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November-December 1958

A SERVICE OF YOUR HOME IMPROVEMENT HEADQUARTERS

PLAINTIFF'S EXHIBIT

USG-1203



THE MEDLOCKS VISITED THEIR DEALER FOR ADVICE AND MATERIALS...



HIRED EXPERT HELP AND DID SOME WORK THEMSELVES...



HERE'S THEIR NEW ROOM... AND HERE'S THE WAY THEY USE IT!

BB023 1317

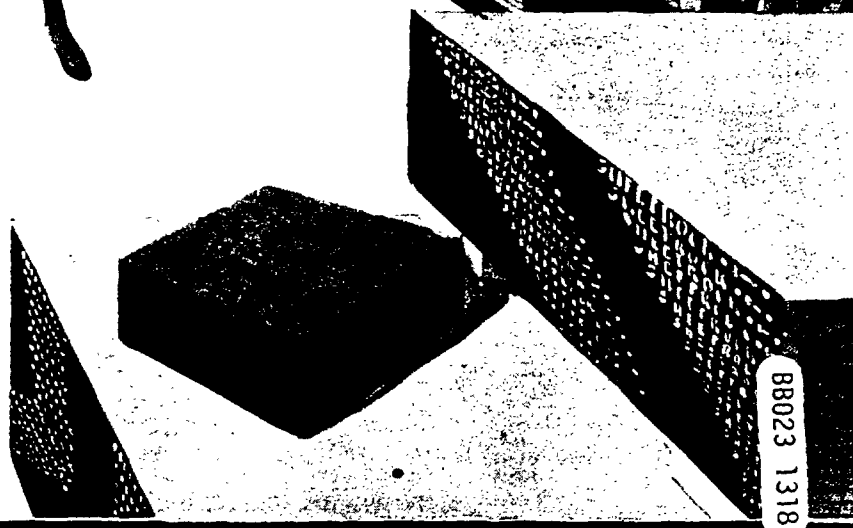
# Shopping Center for Home Remodelers

## That's Us!

No need to run all over town for materials to carry out your remodeling project. Here at Home Improvement Headquarters you'll find everything you need—all the building and modernizing materials you see in this picture, and many more besides. And we've free plans and practical suggestions to help you, plus expert advice on financing and contractors' services. Bring your remodeling shopping list to us. We'll fill your order and get you started right!



Come in...  
Our Name is  
On the Cover



**POPULAR HOME** November-December • Issue 6 • 1958

Editor: M. P. Reed

Project Directors: Cynthia Montgomery, Robert H. Dougherty

Art Director: F. W. Goessling

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WHERE there are teenagers, there's a need for a playroom somewhere. A conventional-sized den isn't big enough for them to "operate" and isn't sturdy enough to take the operation. Things like practicing cheers and jitterbugging get any ordinary room "all shook up", as they would say. So from the time we moved into our present home in Atlanta, we knew that some day we'd have to convert part of a ground-level basement into a playroom.

During the eight weeks our 14-year-old daughter Sue was at camp, we remodeled, decorated and furnished the playroom as a total surprise. She returned to find the big, empty area of pipes and posts (below) transformed into a bright and airy playroom with television, built-ins and plenty of room for dancing.

The room not only saves the furnishings in the main part of the house and cuts down on cleaning, but gives the  
(continued)

*The room on the cover*

# Part-time to party time

*by Susan Jones Medlock, Housing and Decorating writer, THE ATLANTA JOURNAL*



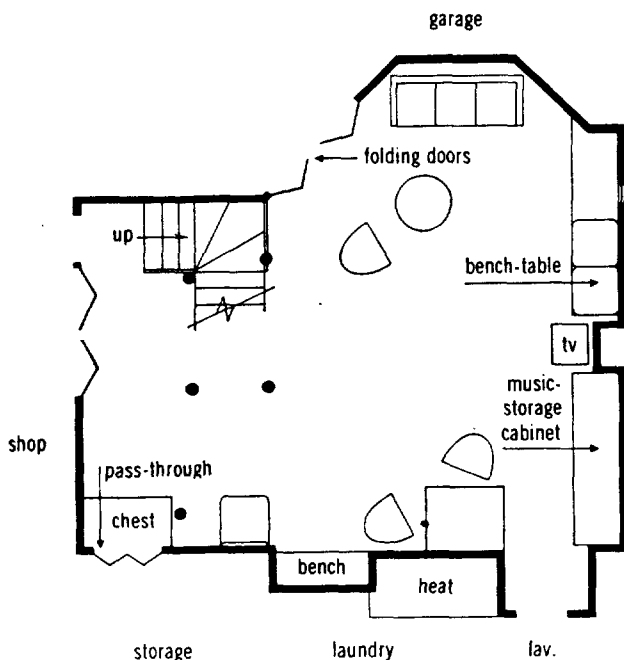
## PARTY-TIME ROOM (continued)



youngsters a place to themselves which they enjoy. Sue is responsible for picking up, sweeping out, and wiping off. Like any teenager, she has to be reminded.

Fixing up the room was loads of fun, but most confining. At first we were away from the house a great deal consulting with Henry Norris, our architect, checking our ideas for building materials (inset) with our lumber dealer, W. P. Stephens Lumber Co., choosing from his stocks, and deciding on lighting fixtures and furniture. Later we were home most of the time, working with Wallace Eidson, our builder. I had to stay right with the painters to tell them which color to paint what. I couldn't tell them in advance—I didn't know myself, but had to see how things looked as we went along. We chose pastel colors because we were tired of dark walls and dark floors where "dirt won't show". Have

(continued on page 6)



We stretched the room as far as possible, (see plan, left) but saved some catch-all space for general storage. Folding doors made of USC Hardboard over a 2x2 frame (left and right) open into garage area for ventilation and expansion for extra-large crowds. Undersides of steps were painted the room's colors.



Built-in contains our old radio-phonograph, Sue's 45 rpm player, a vast assortment of recordings, games and memory books. But nothing can contain the teenagers when their favorite rock-and-roll records spin.

Before a masonry wall is decorated, it should be brushed with a water-repellent cement-base paint such as CEMENTICO; this makes a good base for a final coat of the same paint, or another. We used a lovely, pinky color to match our soft and light-hearted color scheme.

A niche in the stone wall was a perfect place for a built-in. Lightweight doors with 1x2 frames and USC Perforated Hardboard panels close off storage space.





To make the room inviting and exciting we used two gay pastel colors—TEXOLITE Blue Chiffon and Peppermint Pink. This latex-base paint covers equally well on USC Hardboard (doors at left), Panel SHEETROCK gypsum wallboard, wood, or waterproofed masonry walls (right). I cut the birdcage from wallpaper. The shelf below it keeps the sofa from damaging the wall, is handy for books, magazines.

