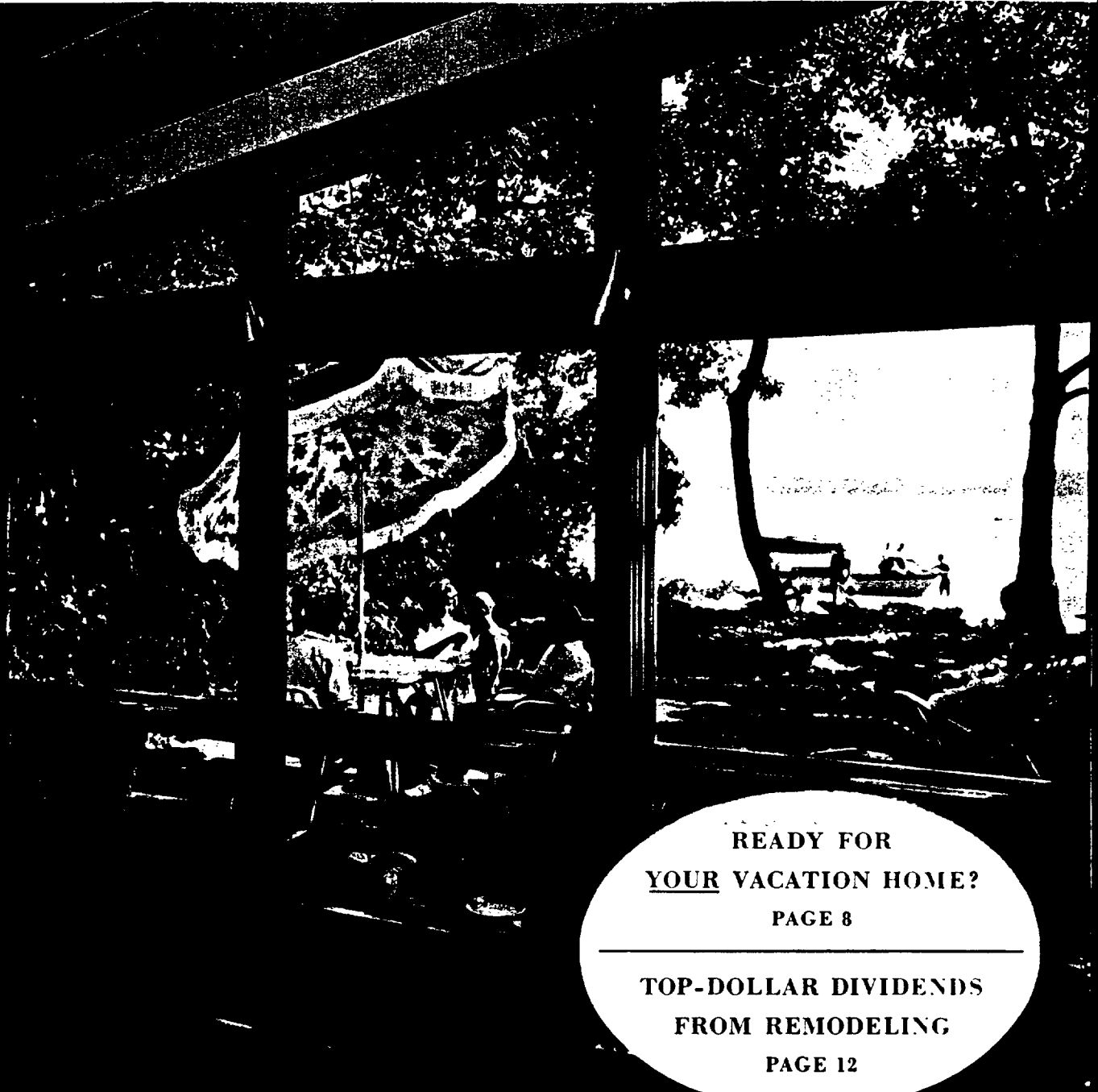


Popular Home

MARCH - APRIL 1961

PLAINTIFF'S EXHIBIT

USG-1364



READY FOR
YOUR VACATION HOME?
PAGE 8

TOP-DOLLAR DIVIDENDS
FROM REMODELING
PAGE 12

B8023 2334

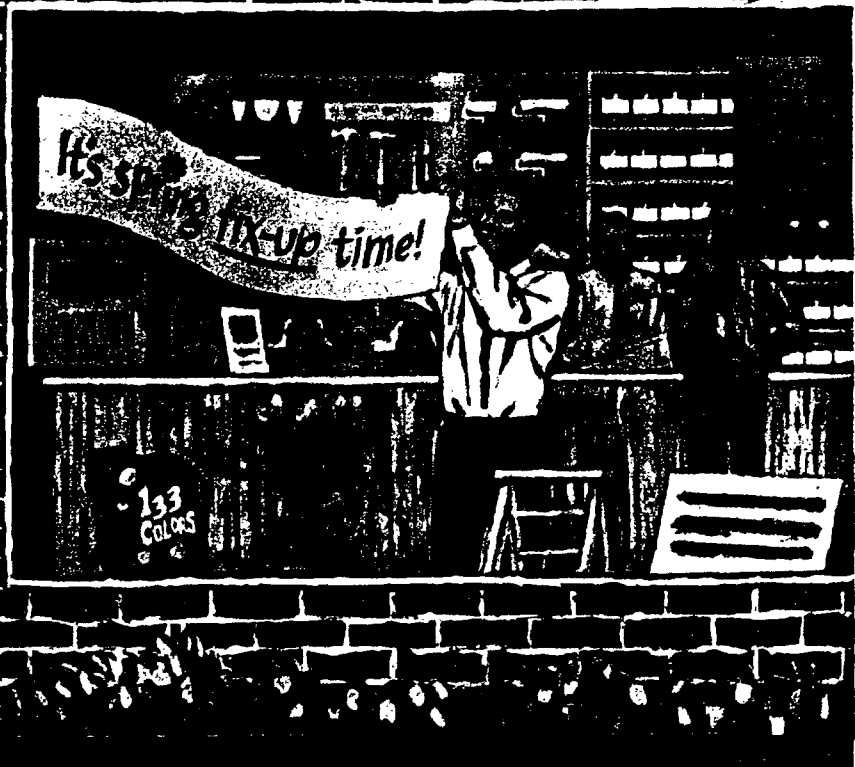
Find everything you need for remodeling . . . **HERE**

AND NOW

THE TIME'S JUST RIGHT to swing into action on home improvement. You can get it done *now*, and here's the place to start. We're ready with free plans and advice, the very best building materials, help on financing, a reliable contractor if necessary . . . *everything* you need. Check on our *complete* services soon. This is the perfect time to get started . . . **HERE** and **NOW!**



**COME IN-
OUR NAME
IS ON
THE COVER**



Editor: George E. Harper
Field Editor: Cynthia Montgomery
Project Director: Frank J. Telford
Art Director: Jack C. Miller

POPULAR HOME March-April • Issue 2 • 1961

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B8023 2335

idea rooms

Second of a series

*Itching to stretch
your remodeling legs?*

It's time to tackle children's rooms!

ARE YOU AMONG the many people who've been tempted to try their hand at remodeling, but have been afraid of "botching up the works?" It's time to give vent to your creativity! Where to start? There's no better place than your child's room—a spot that doesn't demand a masterpiece of carpentry and where small mistakes are not critical. You can work awhile, put your tools away until next weekend, then start where you left off. And you'll never find a more appreciative audience—nor a more helping hand—than from a youngster who's going to occupy the "new" room.

