small underlings lay crisscrossed where a lightning-lit fire had stripped them of foliage to bleach for years, awaiting their time of usefulness.

I sat on one of the logs with my babe wrapped with me inside a quilt and a horse blanket and watched my husband select small logs of uniform size and assign the men to sawing, squaring, notching and laying up. Some quartered

green saplings lengthwise for chinks and others gathered branches and sod for the roof. Two built a door.

Before dark we were ushered into our



new house where, already, a fire of pine knots within an earthen fireplace sent out fragrant warmth.

The men protested when I begged them to share the cabin.

"No, no. It is for the baby and the woman. We will be comfortable in our tarpaulin beds."

"But you have accomplished a miracle," I begged with tears of gratitude. "Come and enjoy the fire for a little while."

At first there was tension between the men, the baby and me. Then someone remembered a little sister at home. Another hummed a lullaby. Group singing followed. Soon all were reminiscing. There were thrilling experiences of the forest, the range, the sea, even escapades with the law were freely and fully told. What a surprising group they were.

One attribute we all had was the feeling of having accomplished something worthwhile. Having saved a baby and its mother from the cold that night, at the top of the world, I believe, is the key that opened their hearts.

Soon the job was finished. The nearby mines played out. The railroad ceased to function. But still my thoughts go back to that nicest of all house-warmings. I wonder if the men remember too.

YOUR housing experiences may be worth \$100... if they're amusing, interesting or helpful to others who are building, remodeling, repairing, improving or otherwise experiencing the joys and tribulations of home ownership. POPULAR HOME invites you to write up your story and send it in—if accepted, you'll be paid \$100 for your contribution, one month before publication. Keep the item short. Address it to the Editor, Popular Home, 300 W. Adams St., Chicago 6, Ill. No contributions can be returned, and Popular Home reserves the right to edit items published. Please mention the local POPULAR HOME sponsor named on the back cover of this magazine.

Courtesy LOCAL COMPANY named on back cover.

POPULAR HOME

MAGAZINE

FALL, 1949—Volume 6 Issue 6—Mailing Date: September, 1949

SENT TO YOU EIGHT TIMES A YEAR BY THE SPONSOR WHOSE ADVERTISEMENT APPEARS ON THE BACK COVER OF THIS ISSUE. POPULAR HOME is published in the interests of better living for the American family, and is devoted exclusively to construction, decoration, care and repair of the home.



The terrace on the roof has all the characteristics that have given the work of its designer, Pietro Belluschi, Portland, Ore. a nation wide reputation as one of the West Coast's foremost architects. Mr. Belluschi achieves a feeling of lightness and openness of structure with this high open roof treatment. Only those members which are structural necessities are present.

MR. AND MRS. JOHN W. S. PLATT, OWNERS

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"My idea of a house"