*More on next page*

**We purposely used as little furniture as possible**, because the main purpose of the room was open space. We built in all we could (below), and tucked the rest out of traffic. In this way, teen-agers have more room to expand, and breakage is less. For the same reason, all lighting fixtures are up out of the way.

LIGHTING FIXTURES: MOE LIGHT

PHOTOGRAPHY: RODNEY MC GAY MORGAN except construction photos by BOB MC GINNIS



## PARTY-TIME ROOM *(continued)*

the room light and colorful, we said, and wipe off the fingerprints when they get too bad. We've found that the boys and girls like the room so much that they take good care of it.

Now don't get the idea that teenagers are the only ones who enjoy the playroom. The room gets plenty of *family* as well as individual use. Sue uses the room on school nights for studying; her father often listens to recordings, television or does office work. We've had quite a few adult gatherings ourselves, and even have a special compartment in the music built-in for *our* dancing records. We built in our old 78-rpm phonograph and speaker, then hooked Sue's 45-rpm record player into the same speaker.

Though we had excellent architectural help and a fine builder, we improvised some as we went along. We planned originally to leave studs exposed, and put the SHEETROCK gypsum wallboard on the *back* side. But for the sake of simplicity we changed our minds. All attractive structural features we left exposed, and concentrated on hiding everything else behind building materials or paint.

If we had to do it all over again, we would. We thought the room would be useful, but never dreamed how wonderful it would be. Frankly, we don't know how we got along without it.

*Project Director: Cynthia Montgomery*

We grouped most built-ins at the stairway end of the room. Seat at left is built over heat outlet; ceiling above slopes to clear a duct. Chest in background (a teenager itself) was refinished to match the room, and holds all table supplies. USG Perforated Hardboard provides a bulletin and hanging space.



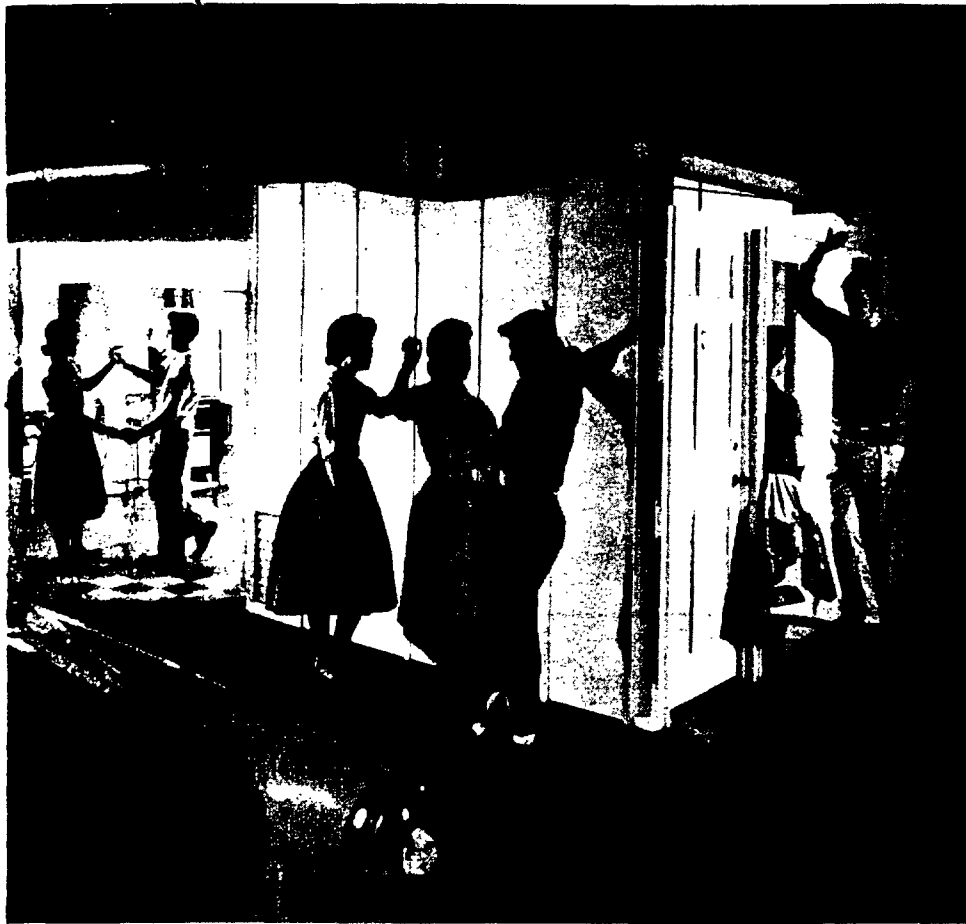
To enclose the stairway, we chose Panel SHEETROCK gypsum wallboard, applied over standard stud framing. Its vertical lines seemed to raise visually the room's ceiling.



To control the noise level, we chose QUIETONE acoustical ceiling tile from our dealer, W. P. Stephens Lumber Co.; it helps the tone of our ancient phonograph, and absorbs racket.



BB023 1322



On the garage side of new partitions, studs were faced with boards and batten strips. Folding doors provide ventilation, and a place to lean. The single door opens to stairway.

Popular spot between records is this little niche. It's just big enough for two, and three is too much of a crowd.



That refinished chest beside which Sue is kneeling, makes a fine serving bar for cokes and cake. A small refrigerator and old sink are in the adjoining space on my side of the pass-through.



We gained storage space for cardtables and games by boxing in the lower part of the stairway. Once useless, this space now has a purpose, and is easy to reach through pairs of hinged doors.



"I wish we could do something about this ceiling!" If you've ever said this, or even if you haven't, the thing to do is to ask at your lumber dealer's Home Improvement Headquarters for a copy of new Handyman Plan 386—Ceiling Refinishing. It gives you all the cures for ceiling woes. You'll find your dealer's name on both covers of this issue.