A child's room can be located in an unused attic, part-time garage, or in a new addition; and it's likely his present room can be equipped for more efficient use and better storage. In any case, here are five pages of playful but *sound* ideas from homeowners just like yourself. They've had satisfying results from remodeling youth rooms. Rewards have been numerous. At the top of the list: children who live in these rooms gained good housekeeping habits that'll follow them through life.

If your talents are limited, you may want professional design help, and perhaps a contractor. But the place to start is your lumber dealer's counter—his name is on the covers. He's ready to help you with the job from start to finish—with the best advice and materials available.

Turn the page for more ideas

Idea no. 1

Closet converted to playroom



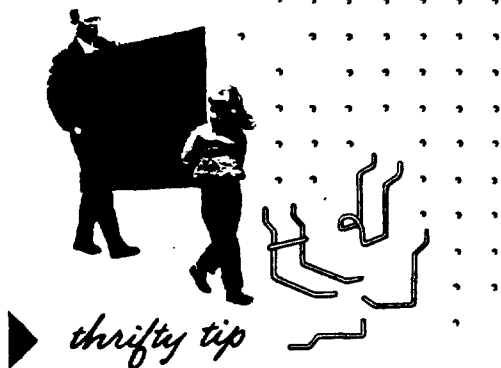
Play unit now, dressing table later. Remodeled closet (far left) highlights room of 10-year-old girl. Pint-size desk and doll house table roll in and out on casters (left). Unit may be built of 1-in. pine and $\frac{3}{4}$ -in. plywood to desired size to fit your room.



Sliding doors for concealing unit glide on overhead track, are made of grillework framed with wooden strips. Similar doors are easily built of USG Expanded Metal. Scalloped valance of $\frac{1}{2}$ -in. DURON Hardboard softens highly tailored effect.

DATA: LOUISE PRICE BELL
PHOTOGRAPHY: FRANK L. GAYNOR
DECORATOR: LEIONNE SALTER

BB023 2336



► thrifty tip

Hang a panel, or cover entire wall with economical DURON Perforated Hardboard. You can buy it in handy panels or large 4x8-ft. sheets (as father and daughter above are doing) from your dealer named on covers. He has assortment of metal Handy Hooks to serve all hang-up needs.