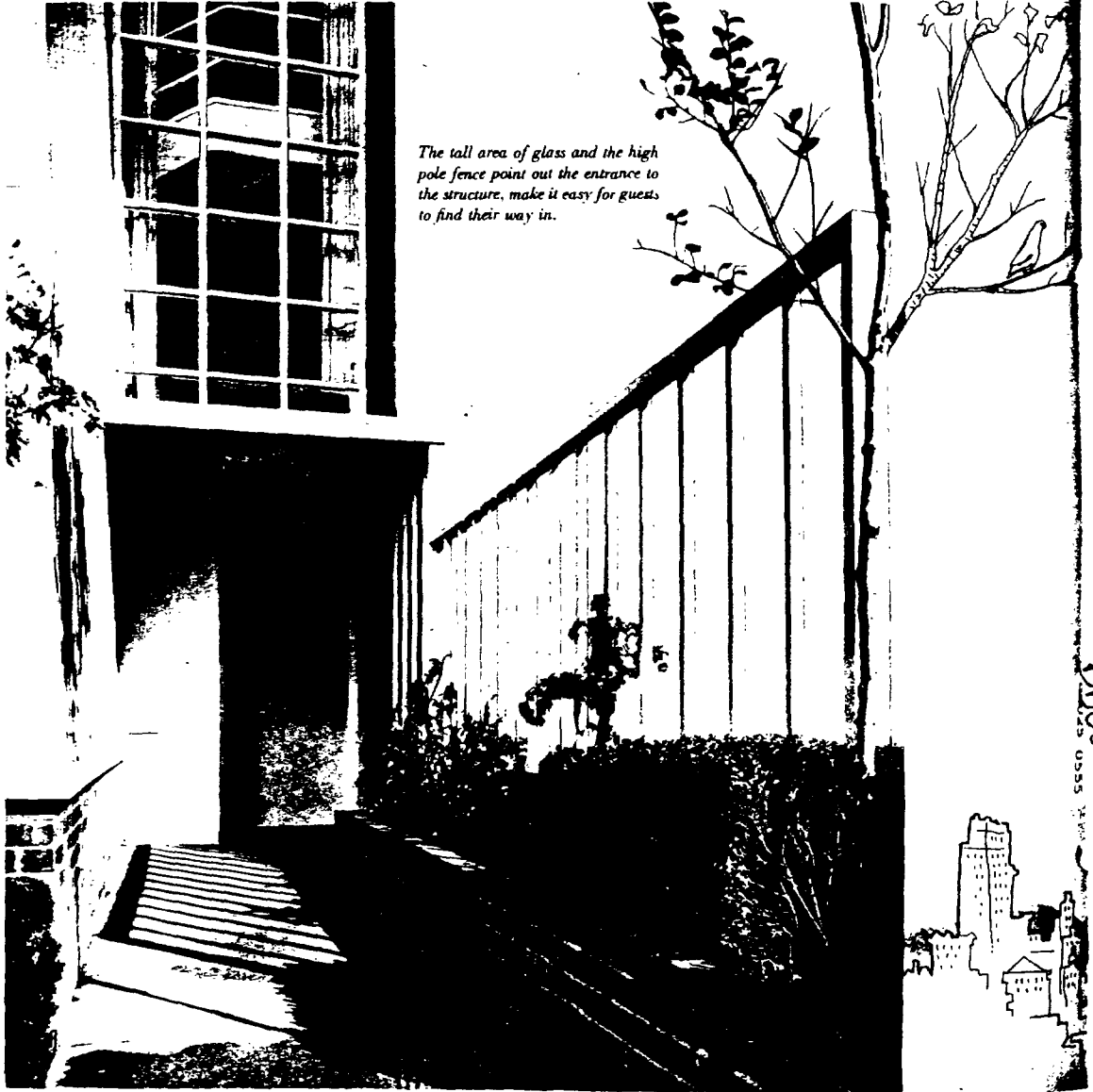
Can you beat this for

REMODELING?

NOTHING is too much to expect from an old house. This one had a choice location on 25 feet of San Francisco hillside with a rare and wonderful view of the bay from its upper story windows. The view was one of the assets which shaped the remodeling ideas of the architect, Francis Lloyd.

FRANCIS LLOYD, ARCHITECT PHOTOGRAPHS BY PHIL FEIN

The tall area of glass and the high pole fence point out the entrance to the structure, make it easy for guests to find their way in.



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Before remodeling—It never was a thing of beauty, but it had been stylish in a day of ornamental profusion now obsolete.



Simplicity of contour and surface and form distinguish the exterior of the completed remodeling job. Notice that part of the basement became a garage.



Record storage is simplified and organized in a special cabinet that might well be included as a part of the remodeling job in the home of any record fan.



This staircase depends upon sheer form of structure for its beauty, and Red Top plaster over USC diamond mesh metal lath make this conception of beauty a possibility. Lights and shadows from the big window provide all the ornamentation.





Popular Home's Plan View House No. 6

HOUSE of FAMILY SERVICE

Donald Grieb and William Selzer, designers. Mr. Selzer is the owner of the house pictured.

THERE is a house with a separate dining room, with a basement, with three bedrooms, with a workshop, with a garage and with a laundry on the ground level. Large closets upstairs and basement area provide ample storage space.

Interior wall surfaces were finished with RED TOP plaster over ROEKLATH plaster base.

The ceiling, however, used USG metal lath, and $\frac{3}{8}$ inch copper tubing in the ceiling provides the radiant heating. The large windows are insulating glass, and the owner says that in the very cold clear weather of a Wisconsin winter, solar radiation warms the house sufficiently that the heating system seldom turns on between 10 a. m. and 4 p. m.

The landscaping and retaining wall are designed to drift snow in a saucer shape and minimize snow shoveling. Bedrooms are arranged for cross ventilation. The single bathroom is supplemented by the dental lavatory in the kitchen near the back door for use when coming in from outside. There is space for a lavatory just south of the rear entrance, near the kitchen plumbing.

Study the plan of the kitchen-laundry area. It is well arranged, well placed, well lighted and well ventilated. The supplementary Sketch Sheet offered elsewhere on this page, contains another photo and more description of the kitchen and other parts of the house.

The garage is directly under the handsome entrance terrace pictured here. Planting adds much beauty to the terrace.