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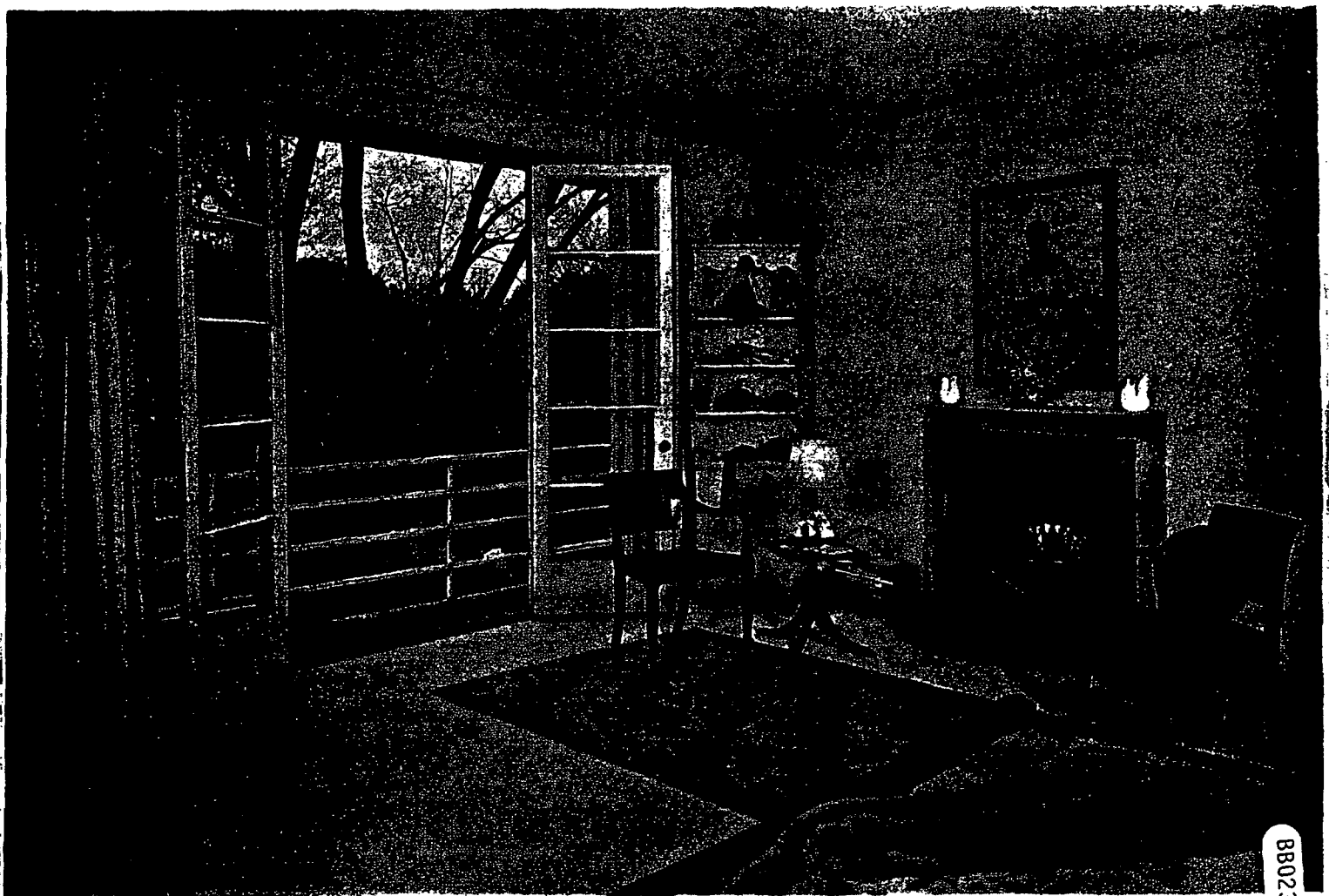
# Something old, something new...



by Robert H. Dougherty

There's a marked difference between addition and original house, but see how compatible they are! The brick chimney and white-painted wood siding tie to old, while more modern windows set the new pace. Note balcony that extends the length of the second floor wing.

Serene, with a great sense of style—that's the master bedroom. RED TOP plaster over ROCKLATH plaster base provides smooth walls and ceiling for creamy Gardenia White paint. French doors open onto the narrow balcony. Corner cabinet that displays colorful hat collection is stock type available from most lumber dealers.

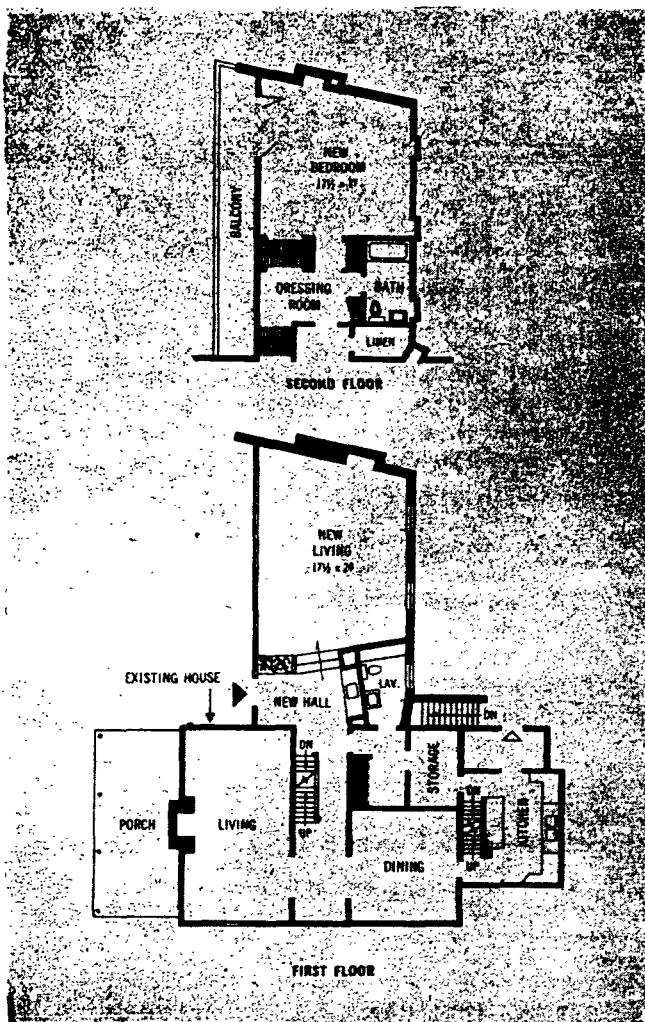


BB023 1324

# ...mix and blend well

WHEN people in Owings Mills, Md.—a suburb of Baltimore—learned that Mr. and Mrs. Grinnell W. Locke were planning a two-story addition to their home, there was much speculation as to what style of design would be employed. There was reason for wonder, because Grinnell Locke is an architect who usually favors the contemporary mood, but his own home was a Dutch colonial, housing a lovely collection of heirloom furnishings.

The final result that you see here is an adroit design that may be called "modern"—yet modern with a spirit of timeless elegance. Its fine blending of ideas may be the spark that lights *your* expansion plans.