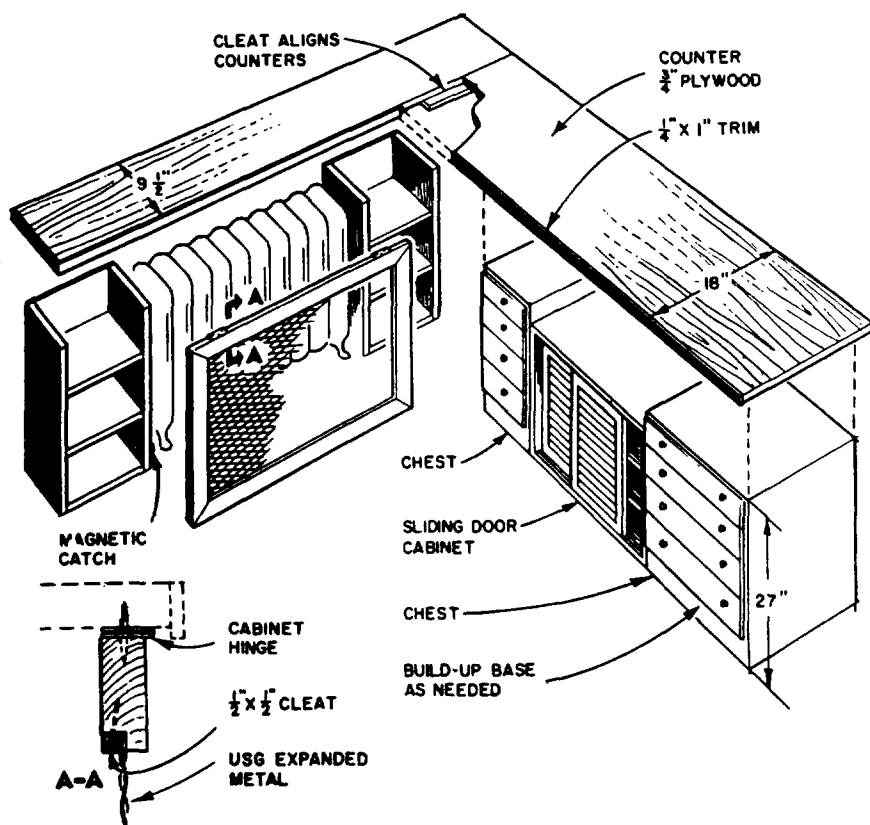
Idea no. 2

Round-the-clock room for boys



End to clutter is achieved by hang-up wall of DURON Perforated Hardboard in new room addition. Here Chip Matthews is arranging belongings on assorted Handy Hooks. Remember, perforated hardboard must be set out from wall at least $\frac{1}{4}$ -in. to allow hook space. Home of Mr. & Mrs. Robert Matthews, Gallion, Ala.

CHILDREN'S ROOMS *continued*



Idea no. 3

Girl's big-little room

Tiny room acts big . . . by utilizing every inch of its 8x9 ft. space (right). Around-the-corner built-in made of night tables and chest, unified with bookshelves of stock lumber and 18-in.-wide counter of $\frac{3}{4}$ -in. plywood. Radiator screen is of USG Expanded Metal with 1x2 pine frame. Plan (left) shows how you can copy unit. Home of Charles L. Rea, Glendale, Mo.

Hang-up board on wall and pin-up board on door (below) organize teenage mementoes in Linda Rea's room. Unfinished cabinet with sliding doors was only unit purchased. Letter box is made of perforated hardboard, edges finished with plastic tape.



BB023 2337

Rollicking with ideas and color, Chip and Pearson's new room addition (right) sees 24-hour use; study, play and sleeping. Note single storage built-ins surrounding windows. Pre-assembled windows are stock lumber dealer item. Walls and ceilings of SHEETROCK Gypsum Wall-board painted Ivory are accented by loud blasts of masculine red.

