

Popular Home

Your How-to-do-it Magazine

Summer • 1957

PLAINTIFF'S EXHIBIT

USG-1167



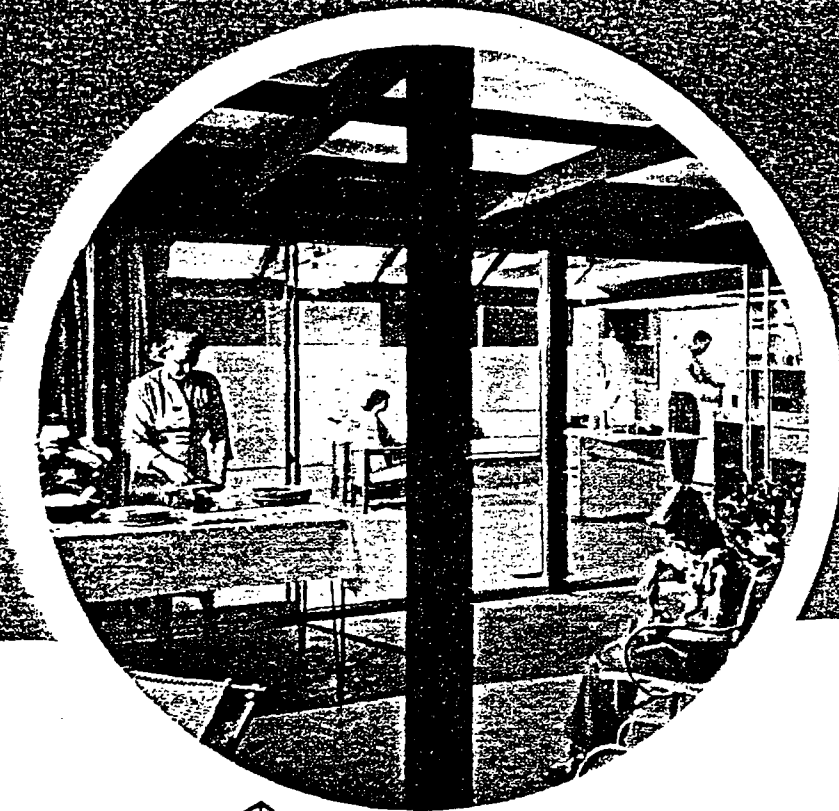
SHE DREAMED OF A BALLROOM



HE WANTED A PLAYROOM



HE ASKED FOR A WORKROOM



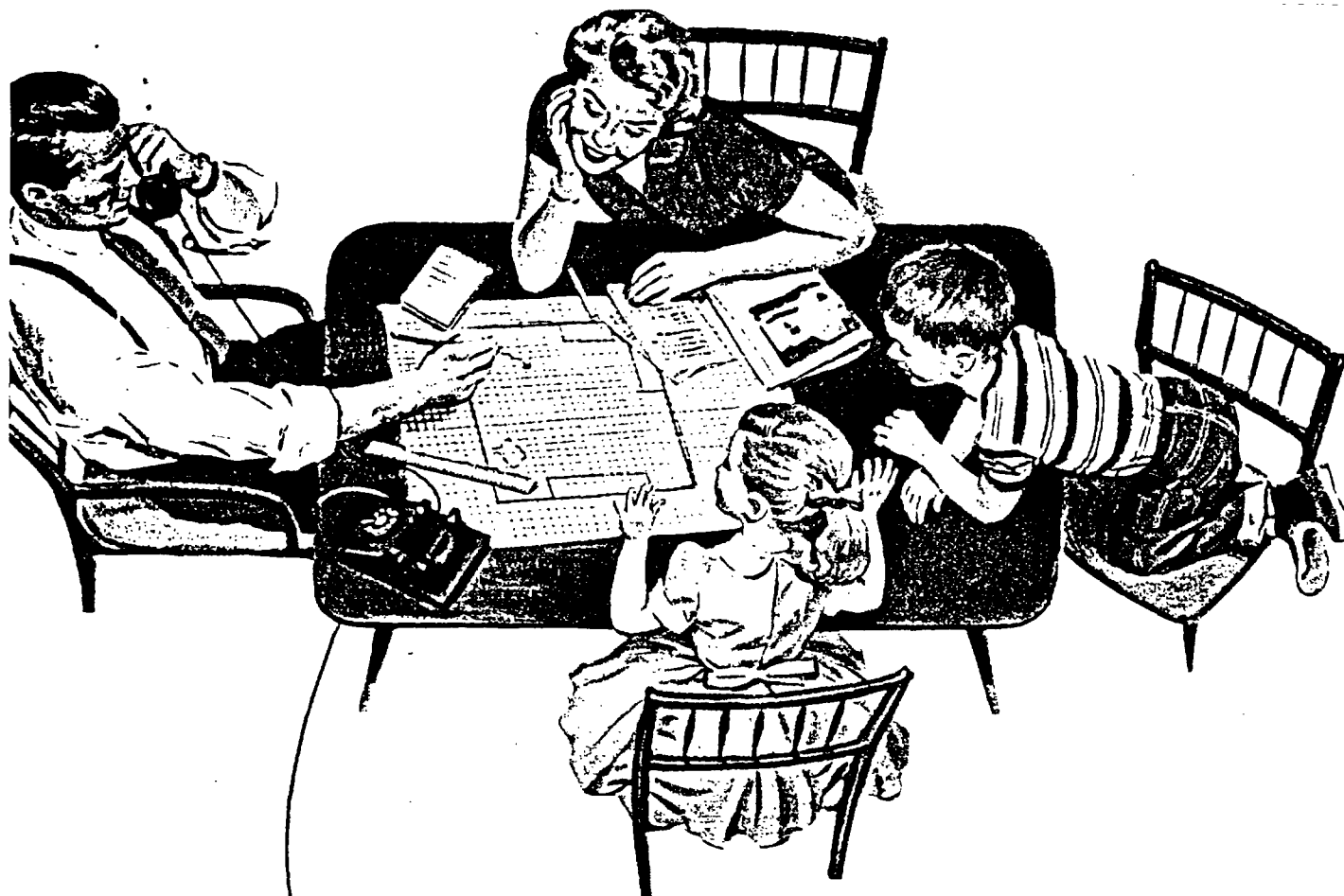
SHE HOPED FOR A GARDEN ROOM



HE NEEDED A SHOP

Room for everything,
with ideas for everybody

BB027 0591



LET US BE THE FIRST TO KNOW
when you decide to **REMODEL**

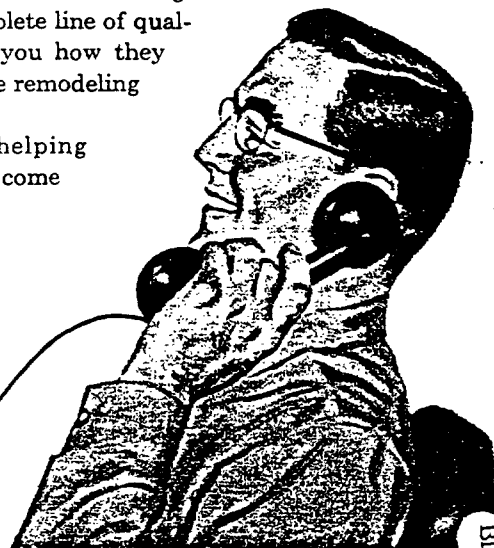
That remodeling job of yours becomes our project too—the minute you tell us about it. We'll give you valuable advice on plans . . . money-saving shortcuts—can even make helpful suggestions on contractors and on financing.

Most important of all, we carry a complete line of quality building materials—and we'll show you how they can be used to give you the finest possible remodeling job at the lowest possible price.

Folks in this community say that helping homemakers is the best thing we do. So, come in or call us—won't you?

Want to phone us now?

... OUR NAME IS ON THE COVER



Popular Home SUMMER • ISSUE 5 • 1957

POPULAR HOME Magazine: Summer, 1957, Vol. 14, No. 5. Mailing date: July-August. 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.