PHOTOGRAPHY, CORTLANDT V. D. HUBBARD



View of the garden dominates the window wall (top) in gracious new living room. Flooring is wood parquet. Up three steps is the entrance foyer, visually separated from living room by screen made of dowel rods. Low-cost planter (center) is a heavy copper tray supported on blocks of structural glass. Walls of RED TOP plaster (below) are accented by touch of wallpaper over fireplace and built-in cabinets. Windows at right are for ventilation only. In the plan (left), notice that new addition is angled to gain maximum vista of the garden.



## TOP RECKER ALEXANDRIA, VA.

Corner that serves a three-fold purpose: home office, guest sleeping area, place for relaxation. Twin-size bed slides under bookcase to make sitting-width sofa. USG Perforated Hardboard makes quick work of hanging framed photographs. Quiet is provided by AUDICOTE acoustical plaster ceiling. All built-in units are made of stock materials available from your lumber dealer.

# Remember that man in your house with a male corner



THE trouble is, there are whole houses that don't seem to have even a corner of one room in which the main fellow of the household can be kingpin.

POPULAR HOME asked three top-flight male interior designers—Top Recker, Dick Himmel and Everett Brown (all members of the American Institute of Decorators)—to give these forgotten fellows' wives some ideas on how a Male Corner should be handled.

The ideas make good sense. Look them over, adapt them to your own house, add your own. Take a sharp look!

## Lubliner and Himmel WINNETKA, ILL.

Unique showcases—locked gunracks over windows and above television in corner cupboard—are good decorative units and insure safety for inquisitive children. Hinged panels of framed frosted glass give new look to old windows. Ceiling here is QUIETONE acoustical tile; it's easy to apply yourself. Louvered screen at right is made by hinging together stock doors from your lumber dealer.



*Everett Brown Associates* SAN FRANCISCO • NEW YORK

**Secret Hideaway of Twentieth Century man** was formerly a dismal end of the basement. Decorator Brown says, "In this paradise of diversity the harried executive or 'junior executive' (for the expenditure in creating this room was slight) can retire to a stimulating laboratory or a peaceful study".

New FASHION-TILE acoustical ceiling tile plays a big part in muffling the booming basses and soaring highs of the hi-fi stereophonic unit seen on back wall; below cabinets on back wall is USG Perforated Hardboard—tools, equipment, and small shelves are supported on Handy-Hooks. Left wall utilizes flush doors suspended on glider tracks to separate this area from the rest of basement. Wall behind open bookshelves is covered with Woodgrain SHEETROCK wallboard in new Sablewood pattern.

Large desk-table in foreground is made of a flush door covered with laminated plastic; the pedestals were salvaged from a junk shop. Unfinished kitchen-type cabinets, available from many dealers, are used generously around the room as storage units.

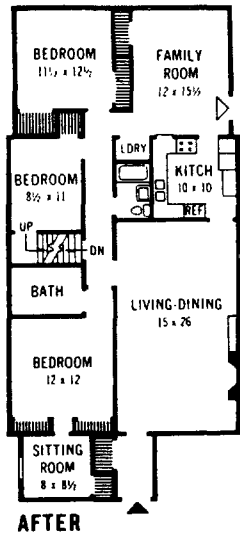
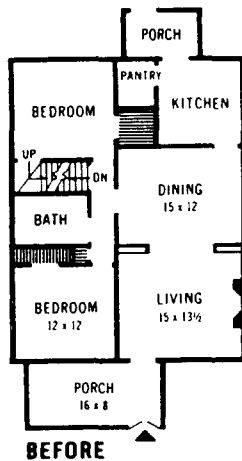
*Fifth in a series*

*on problem houses:*

**THE IDLE CUBICLE**

BB023 1327

# They stretched their living space...



On the street side a glazed porch, too exposed to public view for much use, became the first casualty. It was enclosed (right) and the walls insulated with RED TOP insulating wool batts. Half the old porch was partitioned into an entrance hall (above) and new closet.

On the garden side of the house a small back porch became the second casualty. It was completely removed and replaced by a two-room addition—family room (large window) and that third bedroom.

EDITORIAL SOURCE: RUTH W. LEE  
PHOTOGRAPHY: NOWELL WARD



**T**HE building boom of the '20s (yes, they had one, too) saw hundreds of thousands of sturdy one-story bungalows rise quickly across the country. Like the home of Mr. & Mrs. Deale E. Denson in Winnetka, Ill., most bear their age well, are in respectable neighborhoods, and have a comfortably settled look. Structurally, they are still sound, but for quality of living by today's standards they leave much to be desired.

You get used to an undersized living room and an oversized dining room, and you can put up with one bathroom

and a thruway for a kitchen—for a while. But why do it? Every improvement you make to a house increases its value and adds to your own comfort and enjoyment.

Faced with the need for another bedroom, another bathroom, a family room and more closets, the Densons at one stroke solved all their space problems. The photographs and plans show you how they did it—and may give you some ideas on what you can do to remodel your home economically. Decide what you want, then let your POPULAR HOME lumber dealer help you achieve it.

## *...without stretching their budget*



*You see here how the additions helped. For changes in living space, please turn the page.*

**The joy of extra closet space** is a major result of remodeling. To hide an exposed duct and gain more wall space for the beds, the old closet was torn out (see plan) and a complete storage wall was built around the door to the sitting room. Though the same size as before, bedroom now seems larger because much of its furniture is in new room.