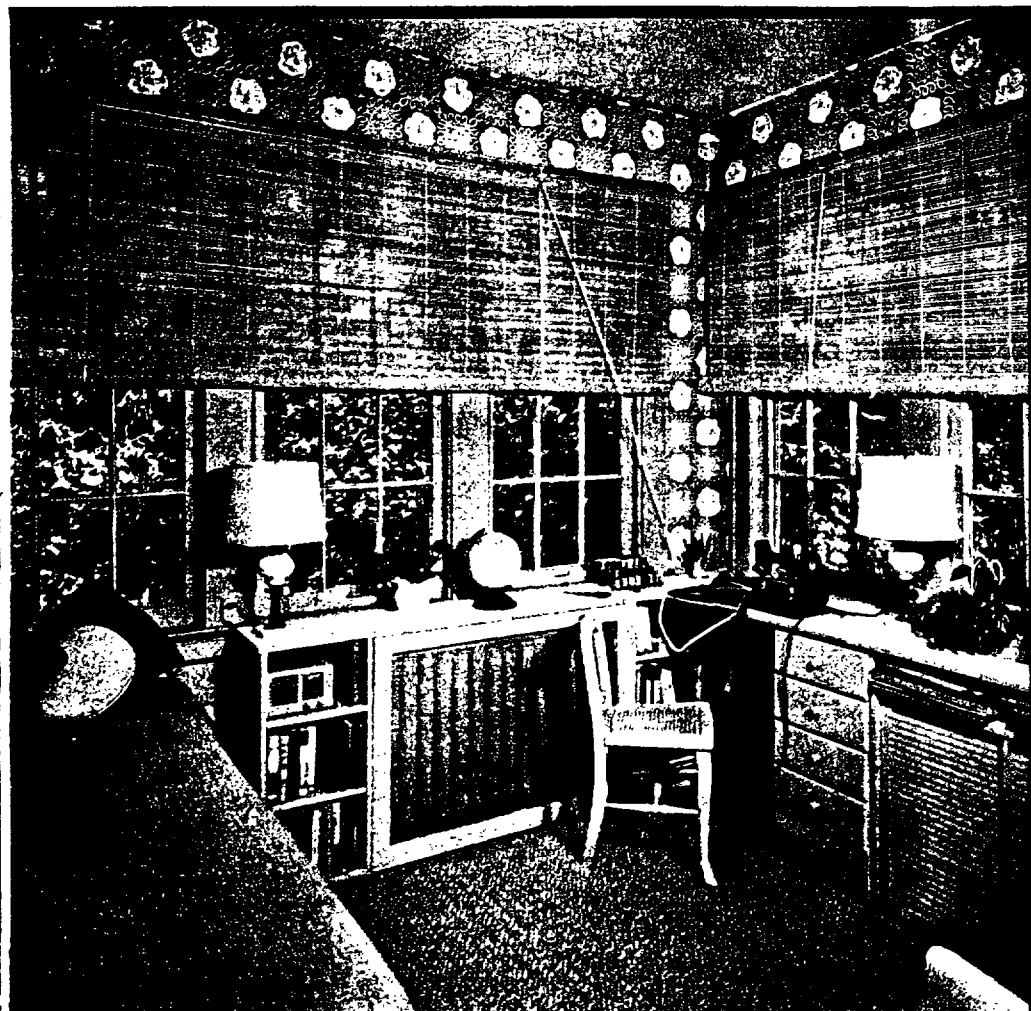


Built-in drawers keep Pearson Matthews' closet tidy. Build them of 3/4-in. plywood with 1-in. pine fronts. If remodeling attic, recess similar drawers into knee walls.

DATA: SUSAN JONES MEDLOCK
PHOTOGRAPHY: HEDRICH-BLESSING



*Turn the
page for
how-to-do-it
help*



BB023 2338

BB023 2337

How to turn *space into* a child's room

1. Take any unused space...

Before . . . wasted attic space in home of Mr. & Mrs. Donald Puls, Northfield, Ill., was catch-all for unwanted articles.

1



2. Insulate thoroughly...

Essential for year-round comfort is thorough enclosure with RED TOP Insulating Wool blankets—between studs. Here RED TOP Silver Shield batts are installed.

2



3. Surface with SHEETROCK...

Economy and ease of application make SHEETROCK Gypsum Wallboard ideal wall surfacing material. Joints and nails are readily concealed by PERF-A-TAPE Joint System for a smooth expanse that takes any type of decoration.

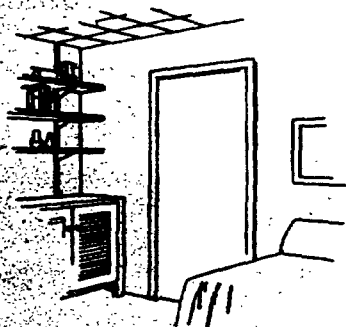
4. Decorate with TEXOLITE paints...

After . . . startling transformation (opposite) of same area you see in Steps 1, 2, 3. Happy result is bright room for tiny Stacey Puls, age 3. Walls are painted with TEXOLITE GRAND PRIZE Paint in Tawny Tan.