Front



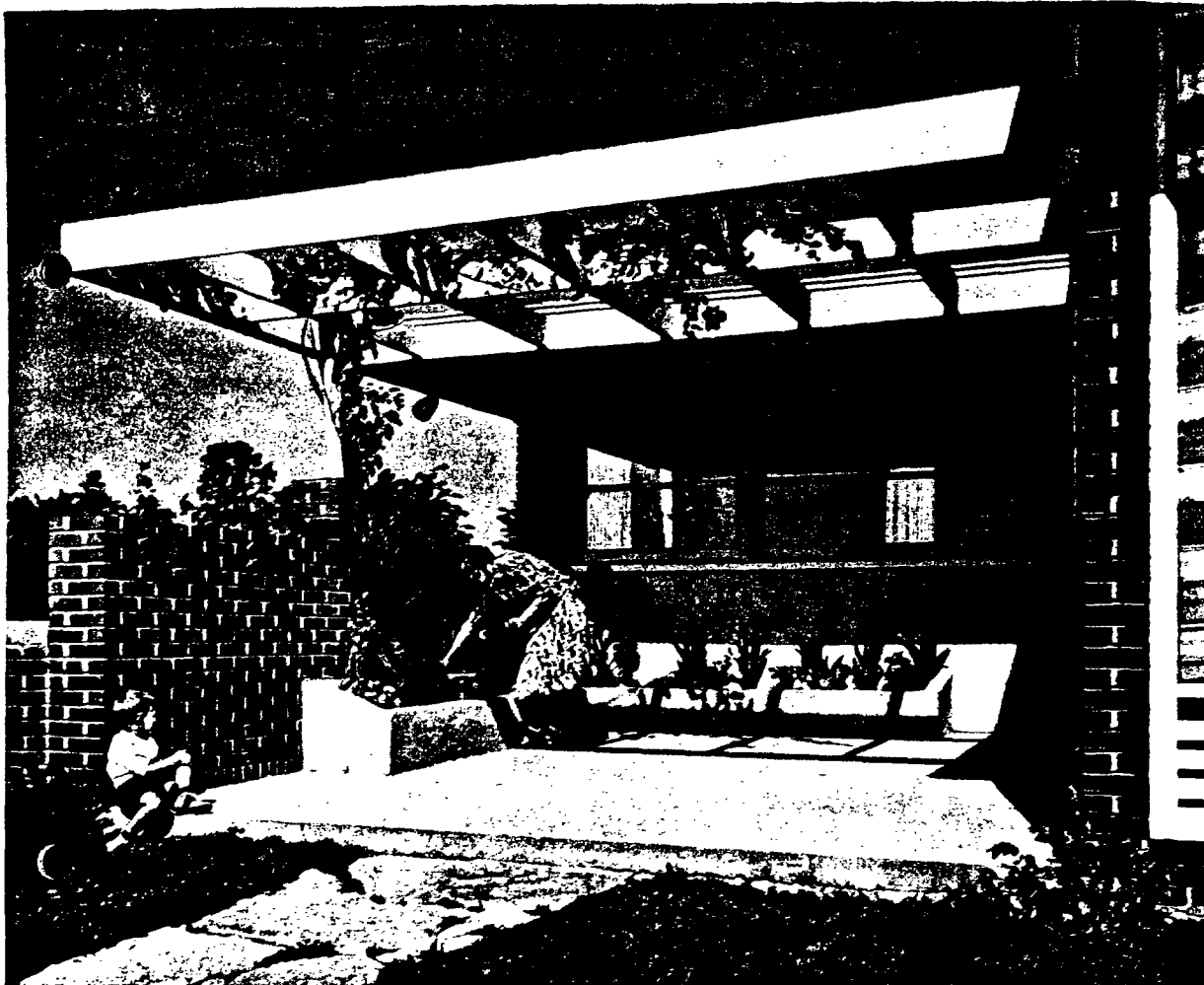
Rear

Go to the company named on the back cover of this magazine for the supplementary Plan View No. 6 containing more pictures and information on this house. Blueprints for building the house can also be purchased through them from Selzer Grieb, Designers, 7623 W. State St., Westchester, Wis.

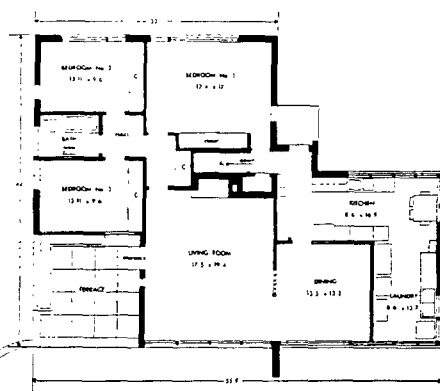
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POPULAR HOME

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Entrance terrace



1,127 square feet of habitable area
710 square feet of basement
18,810 cubic feet
5,857 cubic feet of basement

Kitchen and laundry are in an L, with the laundry extending off to the right of this photograph. Notice the breakfast nook, surrounded by windows.