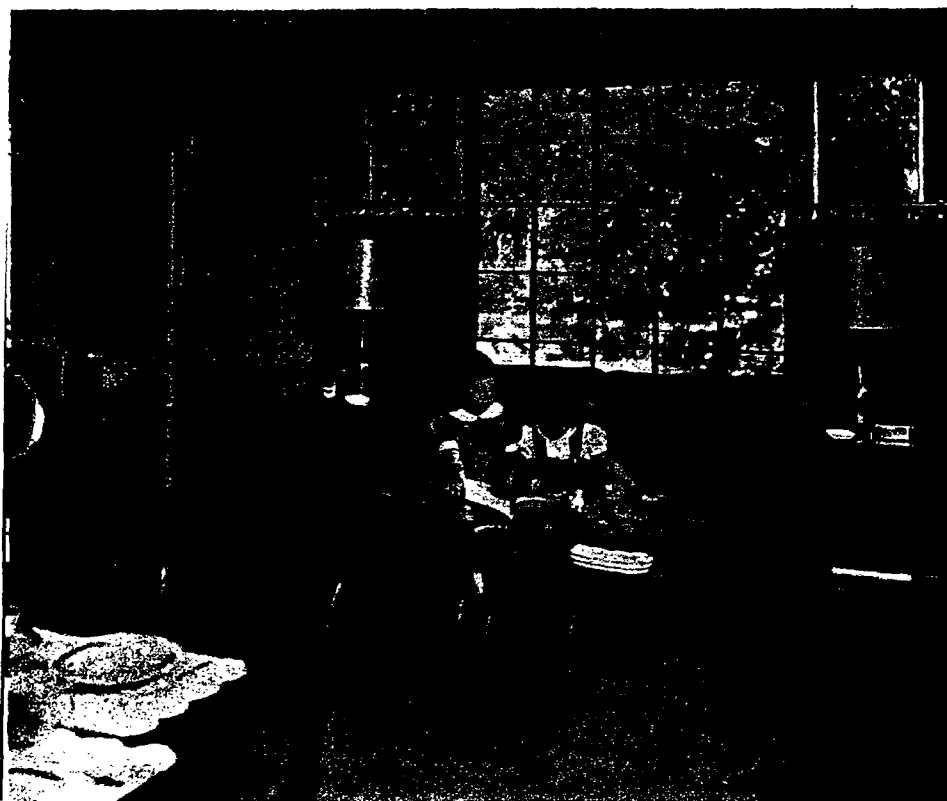
**Just two years apart,** Leslie Denson and her younger sister Pamela share new bedroom (below). Each girl has a closet with sliding doors. All new walls of SHEETROCK gypsum wall-board were prepared for paint with PERF-A-TAPE joint system.



**THEY  
STRETCHED  
THEIR  
LIVING  
SPACE**

*(continued)*

**Old living spaces**—living room and a separate dining room—were combined into one large room. To keep the fireplace in proper proportion with its wall, bookshelves were added to one side and the wall resurfaced. New double-hung windows and the inside shutters replace the old windows which were too weather-worn to be repaired.

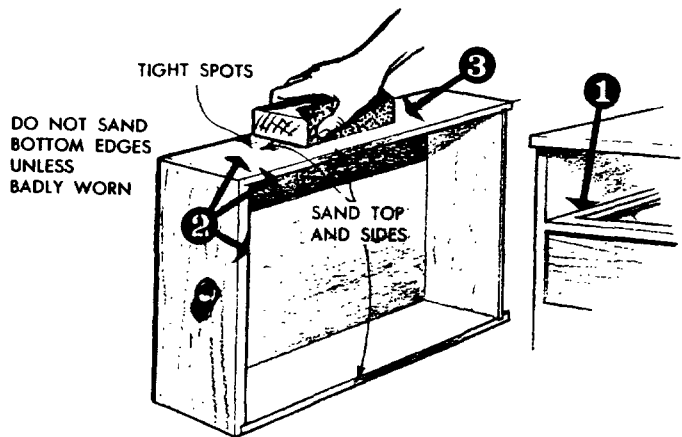


**New living space**—the family room at the rear—is primarily for the children. It is close to their bedrooms, directly off the kitchen, separated from the main living area (top of page), and accessible from outdoors. Closet (left and above) has drawers and shelves for toys and games, and a panel of USC Perforated Hardboard for hanging up the sort of "collector-type" things that little girls love.

BB023 1330

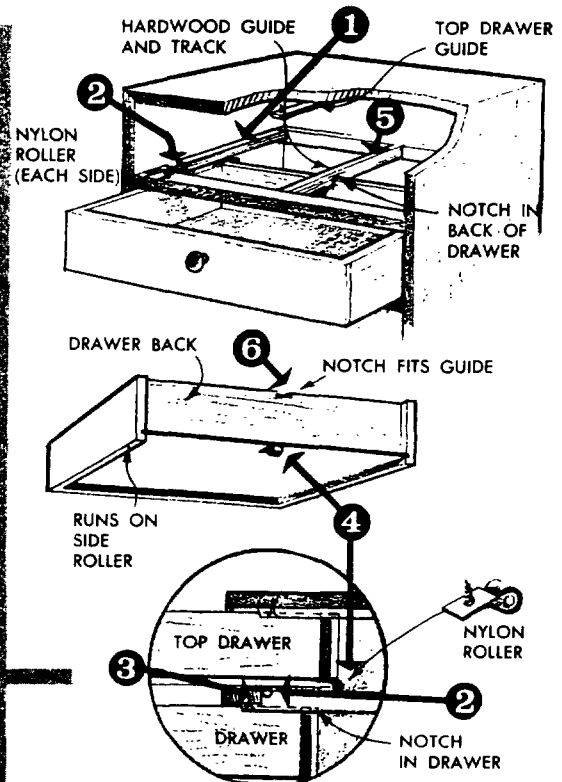
# FIXIT FORUM

CLIP FOR YOUR FILES



If it sticks, first try lubricating the drawer slides (1) with wax or a stick lubricant. This cures sticking from friction. Next look over sides and edges (2) for points of rubbing. Sand smooth with a piece of sandpaper wrapped around a block of wood. Always sand parallel to the drawer's movement (3). Note: never sand bottom edges of a drawer unless they are badly worn. You'll just make matters worse.

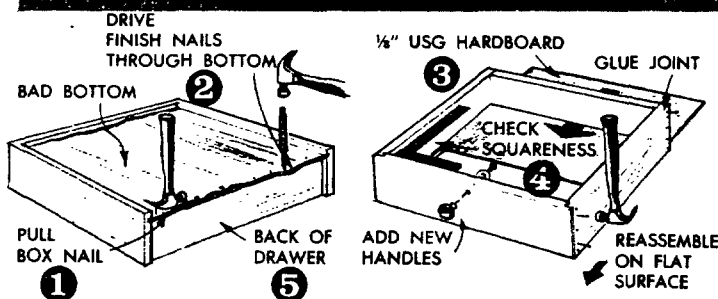
## the balky drawer



SECTION THROUGH CABINET AND DRAWERS

If it binds from too much weight, add a center slide and nylon rollers. Remove the drawer slides (1) if you can; if not, cut them back with a coping saw far enough to clear a roller (2). Then fasten rollers to front cabinet rail (3) so they barely protrude above the slide.