BB027 0592

Full of ideas, flexible, fresh with color, here's a

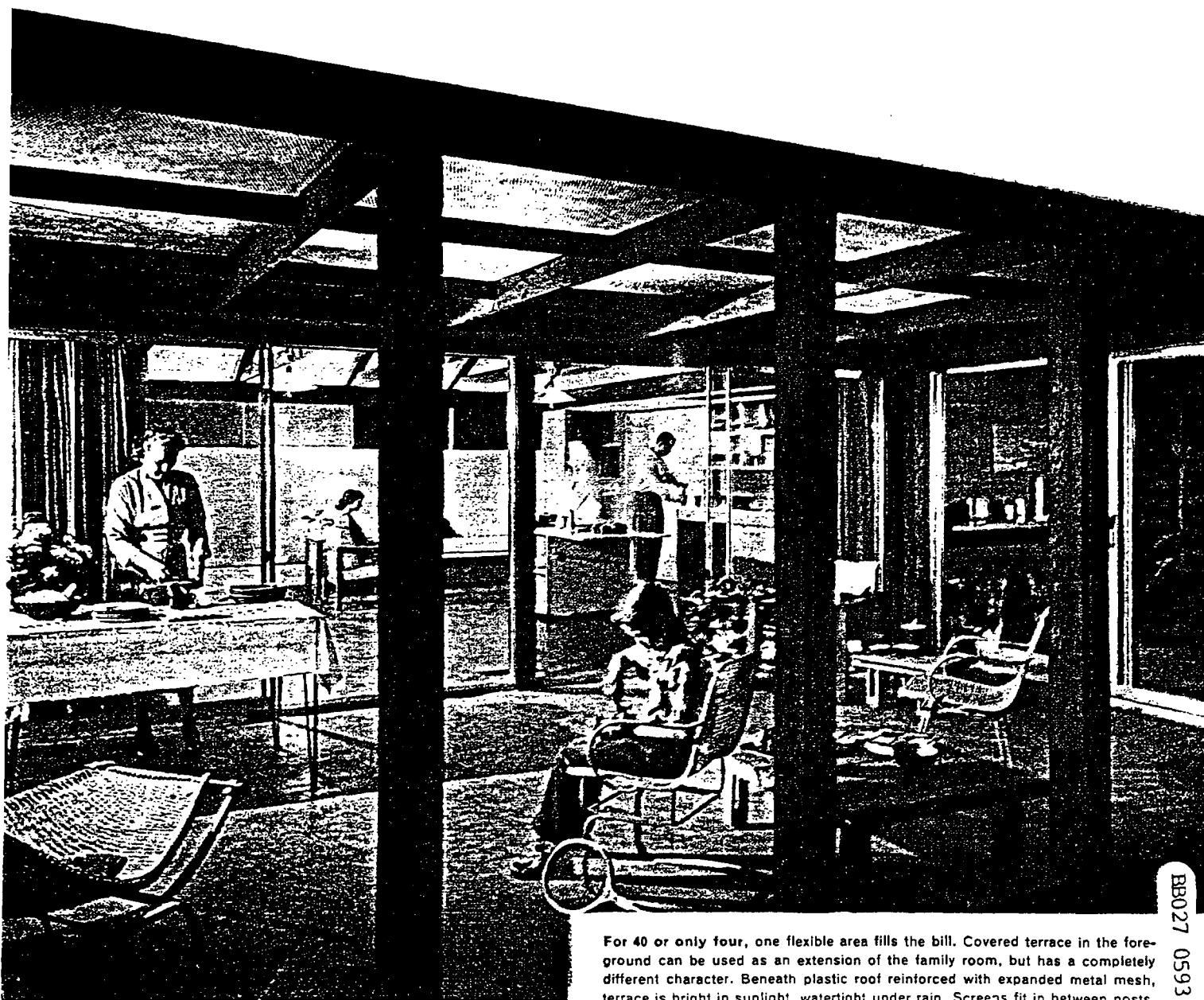
ROOM FOR EVERYTHING

"How would you like a room?" This was the simple question

E. T. Hollister put to his children a year ago. Their answers sparked the room you see below and on the following pages.

In their story you may find the answer to the nagging problem which all families with maturing children face:

how to keep everyone busy and happy—at home.



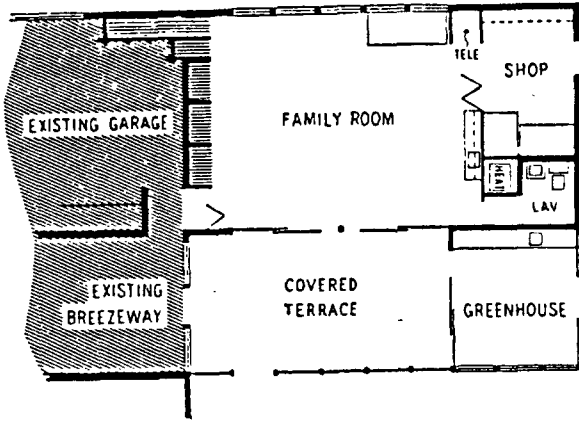
For 40 or only four, one flexible area fills the bill. Covered terrace in the foreground can be used as an extension of the family room, but has a completely different character. Beneath plastic roof reinforced with expanded metal mesh, terrace is bright in sunlight, watertight under rain. Screens fit in between posts.

For the family first, but for friends, too

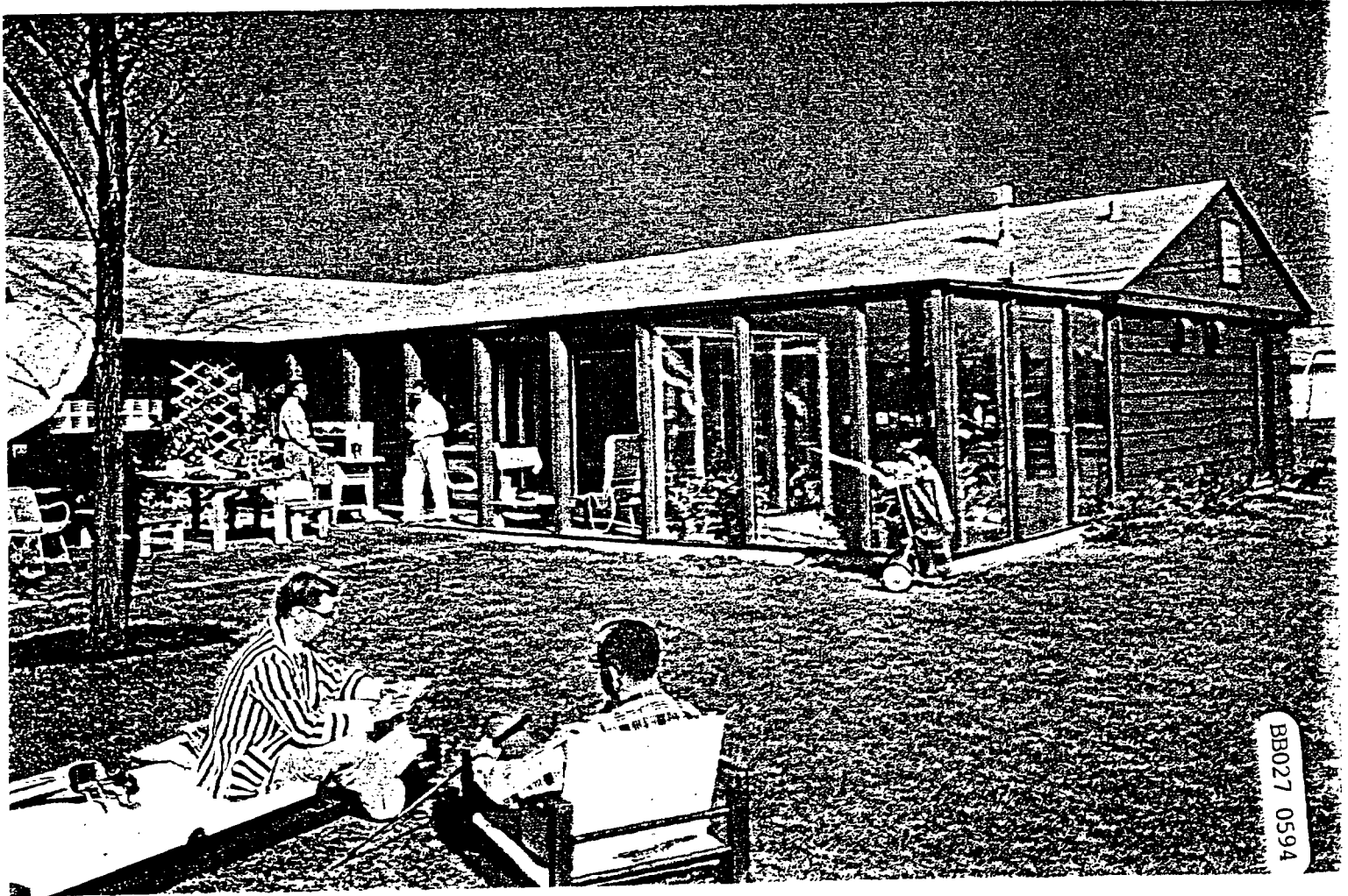
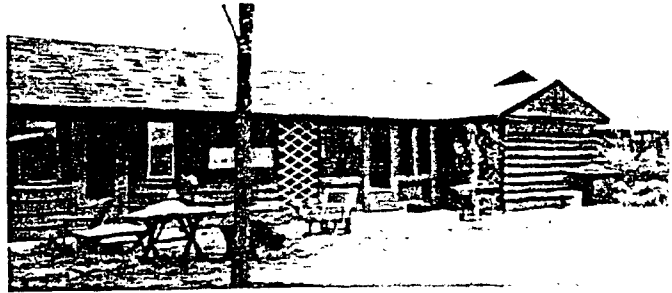
THE Hollisters' basementless house, big enough for three youngsters under 12, was too small for the diversified needs of three active young people over 12. Ed Hollister had bought his house when prices were lower, and had saved enough for an addition. On top of that, the house had appreciated enough to make an addition economically sound. And the Hollisters preferred to have their children entertain at home rather than seek diversion away from home.