3

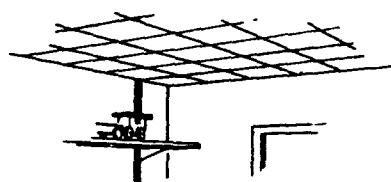


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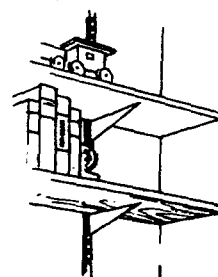
thrifty tip

Use louvered doors for ventilation, privacy, distinctive appearance. Your lumber dealer will be happy to show you the many styles that are now readily available.



thrifty tip

Cover ceiling with acoustical tile to quiet youthful noise, make dispositions happier. Choose this new USG Pin-Perforated wood-fiber acoustical tile. You'll be surprised at the reasonable price. Also see "Carpet your ceilings," page 18.



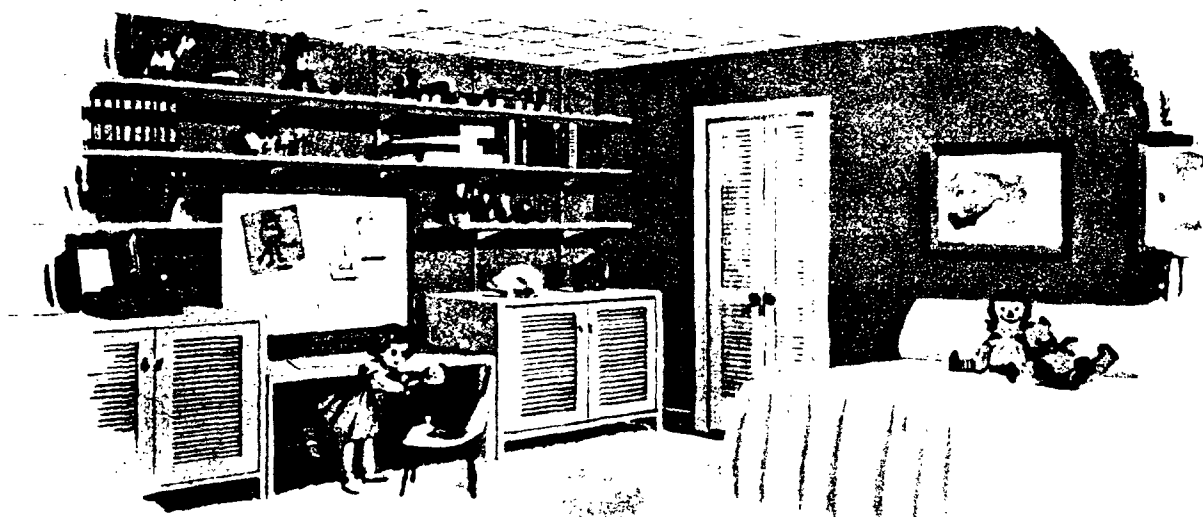
thrifty tip

Open shelves of stock lumber, combination of metal strips and brackets cost so little, do so much in keeping children's clutter off the floor.