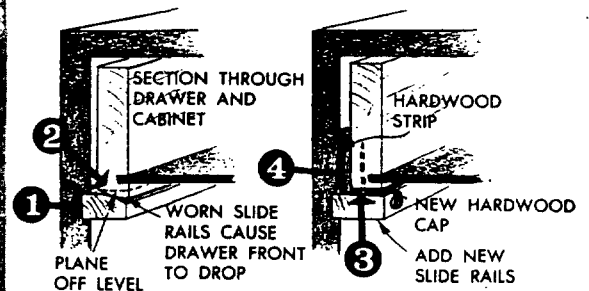
In the center of the back of the drawer (4) add a third roller. Finally, glue and nail a strip of hardwood (5) as a center track for the roller. If you like, you can use this same strip as a guide for the drawer below by notching its back (6).



If the bottom is bad, turn drawer upside down and either pull out box nails (1) or drive finishing nails through the bottom (2). Slide out the old bottom and use it as a pattern for a new bottom of  $\frac{1}{4}$ -in. USG Hardboard (3).

Working on a flat surface, check squareness of drawer (4), then slide new bottom into place and nail only to back rail (5). Do not glue the edges. New bottom will usually hold the drawer square; if joints are loose, however, spread them as far as possible, work glue onto the contacting surfaces, and tap joints lightly together. Add new nails if old nails aren't holding.

Clean joints by taking drawer apart; scrape and sand, reassemble.



If it is loose, the cause may be a loose slide, worn slides, or no slides at all. First remove worn slides (1), using a small chisel if necessary. Then insert new hardwood slides, and attach with screws and glue. If lower edges of drawers are worn, plane them level (2) and with glue and brads add a new hardwood cap (3).

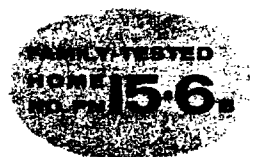
If a drawer slips sideways, add thin strips of hardwood (4) to the sides of the cabinet to narrow the drawer opening. Drawers need only about  $\frac{3}{32}$ -in. total clearance to slide easily.

BB023 1331



# POPULAR HOME'S House with a Secret

by Ethel Brostrom



ARCHITECTS: HOWARD & THORN

**Sunny and inviting**, the living room has windows in both end walls for excellent light and ventilation. Materials and color scheme suggest quiet. With cocoa paint on plaster walls and white paint on the ceiling, trees become important accents that further a country-living feeling.



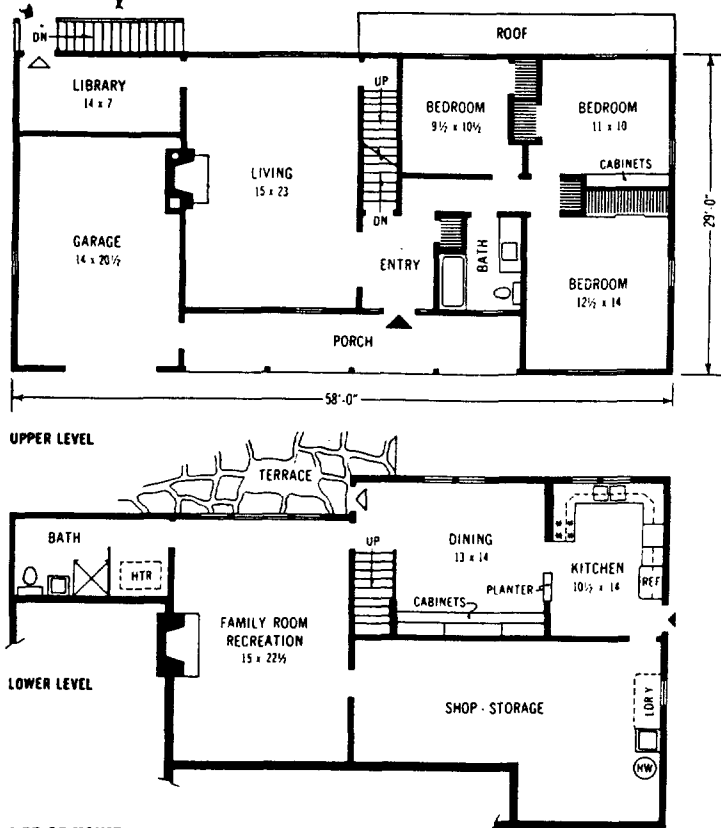
**A**LL secrets are fun to know. This one is too good to keep, and Mr. & Mrs. John Wilson of Westport, Conn., don't mind sharing their secret with you.

From the street their home looks like a small house, with perhaps five rooms and all of those minimum size. Yet under that straight asphalt-shingle roof are a large living room, an equally large family room, a combination kitchen-dining room, three bedrooms, a large store room and a library!

Trick photography? No, sound design. For POPULAR HOME's House with a Secret is two stories high on the rear, and has a full floor of living space below street level, yet still at ground level on a lot that slopes down from front to back.

Rooms are placed according to use. At street level, for example, are rooms of quiet purpose — bedrooms, living room, library. Noisier rooms—the kitchen, family room and a huge shop—are on the lower level. Yet because these rooms are at ground level, children can come in for play or for something to eat without tracking through the house.

Low-cost building blueprints of this House with a Secret are available. Your lumber dealer, named on the covers of this issue, will be happy to order them for you. Ask for Family-Tested Home Plan No. PH 15-6B (available only with basement), and move your family into a new home in 1959.



SIZE OF HOUSE:  
 1,212 SQ. FT. (street level)  
 1,312 SQ. FT. (lower level)  
 33,702 CU. FT. (all excluding garage & porch)



**Ready for anything**, the family room is always a busy place. David is painting cabinet doors bright colors—red for Candy's dolls and clothes, blue for games, green for records, and so on. The fireplace is the scene of many winter cook-ins. Plaster ceiling helps reduce the transmission of noise into the silence of rooms above.

**Informal dining area** adjoins kitchen, and the storage cabinet the Wilsons built themselves fills one wall. Wide counter makes serving and mixing convenient. Drawers below counter height are shallow—no burrowing to get to the bottom. Louvered doors keep items on shelves mildew-free and dust-free at the same time. Hard-to-store items go on open shelves in the center.



PHOTOGRAPHY: BILL JACKSON

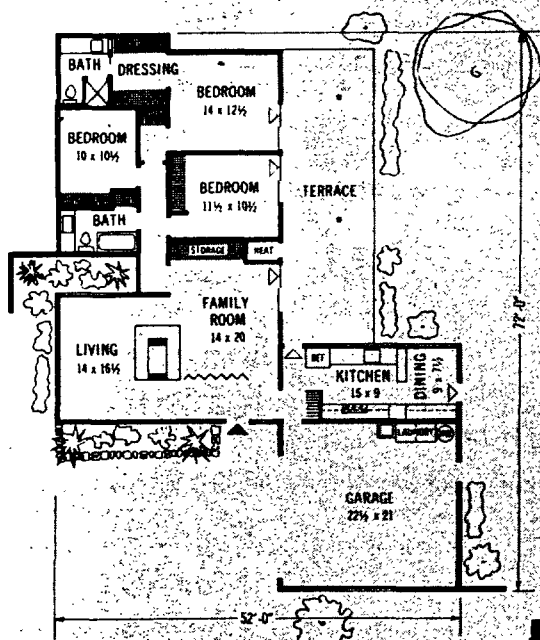
## HOUSE WITH A SECRET (continued)



Accessibility of kitchen-dining area (left) to both patio and family room lets children and guests move easily from one to the other, permits quick shifts in plans when weather interferes. Concrete patio (above) can be supervised from major rooms.