BB025 0558

HOUSE
of FAMILY
SERVICE
(continued)



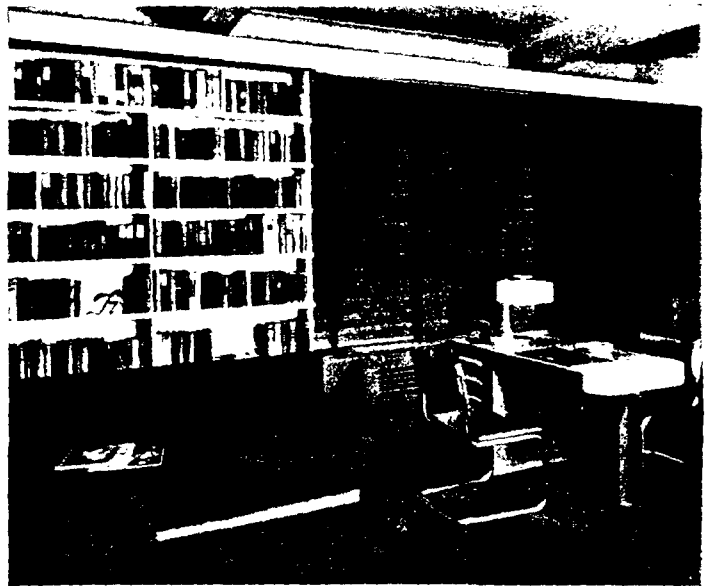
ABOVE Living room picture windows on the front of the house are logical in this case, because the house is set well back from the road, and there is a handsome view to be seen from them.

BELOW Even though this child's bedroom is small, there is wall for furniture placement because windows are set high in the wall. Privacy is also gained for this bedroom at front of house.



BB025 0559

This one is pretty formal, gives a slick, smooth, well groomed appearance. The tailored built-in sofa takes some of the responsibility for this feeling.



JOSEPH AND JILL LEE PHOTOGRAPH BY HEDRICH-BLESSING PHOTOGRAPH

a STUDY of STUDIES

A study is an ambition of most homeowners. Often an extra bedroom takes on this function. These rooms have a multitude of uses. They are a quiet spot for reading, for concentrated desk work, or quiet conversation. They can be a "workshop" for sewing or homework. They can provide sleeping accommodations for overnight guests. Here are two examples of how this can be accomplished with beauty and dignity in your home.



DATA BY RUTH LEE PHOTOGRAPH BY HEDRICH-BLESSING PHOTOGRAPH

Deep red walls are an unusual approach, but give this combination family room a restful uncluttered appearance. The radiator, painted the same color as the wall, seems to have disappeared.



Design for Dining



The dining room shown is in this house of three levels. Upper windows are in the owner's bedroom, below is the dining room, and to the right, the living room. Located on the St. Joseph River in Elkhart, Ind., this house turns its back, point to the road side, and concentrates its windows towards the water and its panorama of seasons.

EARLIER this year Popular Home discussed in some detail the sociological significance of lowering the barrier between kitchen and dining areas. Here again is shown another fine example of this trend, beautifully handled by Architect Alden Dow of Midland, Mich.

This opening is designed as a multi-purpose unit, because it provides wide counter space allowing it to be used for breakfast service. Open, it brings added daylight to the kitchen, it allows the housewife to maintain contact with dinner guests while she is serving the last courses of a meal, it provides a view through the dining room to the lawn and the river beyond, it reduces traffic in the kitchen. But if privacy is desired in the kitchen, it is achieved by merely closing the doors of the opening.

This unit is in what is admittedly a reasonably large home, which, like so many of that type, contain ideas such as this one that may be adapted to more modest dwellings.

The owners have liked their glazed brick floor in the dining room for its easy cleaning qualities, the smooth beauty of the plaster walls and ceilings, and the generous storage space.