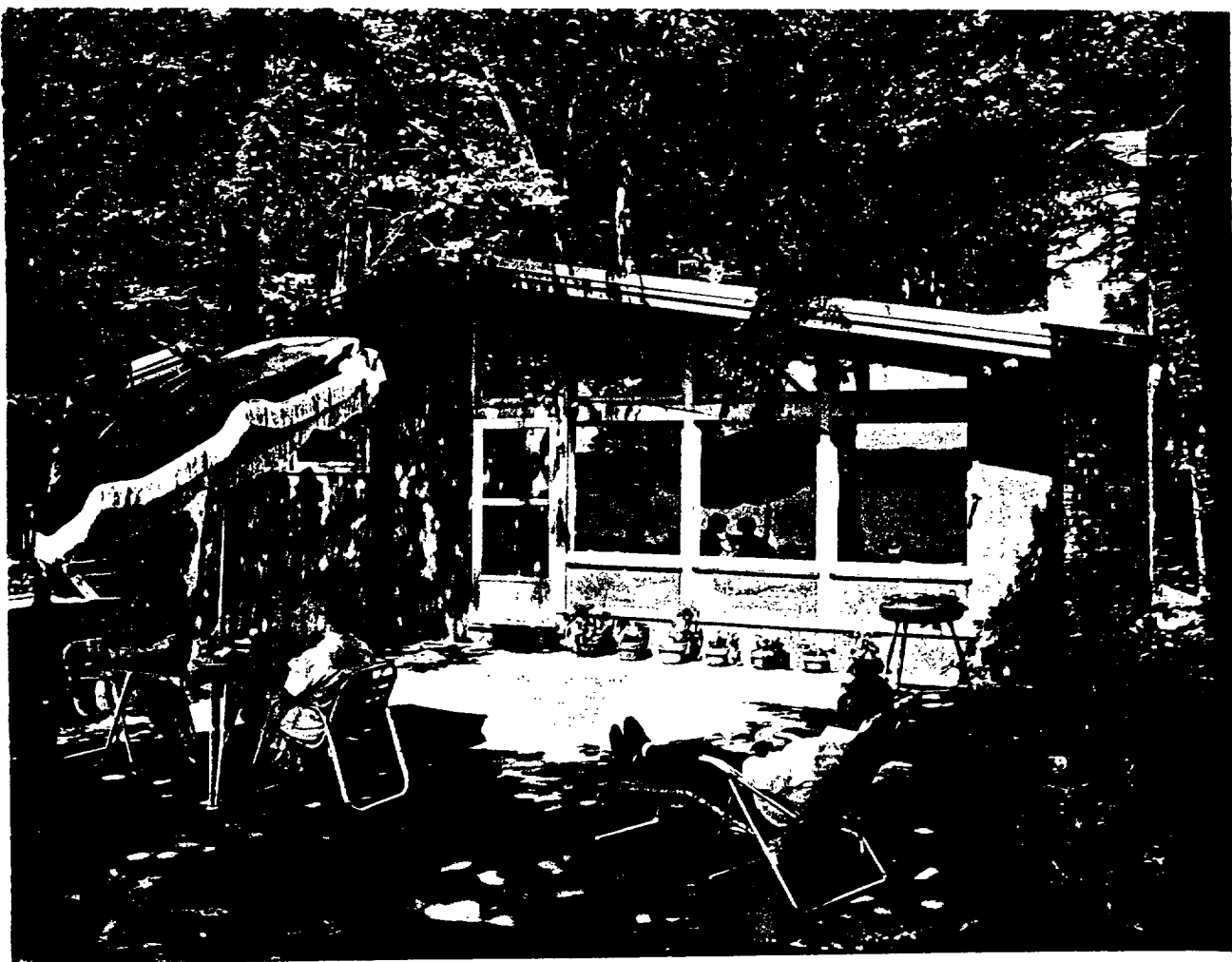


DATA: RUTH LEE

4



Here are other ideas . . . opposite wall in Stacey's room could be lined with adjustable shelves and brackets; ceiling covered with noise-absorbing acoustical tile (see thirty tips at left). Use unfinished desk and cabinets for eye-catching study center.



◀ Ever dream about a spot like this on a hot day at work? The Joseph Stiflers, Detroit, did more than dream—they built. Their handsome summer house (left) in Glen Lake, Mich., contains all the features they wanted. A local builder took their simple sketch, developed it into a delightful hideaway.

BUILDER: JOHN HATLEM
DECORATOR: MARY MUELLER
PHOTOGRAPHY: HEDRICH-BLESSING

*Vacations last
for months with*
POPULAR HOME'S

YEAR-ROUND RELAXER

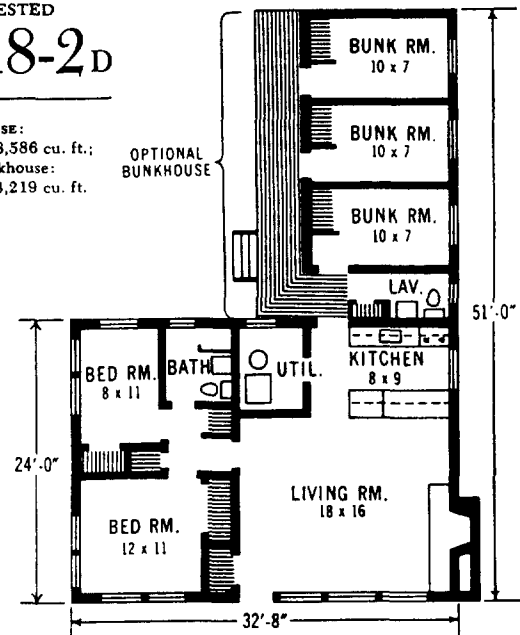


Bunkhouse and second bath connected to rear of house is unheated, and can be either built at first or added later. House sleeps eleven comfortably. Wood deck and siding are redwood for care-free maintenance.

◀ No wasted steps to spoil vacation fun. Divider with pass-through (left) simplifies serving from kitchen; opposite side stores table equipment. Large fireplace—it takes chill off Michigan's cool nights—and exposed beams add feeling of spaciousness. Insulating sheathing was used to winterize exterior walls. As result, Stiflers use their house from Easter to Thanksgiving and on occasional midwinter weekends.

FAMILY-TESTED
HOME NO. PH **18-2D**

SIZE OF HOUSE:
805 sq. ft., 8,586 cu. ft.;
add for bunkhouse:
233 sq. ft., 3,219 cu. ft.



A NEW KIND OF LIFE emerges as work hours shorten and better roads lessen travel time to resort areas. Many families are "getting away from it all" at least two days a week. Last year, more than 75,000 "second homes" were built to meet the growing demands for more relaxation.

But vacation homes are no longer just summer weekend homes. Modern insulating materials and heating systems make summer houses comfortable during the cooler months, too. And up-to-date building methods have made it possible to erect simple vacation houses in as little as two weeks. Other ways to increase their use: some owners rent their summer homes for part of the season, or provide them for relatives' use. Still others build them with an eye to the future—as a place to retire.