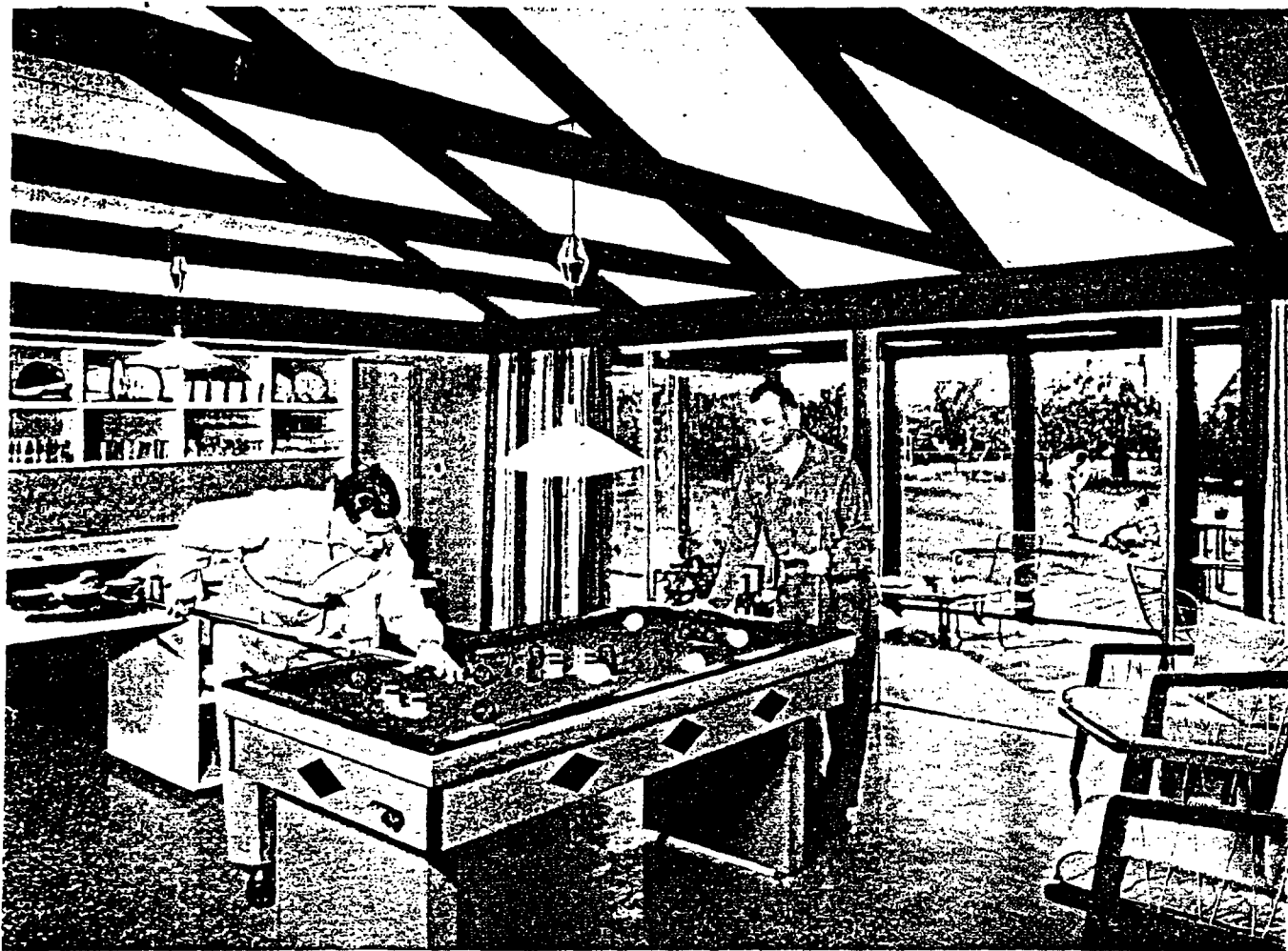
Working closely with architect Brooks Buderus, AIA, decorator Lucille Knoche and builder Axel Ullberg, the Hollisters came up with an addition that satisfies everyone.

Whether your oldest is 15 or only 5, begin to plan now for a family room. Your children will need it before you know it.



A good house to begin with (right) is a better house with the addition on it. Loath to leave a good neighborhood, the Hollisters tore off a small storage shed and added new living space in a wing behind the two-car garage (below).





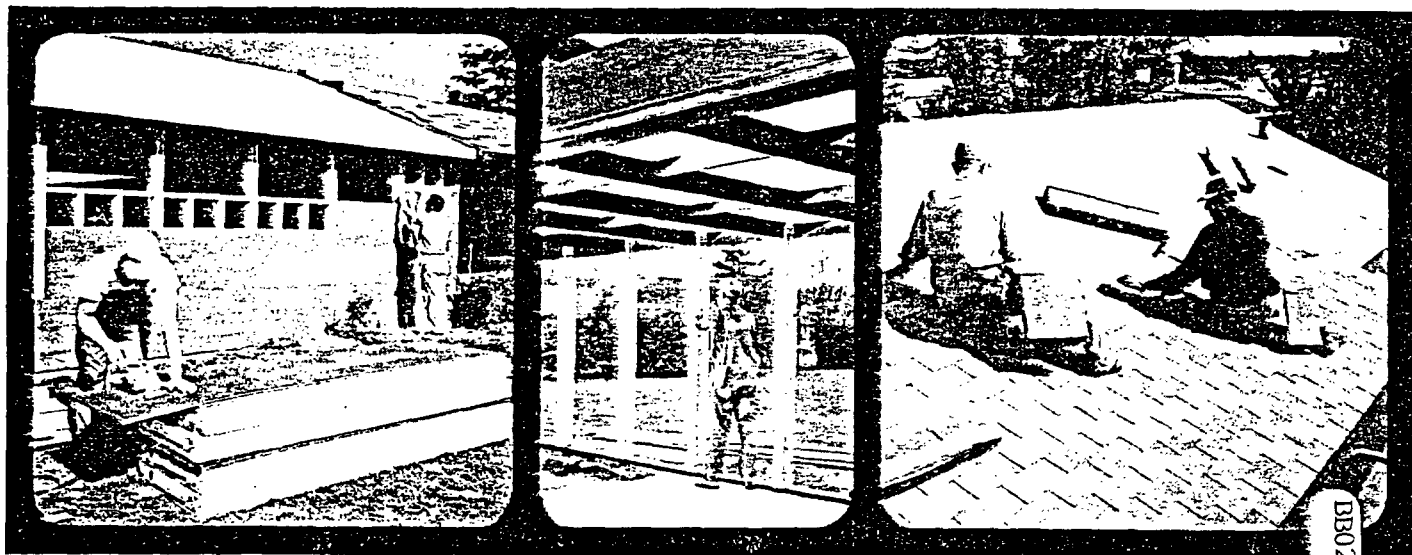
There's beauty in every direction. The room purposely has as little furniture as practical to allow maximum space for activity. But wall and ceiling treatments compensate with color and texture. Pair of sliding

glass doors offer a distant view across terrace and rear yard. Display cabinet-counter at left is a close-in focal point of the room, while the beamed ceiling creates an illusion of almost infinite space above.

Every good job starts with outside walls. Warmth and strength are furnished by USG Insulating Sheathing. Easily cut with a saw, sheathing is nailed to studs where it provides a backing for horizontal siding to match old.

Posts on 4-foot centers are built up of three 2x6s nailed together. Center 2x6 is shorter than the other two, and 2x10 joists fit into the slot.

Roof of USG Thick Butt Asphalt Shingles is nailed through USG Roof Insulation into wood sheathing. Asphalt felt (lower right) keeps water from working under shingles.



PHOTOGRAPHY: HEDRICH-BLESSING • PROJECT DIRECTOR: CYNTHIA MONTGOMERY



"Daddy bought it when I took him with me to buy these records"



UNTIL the family room was built, the Hollister children had a hard time entertaining. If many friends came, they took over the living room. If a few came, they took over the living room. "Look out for the rug!" "Don't spill!" "Will you *please* be quieter!" These were common phrases.

The family room is a place for doing, not "don't-ing", and there is always plenty a-doing. Spaciousness has brought the gang to the Hollisters; bright colors have made them feel comfortable. Durable floor and wall surfaces have let them enjoy the room to its fullest. Gayle has a mixed party once or twice a month for dancing. Kevin has scout meetings there, Keith meets with his patrol.

Yet the room has quiet moments, too. A solid top fits over the pool table as a base for train table (left, below) or table tennis. Occasional overnight guests rest comfortably on a cushioned box (left, above) used for storing extra bedding. The light is good for reading or studying to soft music. But something is always going on.

That, of course, was the Hollisters' original intention.

It's the gathering

On the inside, step 1 in building a good wall is to insulate it. After the addition is enclosed, RED TOP insulating wool batts are stapled between studs to protect the room against problems of heat and condensation.

Step 2 is application of BAXBORD gypsum backing board. The board nailed to roof sheathing is foil-backed so it forms a vapor barrier. Plain BAXBORD is sufficient on side walls, for insulating wool is faced with vapor barrier.