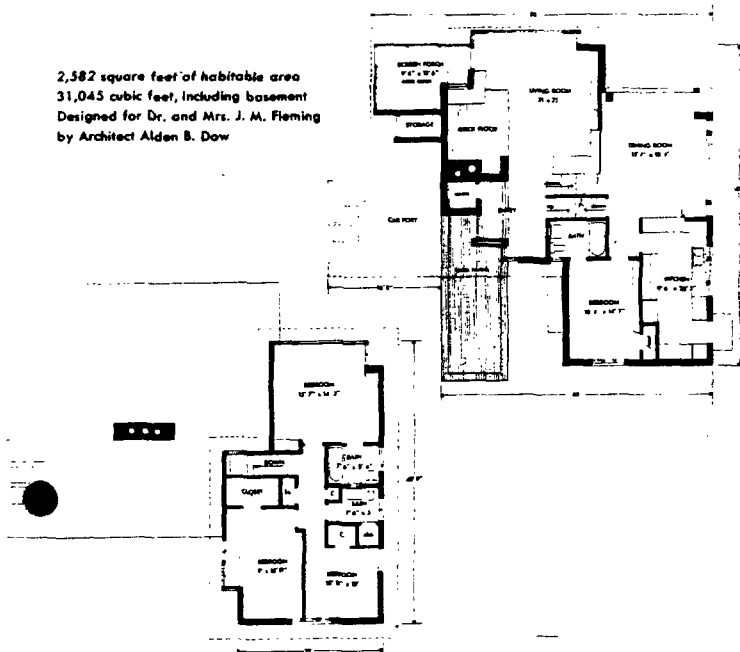
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←→
This handsome room has a brick floor, light wood furniture simple in line, ceiling lights that cast a pleasant glow for dining. When open the kitchen counter is used as a serving table or breakfast bar. Storage cabinets are below, on the kitchen side. The opening between rooms increases daylight in the kitchen but can be closed by sliding doors shown. Walls and ceilings in both rooms are of RED TOP plaster.



Storage space accommodates trays, platters and toasting forks for frequent outside suppers and other usual household possessions. With glass doors folded back, the whole glorious outdoors seems a part of the room. At the right is a door leading to the terrace. Building costs have shrunk many dining rooms to mere nubs, but a room like this is an incentive to review the merits of a real dining room where father can carve with happy abandon.

2,582 square feet of habitable area
31,045 cubic feet, including basement
Designed for Dr. and Mrs. J. M. Fleming
by Architect Alden B. Dow



Courtesy LOCAL COMPANY named on back cover.

the thrifty shopper



Building costs, trends and expectancies are revealed in a new survey of the building industry. It shows that costs of building single-family houses and large-type buildings in the nation as a whole declined 5 per cent between May 1, 1948 and May of this year.

New thermostatic air control: An automatic individual room temperature control for homes using forced warm air heating systems is now available. This thermostat operates a register to proportion the volume of heated air entering the room.

Speak to lamp and it Lights: This new lamp is built so that the human voice turns it on. It is called an Electronic lamp. The height of the lamp is 23 inches and it is finished in vivid two-tone color combinations.

A new bread box with exclusive built-in slicing and sandwich board, designed on simple modern tapered lines, has an inside shelf. The slicing and sandwich board is set into the inside of the door and is ready for use when box opens.

A new type cooking pan has a small strainer built into the locked-on lid, covered with a safety shield to guard against steam. Its purpose is to drain vegetables more safely and easily.

Rug binding: A new heat sealing, mending tape for rugs has been introduced to the housewife. Made from a soft drill fabric with a special adhesive coating, it can be blended easily with rug edges. It comes in burgundy, blue, rose, green, tan and grey.

A new coffee or dining table operates like a piano stool swivel to adjust from a height of 18 to 30 inches. It extends to 48 inches or 60 inches.

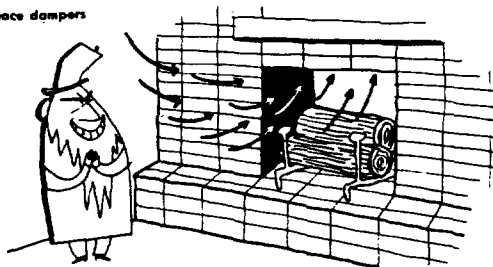
Meter Plan Refrigerators: No money down on these. The refrigerator comes with a meter and the buyer merely places 30 cents a day in the meter until the refrigerator is paid for. In test markets the plan was a great success.

Prepared for POPULAR HOME by the
Home Management Council,
332 Wesley Ave., Oak Park, Ill.

BB025 0562



with fireplace dampers



Hot tips to cut HEATING COSTS



with storm sash



with weatherstripping

KEEP OLD MAN WINTER OUT with Insulation with Weatherstripping with Storm Sash with Fireplace Dampers

It may be more blessed to give than to receive, but your furnace is mercenary on this point. It won't give unless it gets. Thus, the only true way to cut the cost of furnace consumption is to reduce the demand for heat output made upon it. If heat waste can be minimized, less heat will be demanded from a furnace, less fuel will be required to keep it going.

Heat leaks away, and is replaced by cold at numerous points in a house. Tests show that a great deal of the heat loss in an uninsulated house is through the roof. Insulation in the floor of unused attic space has been found to reduce such loss considerably and result in fuel savings. It is easily installed. Very often the space over the top story ceiling, or space under the peak of the roof is not floored, and insulating wool can be put between the joists, directly over the ceiling of the rooms below.