Here's another fine home . . . you can order plans at Home Improvement Headquarters

## POPULAR HOME'S City House with Privacy



If you are looking for a house

- that will fit on a small city lot,
- that makes full use of every inch of space inside and out,
- that offers privacy outdoors and indoors, and
- that is well designed in keeping with the times,

then see the man whose name is always on the cover of POPULAR HOME. He will be glad to order low-cost building blueprints of City House with Privacy. Just ask for . . .

FAMILY-TESTED PLAN NO. PH 15-6C

(not available with basement).

SIZE OF HOUSE: 1,673 SQ. FT., 16,730 CU. FT.

(excluding garage)

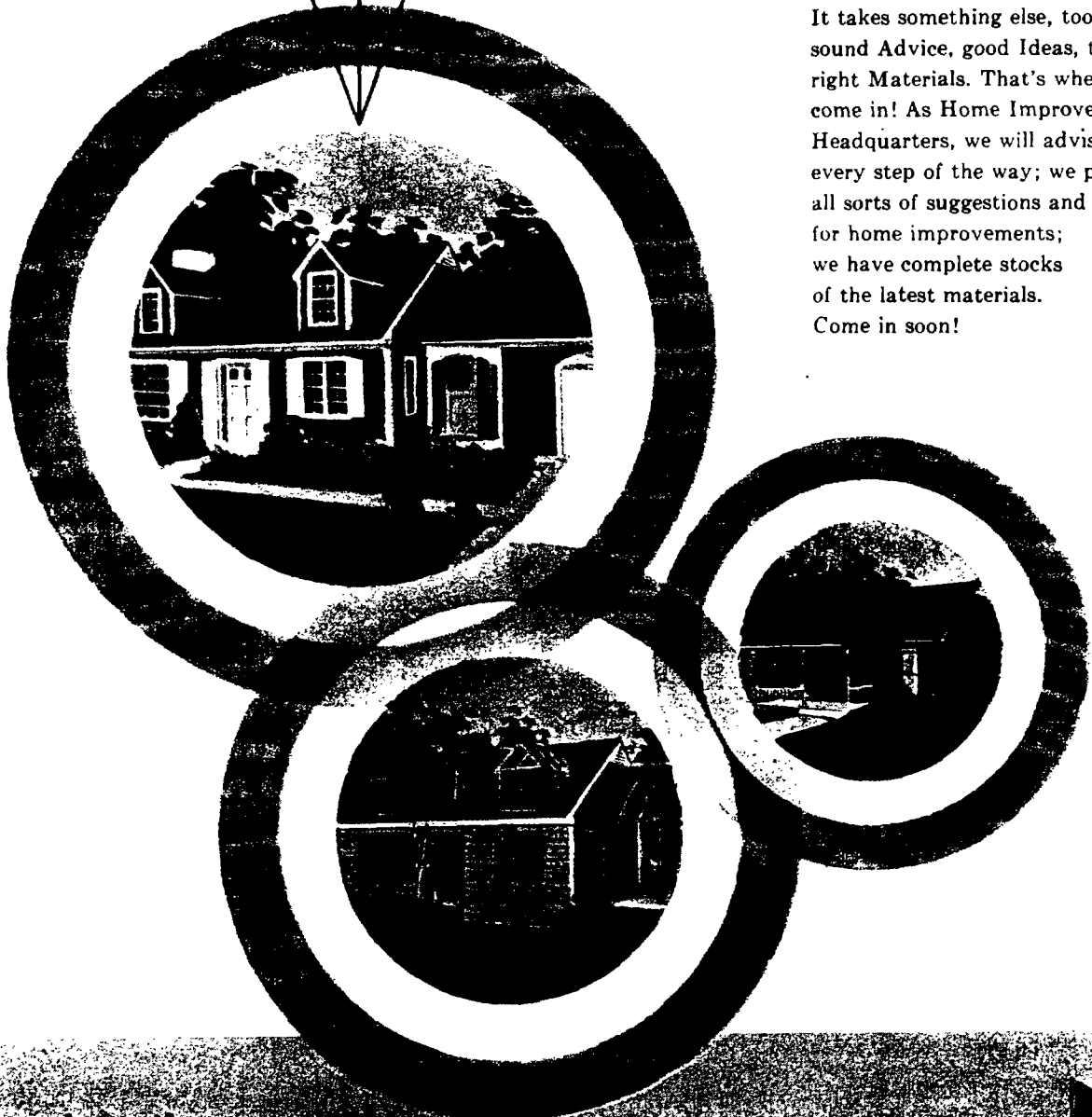
NOTE: Local conditions may require slight adaptation of these plans.



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**Ideas...**  
**Materials!**

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What would it take to make your home more complete, more modern, more livable? Another room? A picture window? More closet space? It takes something else, too—sound Advice, good Ideas, the right Materials. That's where we come in! As Home Improvement Headquarters, we will advise you every step of the way; we provide all sorts of suggestions and ideas for home improvements; we have complete stocks of the latest materials. Come in soon!



Our name is on the cover

Home Improvement Headquarters

BB023 1335



*Four wars old, but still*

# Fit for the '60s

*by Mort Reed, Jr.*

AS NEARLY as old-timers can recollect, the brick house down in the valley was built in '59—1859, that is. The place was known as Mynster Springs in those days before the Civil War, and still is to many residents of Council Bluffs, Iowa.

The house looks different now. When Fred and Ruth Schlott bought the old place during the last war, they had just married. Yet when they remodeled, they foresightedly provided space for the four children they now have. A landscape architect by profession and a remodeling designer by avocation, Fred did his own design work.

Structural changes downstairs were comparatively few. A pair of tall narrow windows in the living room were

replaced by a picture window, and interior walls and ceilings were resurfaced with plaster and repainted. But as much as possible of the old farm flavor was retained (notice the front door). Upstairs, the narrow gables were sheared off and three box-shaped bedrooms were built over and out from the existing downstairs. Addition of a screened porch, open porch and a wrap-around roof overhang tie the upper level visually to the lower level. Though the second story is redwood outside, the existing brickwork downstairs was painted a color which matches so closely that from a distance it looks like one material.