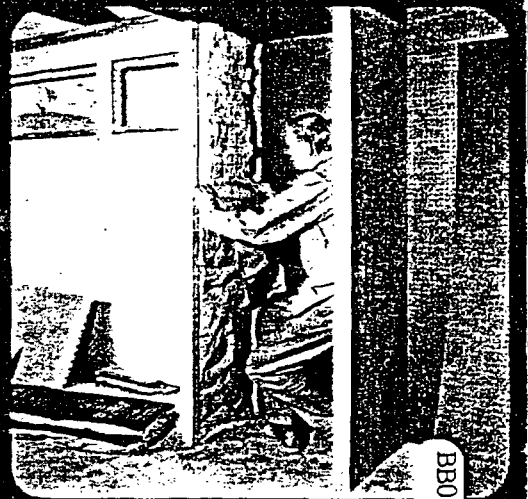
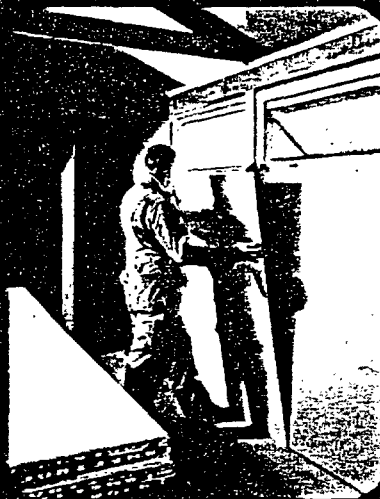
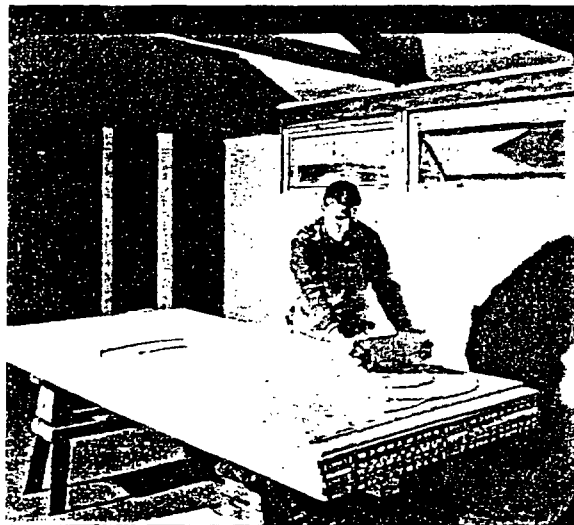
Where there are food and music you'll find a gang, and the desires of feet, ears and stomachs are well cared for here. Vinyl tile makes a fine dancing surface. Acoustical tile on ceiling helps good music sound better. And those interested in food can eat without ever being in the way of those who are dancing between mouthfuls.

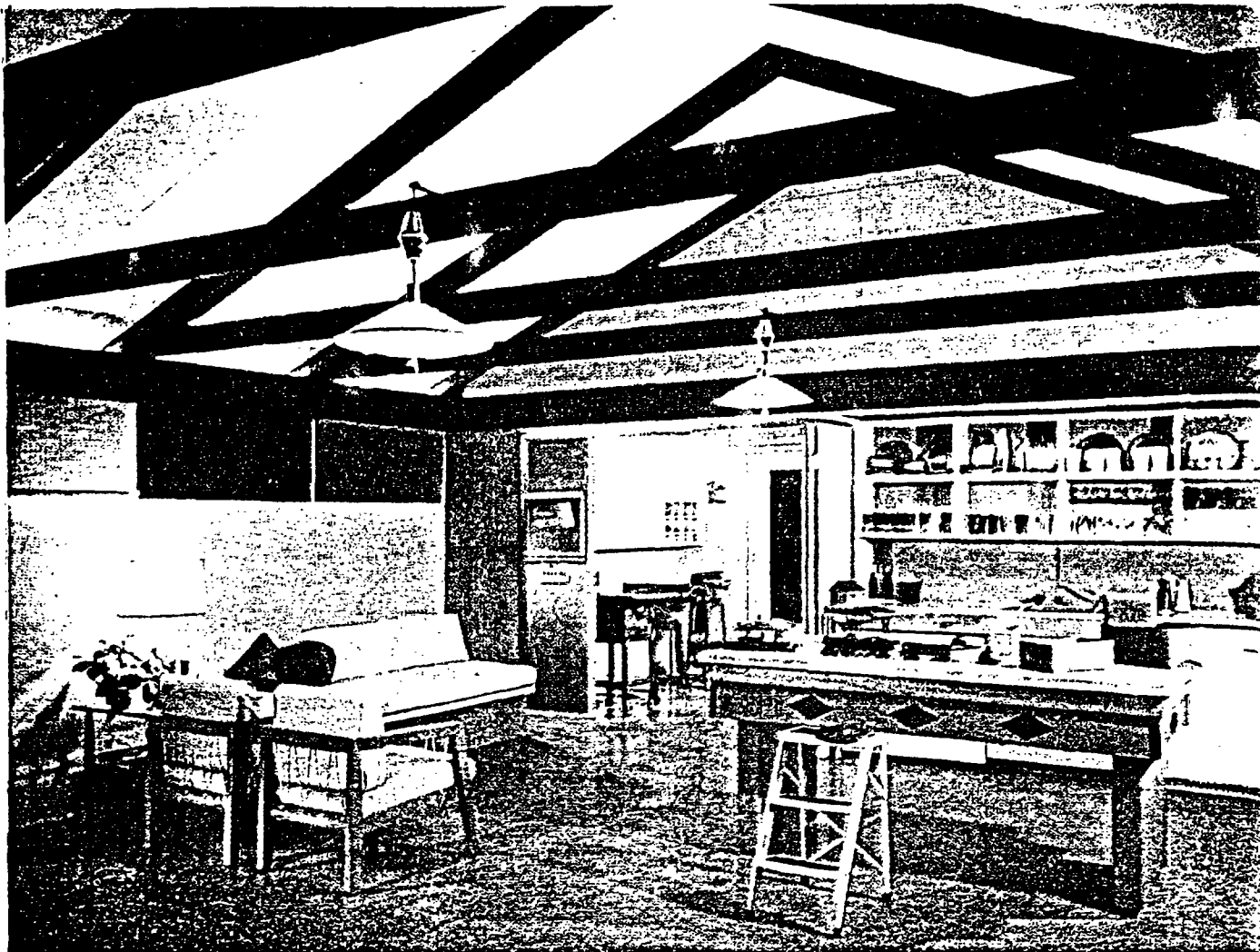
place of the gang

Step 3 is preparation for the final wall surface. PERF-A-TAPE joint cement is applied with a three-notched spreader to back of a pre-fitted piece of SHEETROCK gypsum wallboard.

Step 4 is pressing cemented SHEETROCK firmly against BAXBORD, and temporarily nailing it to the framing while cement dries.

Soundproofing in phone booth (page 8) is RED TOP insulating wool stripped of back paper and faced with perforated hardboard.



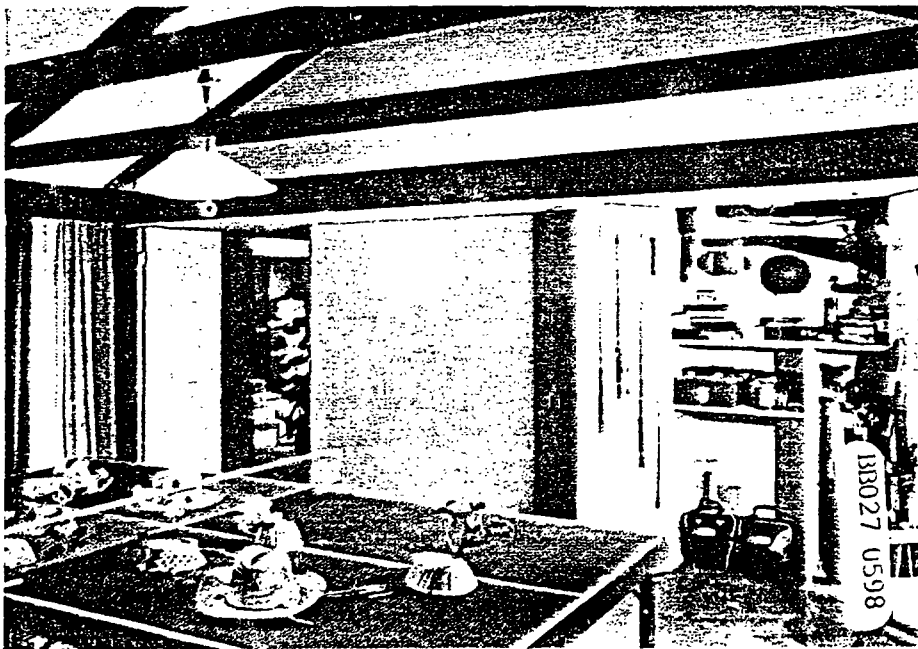


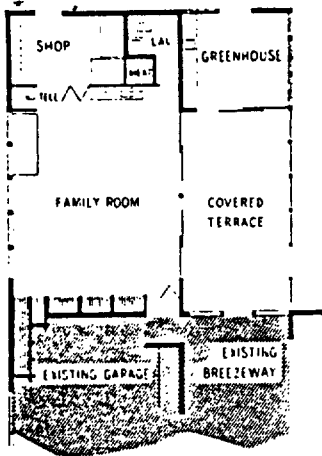
ROOM FOR EVERYTHING

Color is vital to the over-all effect of the room. TEXOLITE DURAVAL paint's Blue Sapphire makes gable ends recede. Walls are lighter: Blue Chiffon in the big room, Zinnia Gold and White Sandstone in shop beyond. Colors in size blinds and draperies pick up room colors. Note, however, that brilliant colors are confined to certain key spots—not scattered indiscriminately around the room.