Whatever your motive, you'll look a long time to find a cottage plan with convenience, space and flexibility equal to that of the Year-round Relaxer. It's small, yet lives so big. An unusual feature is the optional bunkhouse and second bath which can be added to the rear to house a small army of guests.

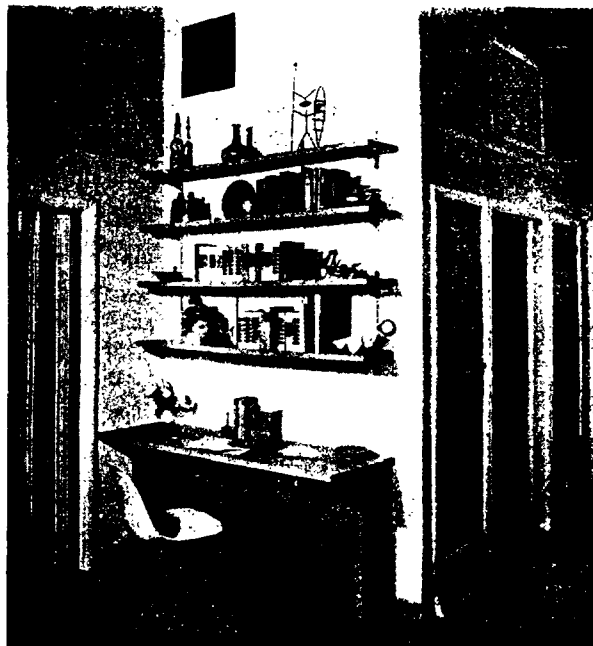
When you have the site selected and are ready to build, your dealer named on covers will be glad to order low-cost blueprints No. 18-2D. There will be many happy years ahead!

More on next page



YEAR-ROUND RELAXER *continued*

On the cover . . . lovely-to-look-out window wall. Games, refreshments, cookouts, water sports or just plain relaxing are steps away for Stifler family. Stock picture windows are available from your lumber dealer. Let him show you how this peaceful scene can be *yours*.



Every inch of space is put to work. Handy wall shelves are mounted on adjustable brackets; lower cabinet hides games, doubles as writing desk with shelf folded out on piano hinge. Wall at right, behind doors, holds canned goods on narrow shelves between studs.

**DON'T
STOP
YET!**

Like to see several vacation house designs before making your decision? Ask your dealer to show you other plans. He'll be glad to help you along every step of planning and building.



counter talk

What grade of lumber should I buy?

I'm glad you asked that question about grades of lumber. So many people come in, all confused about what grade lumber they should buy. Actually, grading is a system we use when we order lumber, and construction companies use it when they order from us.

There is no such thing as good or bad lumber. It's only bad when it's used where it wasn't intended. For instance, you should never use unseasoned lumber for joists or studs. On the other hand, there's no need to use clear lumber when a No. 2 or 3 dimension lumber will do just as well. Or, the lumber that's fine for cabinet work is far too expensive for general construction. Buying a better grade than the job calls for is just money down the drain.

Are the lower grades of lumber just as strong as better grades? Again, that depends.

There may or may not be some loss of strength in lower grades of lumber, depending on where you're going to use it. But mostly it's a matter of appearance. Lumber with certain types of knots or checks certainly doesn't look good where it's exposed, but is "just as good" for framing.

What's the difference in cost between grades? Well, that depends a lot on geographical location. A good rule of thumb is that clear lumber costs about twice as much as the lowest construction grade.

We got into quite a discussion, didn't we? But to answer your first question about what grade of lumber to buy, my best advice is to leave that up to us. You tell us what you're going to use the lumber for, and we will sell you the right lumber for the job. You see, our reputation is at stake. We'd like you to come back again, so that's why we give you the best advice we know on all types of building materials.

-Your lumber dealer





**THIS MAN...
THIS PRODUCT...**

GIVE YOU QUICK, FINISHED WALLS

The job is quick, and efficiently done when skilled hands go to work in your home improvement—whether the hands of a professional craftsman or a qualified homeowner. Efficient, durable walls are one of the better-living benefits that result from the combination of versatile gypsum wallboard and proper application. We have the quality materials and can provide the help you need.

OUR NAME IS... OVER-COME IN AND TALK IT OVER

BB023 2344

Dividends

ON YOUR REMODELING DOLLAR

A WIT ONCE SUGGESTED that the only safe way to double your money is fold it and put it back in your pocket. Sounds great! But our economy would soon come to a disastrous halt if people stopped investing in the future.

Remodeling a home is an *investment*—sometimes a considerable one—but always a safe one. Its dividends: comfort, convenience, room to stretch out and relax or entertain. And when it comes time to sell, there's another dividend—this time in cold cash.