RED TOP insulating wool is supplied in convenient batts which fit the standard width of stud and joist spacing in most houses. Batts are easier to handle and install in small quarters. Those with the RED TOP label are of uniform thickness (and insulating ability) over their

entire length. They are backed with a black paper which is a vapor barrier. The fireproof mineral wool is adhered to this paper, and if installed properly it will not sag downward when the batts are in vertical framing spaces.

RED TOP granulated mineral wool is also packaged in bags, and can be poured directly between joists over ceilings, and leveled off to the required thickness. In existing houses it can be poured or blown into the sidewalls as well, for maximum results.

The technical details of how either of these products will fit specifically into your particular home will be supplied without obligation by the local company named on the back cover of this issue of POPULAR HOME.

Doors, windows and glass areas are also sources of heat loss. If they can be sealed tight with weatherstripping and doubled up with storm sash, there will be a fuel saving. There are other "leaky" spots peculiar to individual houses. (the fireplace chimney is only one example). Your POPULAR HOME dealer will help you to find and correct these as well.

● THE POPULAR HOME CHAIR...

yours for the making

"... what this country needs (as much as a good 5c cigar) is a good, comfortable, low cost chair." And here it is, the first in a series of striking furniture pieces you can make yourself. Watch for a matching table, for children's furniture and for built-in telephone units in future issues.

A chair for everywhere

It's a chair of many uses—with a dining table ... as a desk chair ... for a card table ... in the bedroom ... in the bathroom ... in a recreation room ... as an all-purpose occasional chair.

It's comfortable—fits you just right in just the right spots.

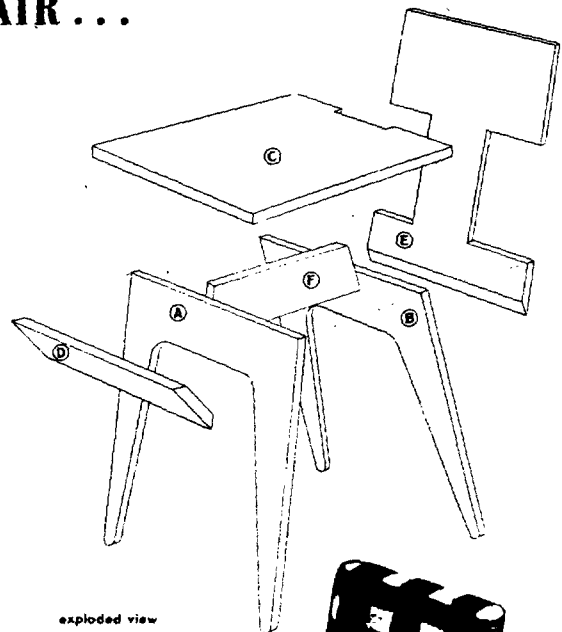
It's good looking—in good taste in any type of home.

It's low in cost—a set of four chairs can be made from a single 4x8 foot sheet of $\frac{3}{4}$ inch plywood with a piece 8x48 inches left over for a shelf.

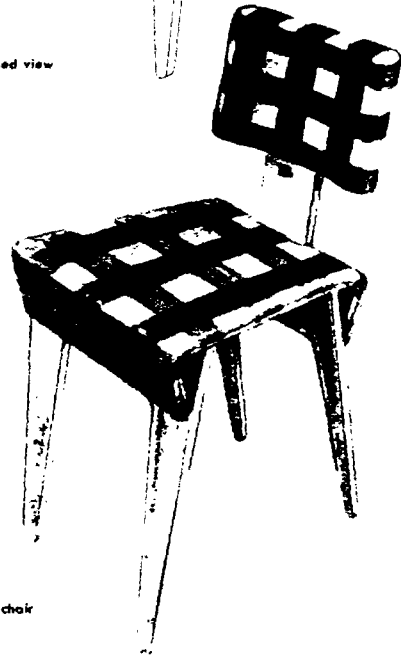
It's simple to build—saw out six simple parts, lock them together with screws—that's all! Hand tools can do the complete job.



Courtesy LOCAL COMPANY named on back cover.