Telephone booth has no door because it is so well sound-insulated with USG Perforated Hard-board over insulating wool (see page 7). Panel doors at right fold shut to close off shop noise.

A wall of storage separates garage and family room. Closets, each interior painted a different color, are (from left to right) for outdoor clothing; hi-fi, radio and television equipment; games and sports gear for a family with broad interests; card tables, chairs, train table and train equipment, and other large tables. Entrance from the old house is through an enclosed breezeway (background).



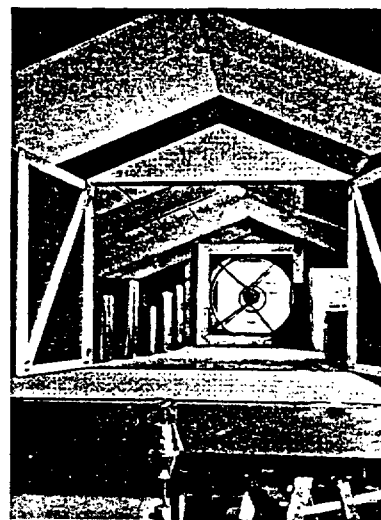


IDEAS...everywhere you look

ALTHOUGH space was what the Hollisters wanted most, space itself isn't enough. It's the ideas within that space—ideas you can perhaps adapt to fit existing rooms in your home—that make the space practical.

Take storage space, for example. Above the ceiling over shop and bathroom is unfinished space (right) for storing luggage and boxes. Yet this space also serves for ventilation. A fan in the end wall draws air through holes in USG Perforated Hardboard, providing excellent circulation of air with all equipment out of sight.

The buffet unit on one wall (above, right) has several uses. Stored at one end is a portable unit made of $\frac{3}{4}$ -in. plywood that serves as table, work or play surface, and storage spot for bulky items. Sink, refrigerator, drawers, base cabinet and soft drink storage take care of all snack requirements. Tube lights behind the bottom shelf and above the sink add beauty to practicality. Expanded metal mesh in the light cove overhead (above) directs light onto the cabinet.



To cushion the clatter of exuberant youngsters having a good time, Random-pattern QUIETONE acoustical ceiling tile was applied with mastic to BAXBORD backing board on the sloping ceiling. Result: the acoustics in the room are excellent.

Doors to high storage space consist of a braced frame of 1x2s faced on one side with USG Perforated Hardboard. Hardware—spring catches and self-mortising hinges—is concealed so doors are almost invisible from below.

A fairly dry brush or a roller is best for painting perforated hardboard, so holes don't fill with paint. Most of the TEXOLITE DURAVAL paint colors used here were accurately tube-tinted right on the job—as easy for the amateur painter to do as for the professional.



...Plus a hideaway shop

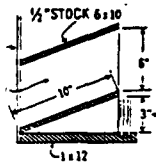
IT LOOKED for a time as if everyone would get what he wanted except Ed Hollister. But he got his shop, all right, and it's a beauty.

It is a small room of its own. Primarily for maintenance and repair, it has work space, storage space and floor space for a couple of power tools. It has an outside door so lumber and scraps never cross the family room. It's within reach of conversation in the family room, but can be closed off with folding doors when the noise becomes too great. It is a father-and-son room, and dual projects are frequent. Right now Keith is learning the right way to work with power tools.

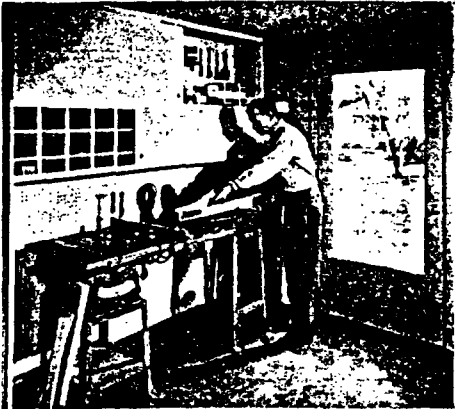
Was the addition a success? The Hollisters—all five of them—think so. The parents see more of their children than ever before. And the children see their parents more often, too.

Like what you see here?

Then be sure to see the new Family Room Idea File at the office of your POPULAR HOME sponsor. It's free, and crowded with full-color ideas for family rooms, added or remodeled. See this helpful firm named on the covers for all of your building material needs, whatever they might be.

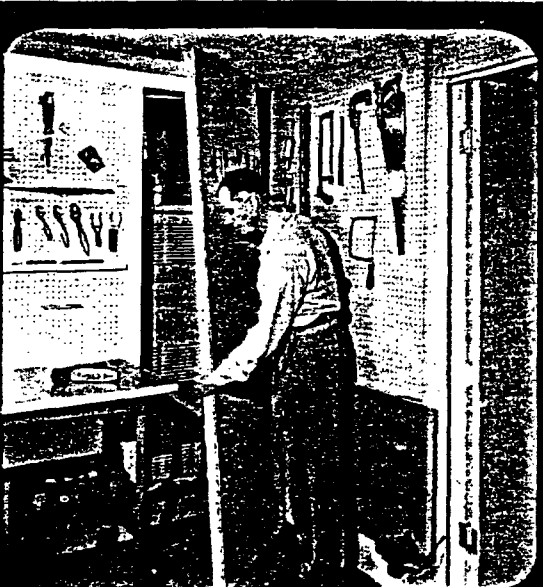
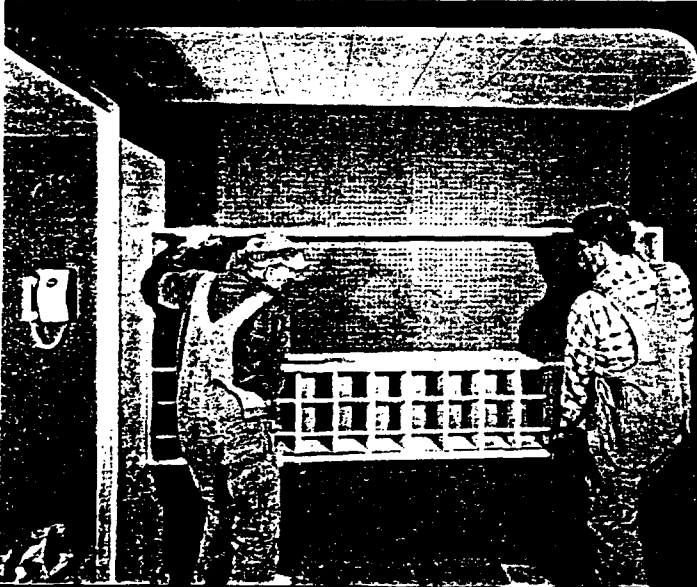


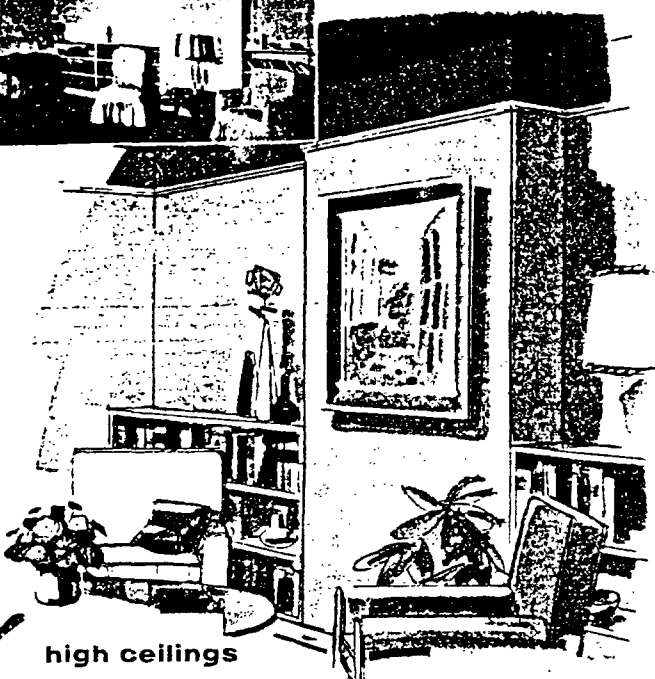
Cabinets were built separately, then fitted into place on job. Sliding doors of DURON Hardboard convert top section into paint cabinet. Niches in lower part have slanted bottoms, (see sketch), hold Handy Hooks and miscellaneous hardware.



Workbench corner is Keith's hangout. Tools that he is permitted to use hang on wall within his reach. Power tools (top) and attachments hanging out of his easy reach are Dad's province. Random-pattern QUIETONE acoustical ceiling tile cuts down noise.