Just as time took good care of the old house, the Schlotts took the time to remodel with care—and superb effect.



BB023 1336

With a strong sense of tradition to guide him, Fred Schlott left as much of the old house intact as family needs permitted. Gingerbread and narrow windows that kept rooms dark (below) had to go, of course. The old porches were strengthened and tied together with a single roof that breaks the height of the original house. Both the new and old gables are faced with redwood.



More  
on next  
page



In the upstairs bedroom-office the Schlotts often take a break from busy routine to enjoy coffee and their view. Glass in gable end is fixed; ventilation is through louvers below seat. Door (left, above) leads to narrow balcony from which all bedroom windows can be washed. Fred's work corner (right) has a wall of USG Perforated Hardboard, another of plaster and shelving. The light trough is suspended below the ceiling where it reflects light both up and down.

PHOTOGRAPHY: INFINITY, INC.



BB023 1337

**FIT FOR THE '60S (continued)**



**Blending of old and new** is most apparent from the rear. A new asphalt shingle roof, new upstairs windows and paint over old brick to match new redwood were the only changes in the original farmhouse. Yet the overhanging second-story addition is in complete harmony with the house.

**Mary and Susan share a bedroom.** Only two years apart and with similar needs, they each have a desk, storage cabinet, magazine rack and shelves. Low partition of USG Perforated Hardboard separates new closets from rest of room.



**Michael and David also share a bedroom.** Their similar needs are satisfied with matching chests for clothes, and shelves for displaying models and mementos. But because they are twelve years apart, the partition and shelves in foreground are needed to shut off sleeping area so David can sleep while Michael does homework.



**NOTICE:** The following trademarks are owned and/or registered by the United States Gypsum Company in the U. S. Patent Office, and are used in this publication to distinguish the indicated products manufactured only by this company: SHEETROCK (gypsum wallboard), PERF-A-TAPE (joint system), USG (hardboard), RED TOP (plaster, insulating wool), ROCKLATH (plaster base), ORIENTAL (stucco), QUIETONE (acoustical tile), CEMENTICO (masonry paint), TEXOLITE (paint products), AUDICOTE (acoustical plaster), FASHION-TILE (ceiling tile).

BB023 1338

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*For long-term protection, see the U.S.G. dealer whose name is on the cover*

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



BB023 1339

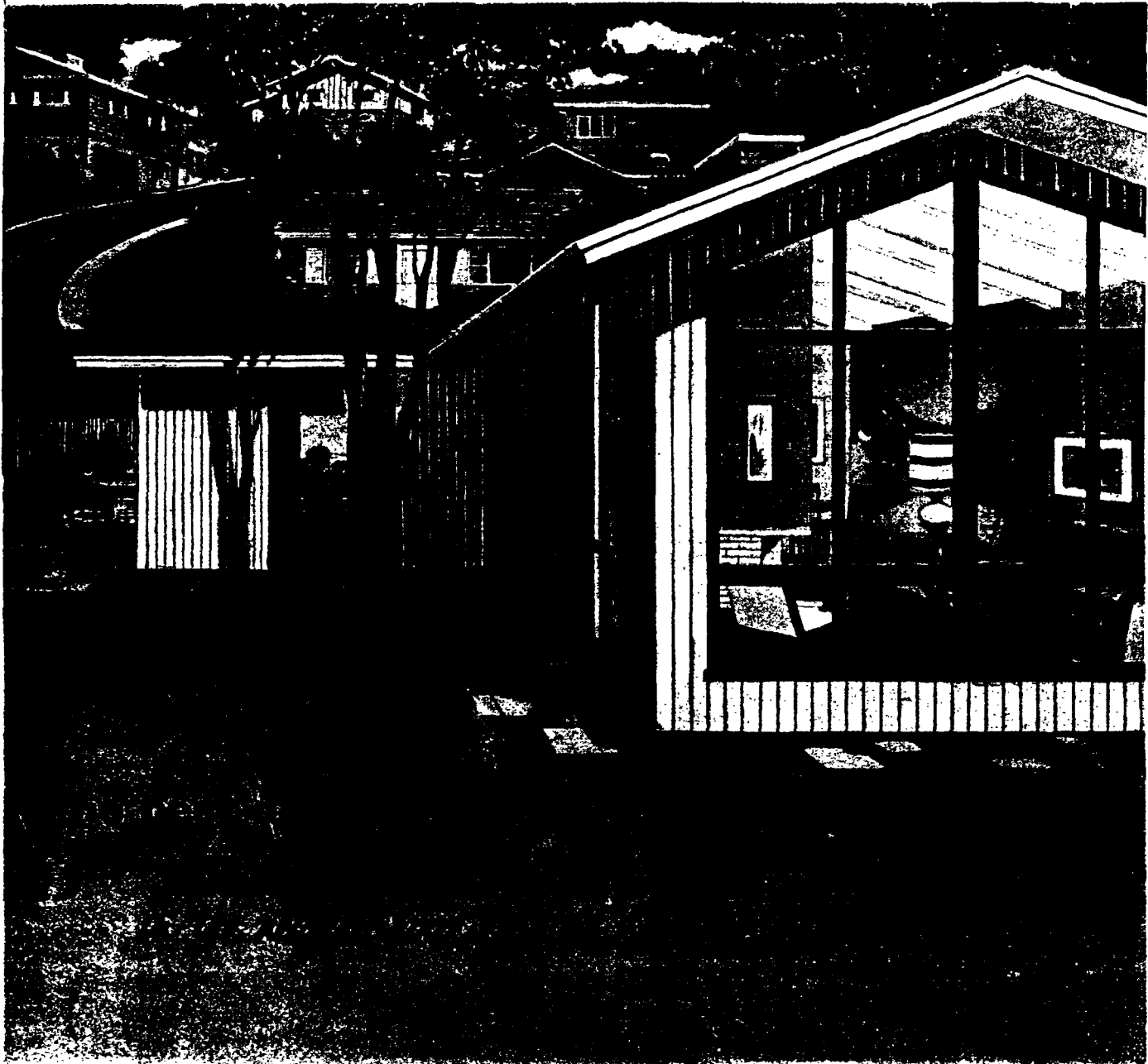
*the greatest name in building*

HISTORICAL FILE

*Trade-Mark Protection*

*Received* ..... 1950 .....

DO NOT DESTROY



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