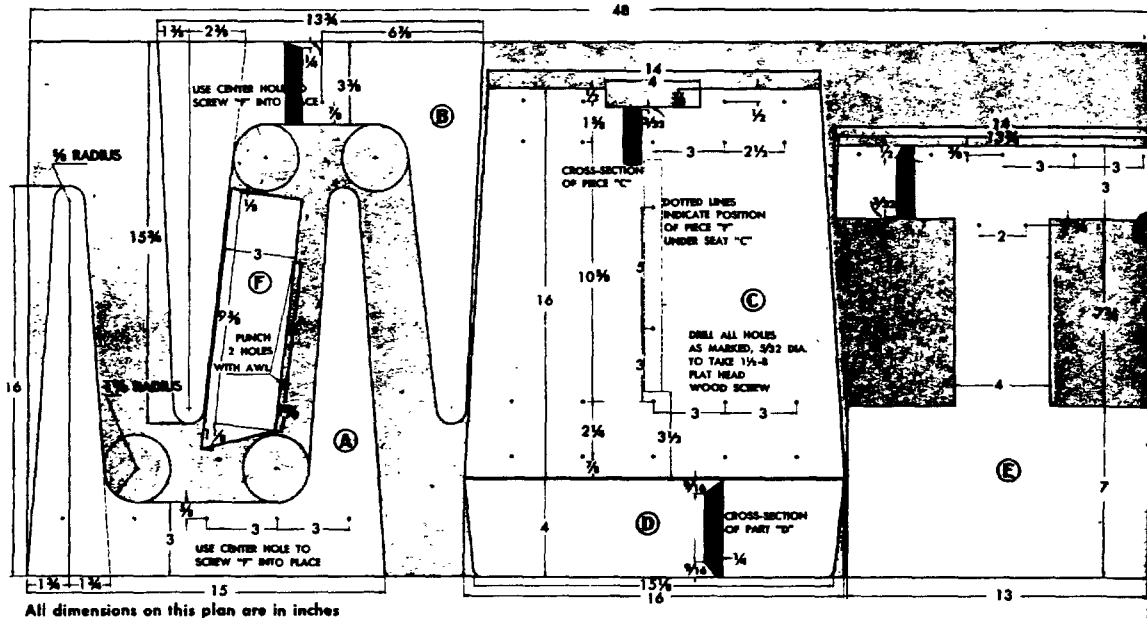
exploded view



finished chair

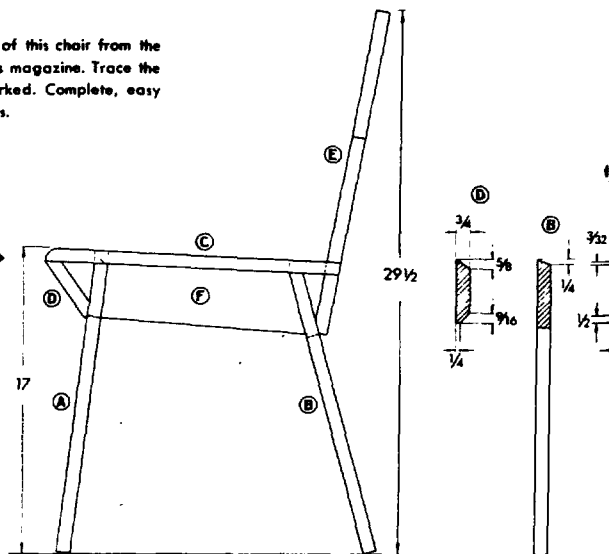
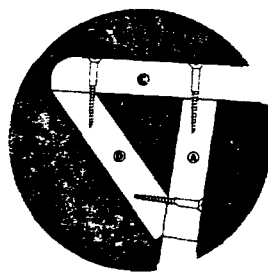
THE POPULAR HOME CHAIR—or a whole set of them—goes everywhere in your house, serves a dozen purposes, soon becomes indispensable. It was especially designed for POPULAR HOME readers by outstanding modern designers, and all dimensions for construction are shown here and on the following page. If cut as shown, the five simple pieces drop into place and brace each other in a well-engineered fashion. For easier building obtain the full size pattern and complete step by step instructions available free from the local company named on the back cover of this magazine

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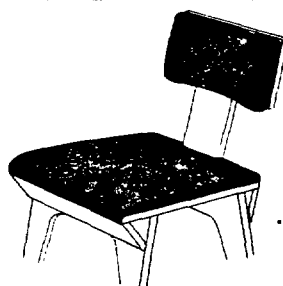


FREE FULL SIZE PATTERN

You can get a free full size pattern of the six wood parts of this chair from the company in your community named on the back cover of this magazine. Trace the pattern on the plywood and cut. Screw holes are all marked. Complete, easy details are given in step by step instructions and photographs.



- Foam rubber, rubberized curled hair or cotton batting are recommended as padding, with an upholstery material of the builder's choice. The chair is shaped to provide ledges for tacking upholstery, but it can be used without covering. The exposed wood parts can be painted or given a natural finish.



THIS IS ALL YOU NEED

3/4" plywood
(waterproof bonded preferred)
22" x 48" for 1 chair
48" x 88" for 4 chairs

upholstery

Airfoam, rubberized curled hair, or cotton for padding (optional).