A second furnace prevents severe strain on original furnace, permits separate temperature control in addition. Counter at right drops; panel held in place with two screws slides out, and the heating plant is accessible for cleaning or repairs.





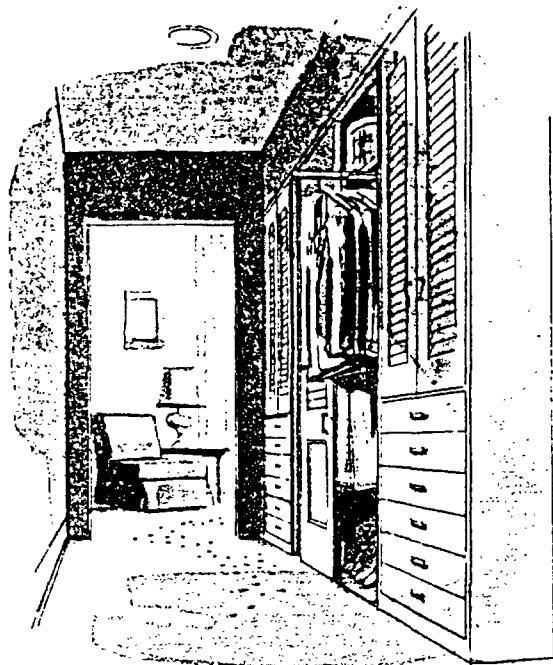
high ceilings

You can lower a high ceiling by building a false ceiling, but you can gain a similar effect by painting ceiling darker than walls and bringing ceiling color 12 to 18 inches down walls. Wall-to-wall valances also help create strong lower line.



too little storage

Wide hallways once helped cool an old house in summer, but were a waste of space the rest of the year. Cut width of bedroom halls to 3 feet, cut downstairs halls to 4 feet, and devote the rest of the space to shallow storage.



Problem spots ✓ and how to lick them



tall windows

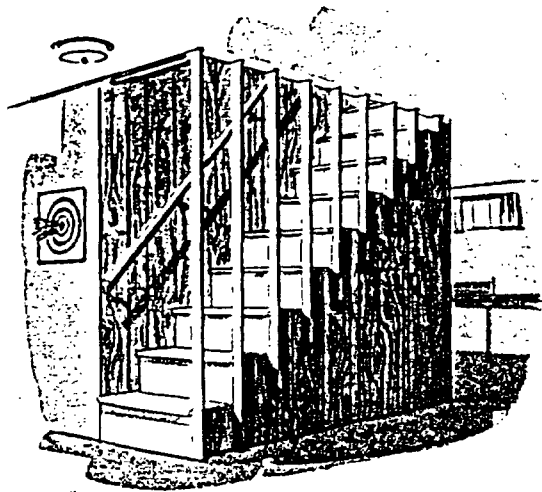
You can give narrow windows more pleasing proportions outside by adding shutters. Inside, add a heavy valance and hang floor-to-ceiling draperies on the walls. Best answer: replace old window with a wider one.

A FEW flaws can spoil an otherwise good house. If these flaws aren't structural—and most often they aren't—you may be able to overcome them with some sound thinking and a few hours of work.

Here are five of the most common drawbacks to the appearance, comfort and livability of an older house, together with ways of conquering them. In every case you can do the work yourself if you can drive a nail straight and cut a board square. But if you do need help, the person to see is your lumber dealer at Home Improvement Headquarters—named on the covers. He'll start you off right.

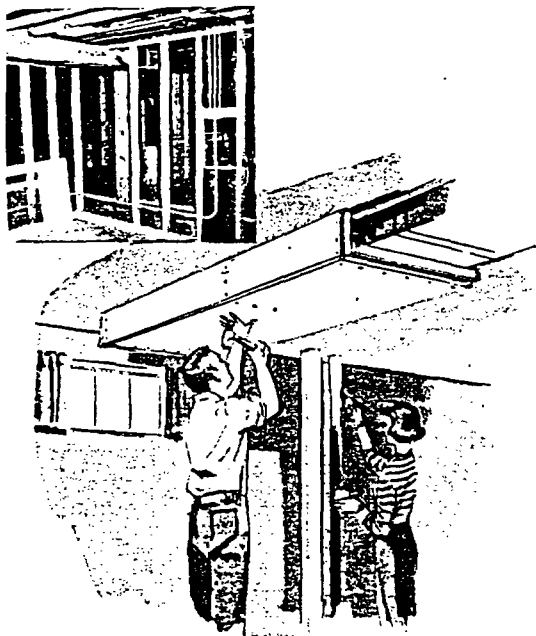
More ideas on the next page

PROBLEM SPOTS (Continued)



steep steps

Basement stairs are always a danger spot. Make them safer by adding sturdy but decorative railings. Paint edges of treads white so they are easy to see, and install a grab bar above the stairway to prevent headlong falls.

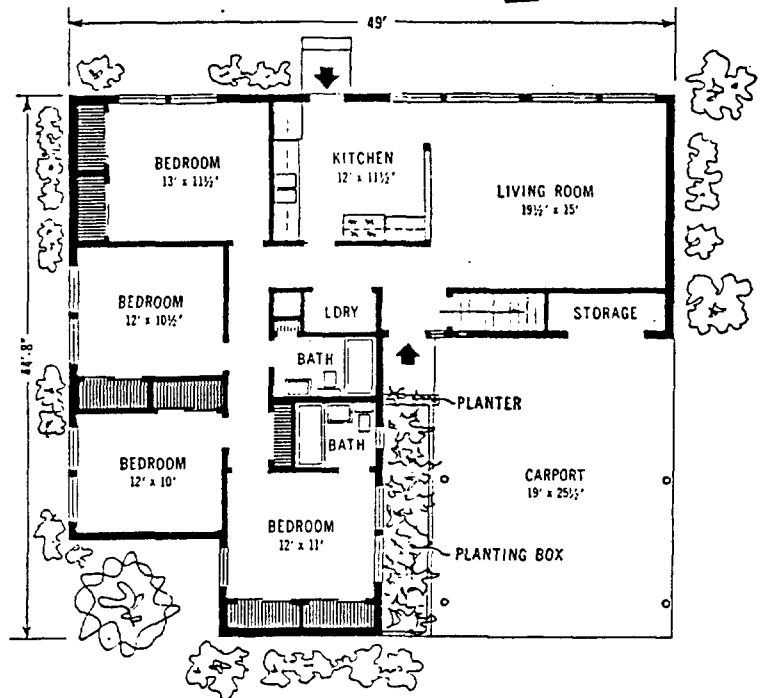


ducts and pipes

Conceal exposed plumbing and heating utilities. If head room permits, frame around ducts, and cover with SHEETROCK gypsum wallboard. If ducts are too low, paint them to match ceiling or make them into a decorative element.

- Fifth of a series.
In the next issue: Roofs

4 BEDROOMS
2 BATHROOMS
8 BIG CLOSETS
2 EATING AREAS



POPULAR HOME PLAN NO. PH 14-5A AND 14-5B

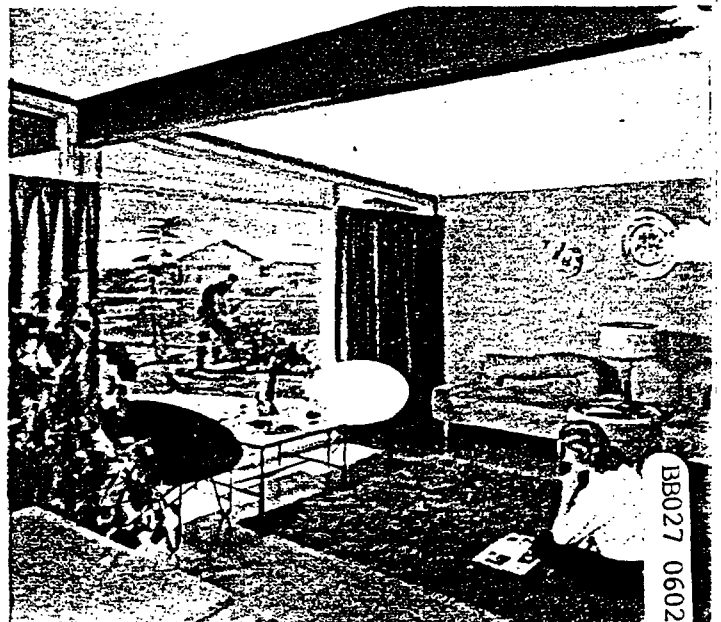
SIZE OF HOUSE: 1420 SQ. FT.; 23,140 CU. FT. (EXCLUDING CARPORT)

Architect: Joseph M. Wilkinson

Builder: Nuckolls Const. Co.

Home of Mr. & Mrs. S. C. Walker, Tulsa, Okla.

Four huge beams support roof, are exposed against ceilings that follow roof line. With two walls unbroken by windows, living room is easy to arrange for conversation, games, or dinner for a dozen. All walls and ceilings are easy-to-paint SHEETROCK gypsum wallboard.



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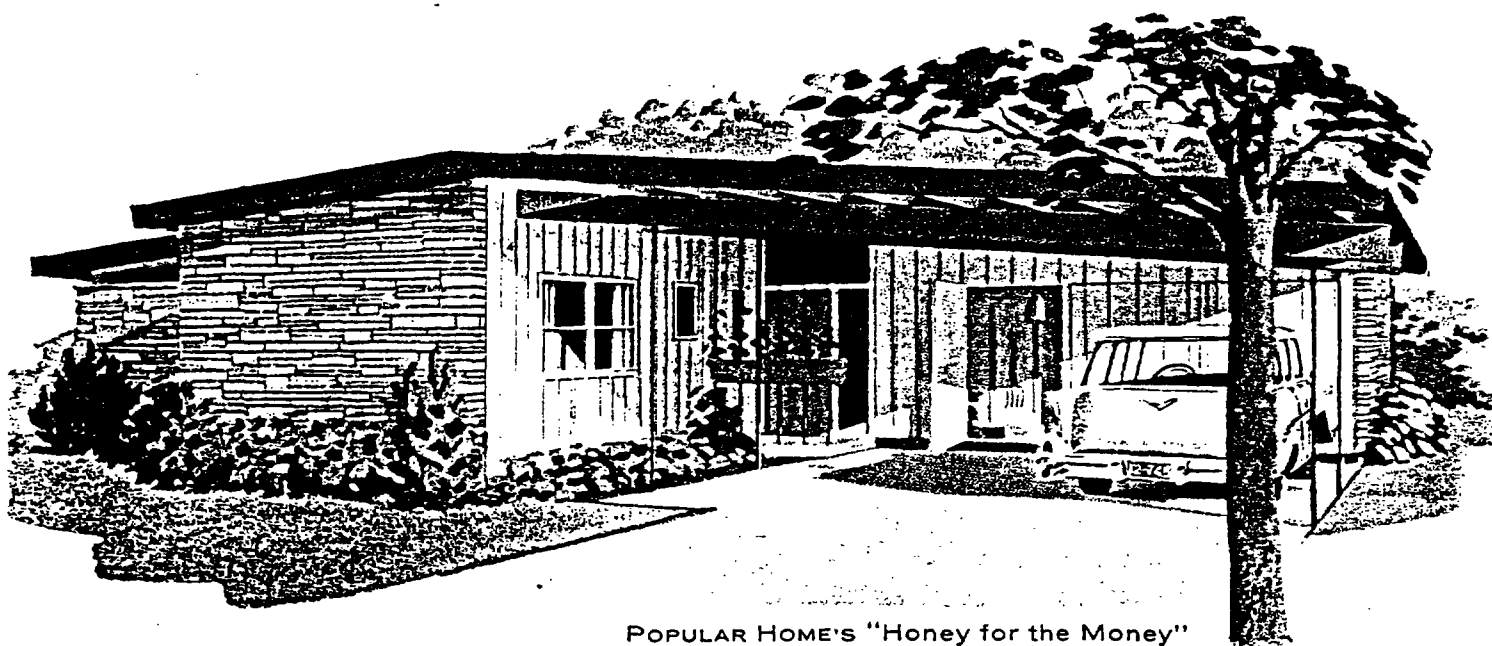
1 FINE SMALL HOUSE

Your former school teachers might not approve the arithmetic above, but they can't argue its logic. If you are looking for space with economy in a new home, you'll find it here.

POPULAR HOME's Honey for the Money can be adapted to any lot at least 60 feet wide. Living room windows, concentrated on one wall to give maximum wall space for furniture, should face either south or east. The kitchen has its own window, but borrows additional light over the

7-foot-high partitions which separate it from entry and living area. Laundry space is convenient to both kitchen and bedrooms, where most laundry accumulates. Bedrooms are grouped together, easy to shut off from the noise of a gathering in any living area—indoors or outside.

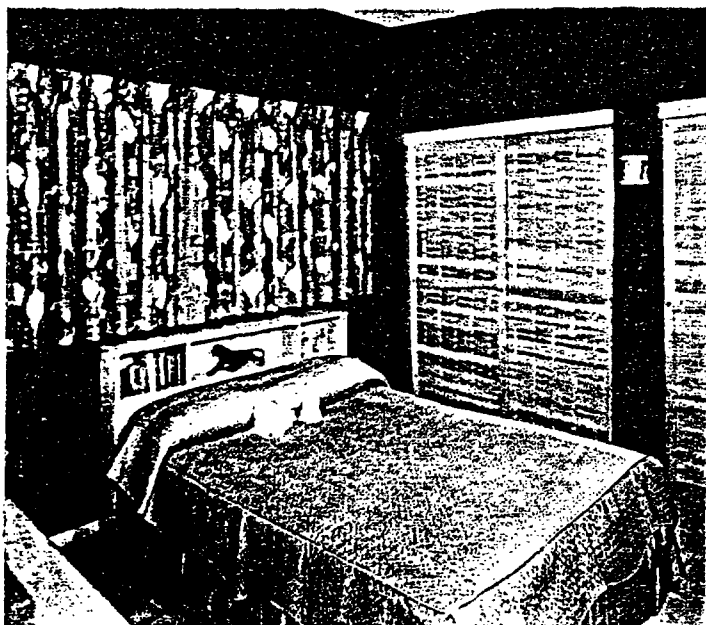
Ask your POPULAR HOME sponsor to order low-cost building blueprints for you—PH 14-5A (without basement) or PH 14-5B (with basement). Then get a cost estimate from a reputable builder. You'll find the price hard to resist.

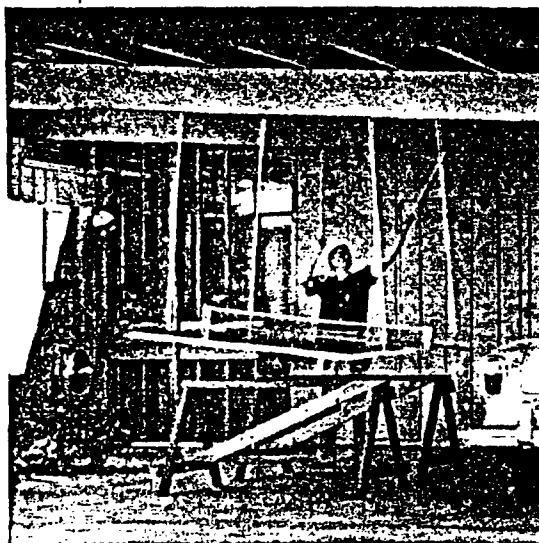


POPULAR HOME'S "Honey for the Money"

Bedrooms are large enough for beds, chests and a chair or two, but they are not oversized. Space which could have been used in bedrooms has been more wisely spent for more closet space and more usable living area.

"... And around you go." A free-form terrace outside the living room is ideal for warm-weather activity, especially with the kitchen (right) so handy for refreshments. The structure of the house shows clearly here.





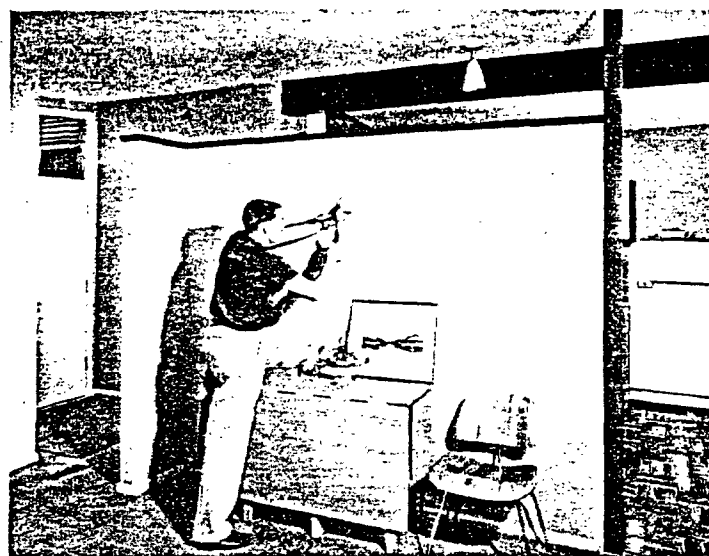
Carport converts quickly to play area. Table rests on saw horses, stores flat against roof. Storage wall beyond holds outdoor tools. Front door is screened behind decorative planter.



Even a man can find his way around this kitchen when he craves a snack. Baking center fits in one corner, with remaining counter and storage space concentrated on one wall. Laundry is across bedroom hall when house is built basementless.



In the future, rear terrace can be shaded with a lattice or egg-crate roof. Now, it is a fine place to spend leisure moments on cool summer days.



There's no problem in hanging pictures on walls of SHEETROCK gypsum wallboard, like this partition between kitchen and dining area. Partial partitions let air move freely through house in hot weather, make rooms easier to heat in winter.



We're more than
a lumber yard—
we're Home
Improvement
Headquarters!