Padding for back—7" x 22"
Padding for seat—16" x 18 1/2"
fabric—own choice 22" x 22"
for back, 30" x 22" for seat.

screws
34—1 1/2" x No. 8—flat head
wood screws

*It is recommended that all joints be glued, but it is not essential.

BB025 0565

• **SEE!** this is a new
kind of paint!



It certainly is a new kind of paint
—and it's just what you've been
waiting for! It is an oil finish, of
course, but it does things no oil
finish has ever done. Here are the
seven most desirable qualities a
paint can possess . . .

All combined for the first time in ONE paint!



TEXOLITE
Seven Star ★ Impervious

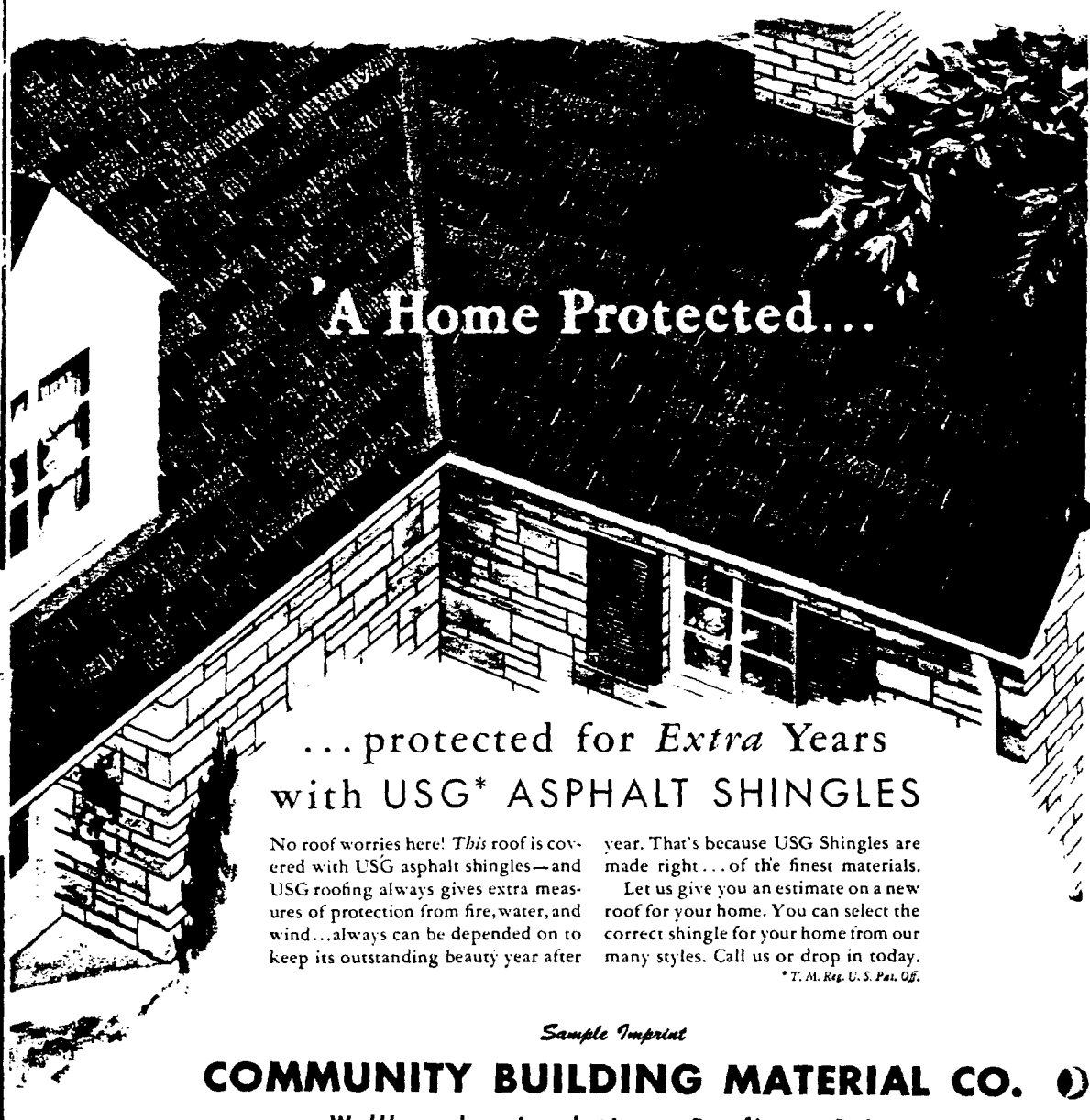
Thrilling colors—soft
pastels—new dra-
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