When you need advice, information or building help of any kind, come in to see us. We sponsor POPULAR HOME and our name is on front and back covers of this issue. Here are just a few of the services we have to offer:

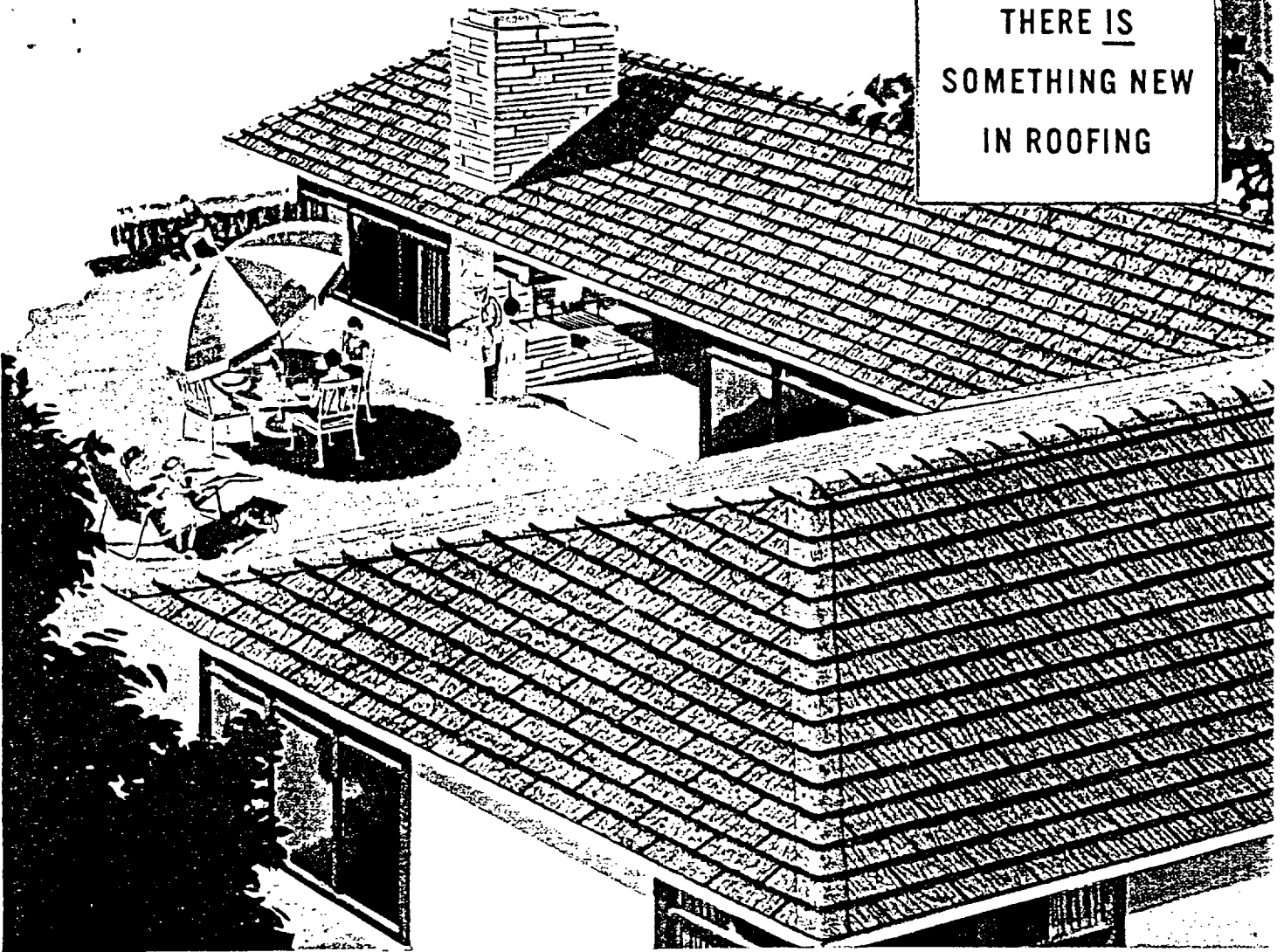
- **Remodeler's Guide**—a booklet to help you get started on that long-delayed remodeling job. No charge.
- **Handyman Plans**—your choice of 27 free plans on subjects ranging from a picnic table or sewing center to building an addition or remodeling your upstairs.
- **Idea Files**—free folders in full color that will help you decide how to solve your special space problem.
- **Family-Tested Homes Plan Book**—76 pages of plans and pictures of new homes you'll want to build. Study it in our office, or borrow it to look through carefully at home.
- **Building Blueprints** of 60 houses and 4 summer cabins at nominal cost. We will be glad to order any of them for you.



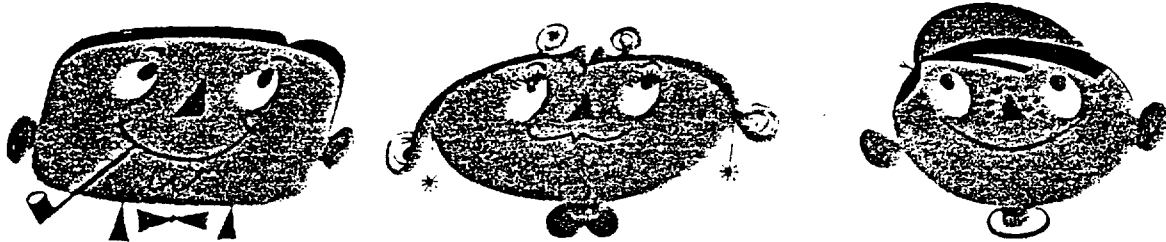
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THERE IS
SOMETHING NEW
IN ROOFING



look up to your home with pride!



give it that longer, lower, lovelier look with

USG® SHADOW-ACCENT ASPHALT SHINGLES

Now, give your home the look that will make you extra-proud. Give it a roof of USG SHADOW-ACCENT asphalt shingles, the luxury roof with long-sweeping shadow-lines that lend a new dimension of beauty to any home. These custom-designed shingles are color-toned: deeper shadows separate the courses and make your home look longer, lower, lovelier.

Look at your home with a feeling of safety too.

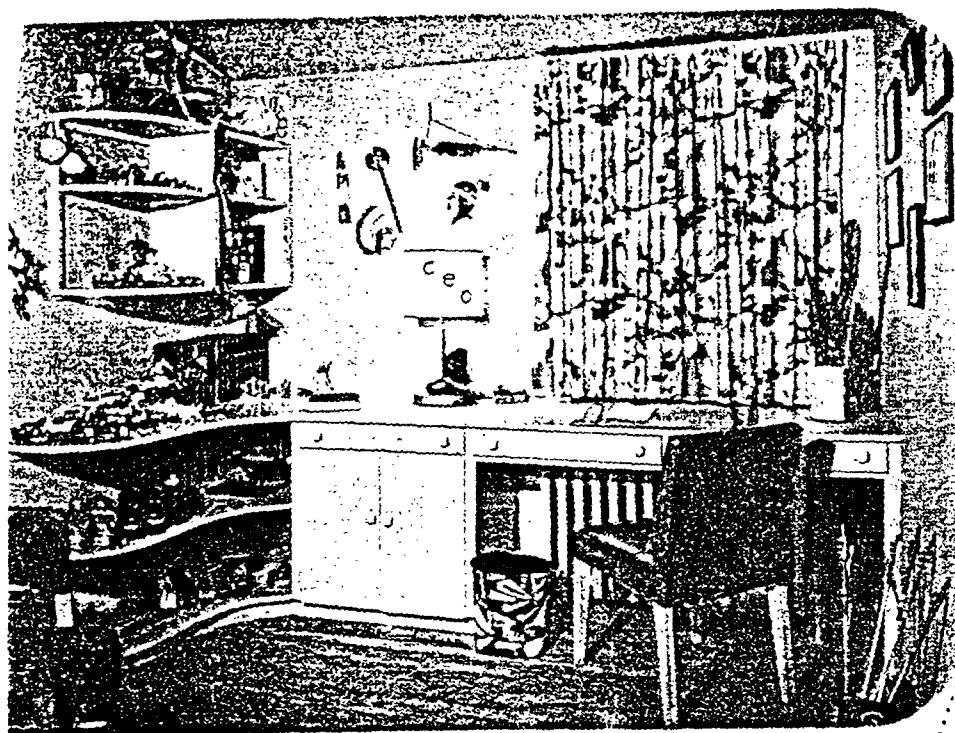
USG SHADOW-ACCENT shingles are extra-heavy at the weather end . . . for greater resistance to wind, wear and water. Their surface of mineral granules offers protection from flying sparks. Colors are NAVAJO RED (above), SHASTA GREEN, PALISADE GRAY, MOJAVE BROWN. Be proud of your home with a new USG SHADOW-ACCENT roof. Have a safe roof, too, for years to come. See your USG dealer now.

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UNITED STATES GYPSUM *the greatest name in building*

Picture the Possibilities in Your Present Home



No need to move to find better living! Come to us, and we'll come through with ideas for getting more out of your *present* home. A room of their own for the children... a family room... an up-to-date kitchen or bath... more closet space—whatever your problem, we'll help you find a solution, in your *present* home. Help you straight through, from planning suggestions... to financing advice... to the newest and "saving-est" building materials. So come on in—let's start projecting those plans of yours for better living!