Hugh and Marion Cripe, Los Angeles, were like many parents with growing families—they shopped for a new home. Then they took a second look at their present house. True, their old home was "outnumbered" by the five Cripes, but it had tremendous possibilities. They enjoyed their pleasant street and neighbors, and Mr. Cripe had no desire to commute to a distant subdivision.

After a careful inventory of the shortcomings of their house—tiny baths, too-small dining room, no place to sew, very little storage—they called in Architect Marvin Beck. Soon, remodeling was underway.

Did their investment pay off? Well, count the Cripes' dividends on this and next three pages, then decide for yourself! Your POPULAR HOME dealer can start similar dividends coming *your* way.



Gilt-edged investment, Cripe house was typical of sound homes in pleasant, close-in neighborhoods everywhere—but a too-small house for five people. They needed more space.

Dividend:

ROOMS FOR ENTERTAINING



Before . . . major drawback of former living room was hard-to-arrange floor plan for furniture. Part of end wall (dotted lines) was closed off and sliding panel door installed (right).

After . . . "just marvelous" is Mrs. Cripe's opinion of new living room (right). Remodeling paid off in better seating arrangement, handsome fireplace wall. Plaster walls and ceilings are painted a warm white.



Before . . . cut-up living room. Door is to seldom-used porch.

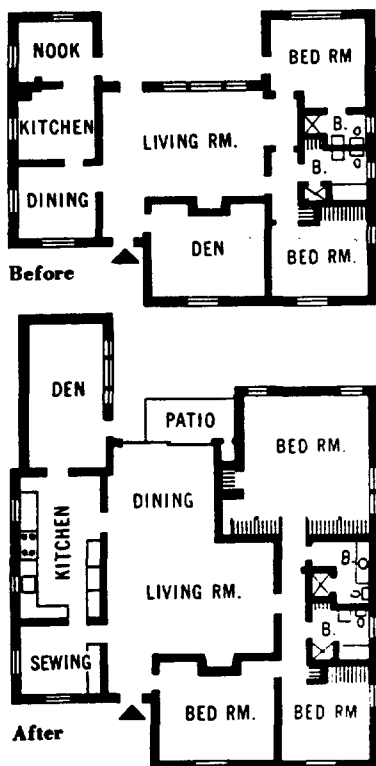
After . . . porch was enclosed and living room wall removed to create large dining area close to kitchen (door on left). Sliding glass doors open to new patio (opposite page).





More on next page

The Cripes' remodeling concentrated on garden side of house, turning backyard space into indoor living area. Result—new den, new dining area, larger master bedroom and roomier baths. White area shows expansion.



Dividend:

FAMILY FUN OUTDOORS

Room for play—outdoors and in—was additional result of remodeling. All set for cookout are the Cripes, with youngsters Larry, Glen and Mary Jo.

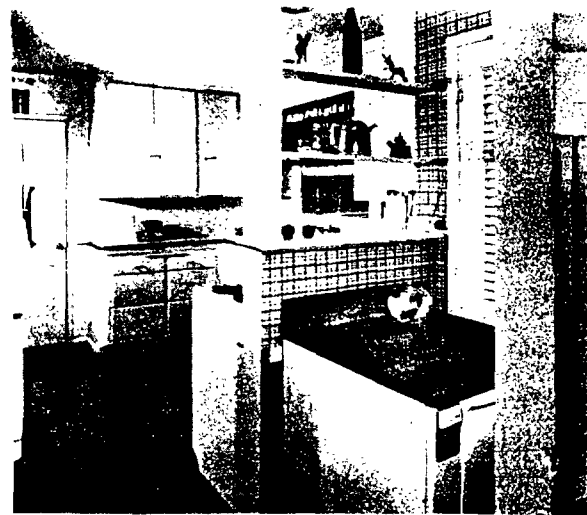


BB023 2346

Dividend:

MORE CONVENIENCE INDOORS

In the
kitchen



Before . . . kitchen was obstacle course to heavy family traffic, cabinet and work space very limited.

In the
bedrooms



Ten years of "that crowded feeling" ended with master bedroom enlarged by new addition. White-painted plaster ceiling blends with beige walls to create serene atmosphere.



All this, and closets, too! In the Cripes' master bedroom, this closet is built of 3/4-in. fir plywood, stock lumber and standard flush doors. Build them to fit space you have.

In the
workroom

Before . . . a dining room
too small for entertaining.

After . . . now used by entire family;
well-equipped room (far right) handles
laundry, cleaning, storage, sewing needs
(lift-off lid on counter top conceals
swing-down sewing machine).

ARCHITECT FOR REMODELING: MARVIN M. BECK, A.I.A.
DECORATOR: MRS. THEODORE SIMS
DATA: BARBARA LENOX
PHOTOGRAPHY: JOHN HARTLEY

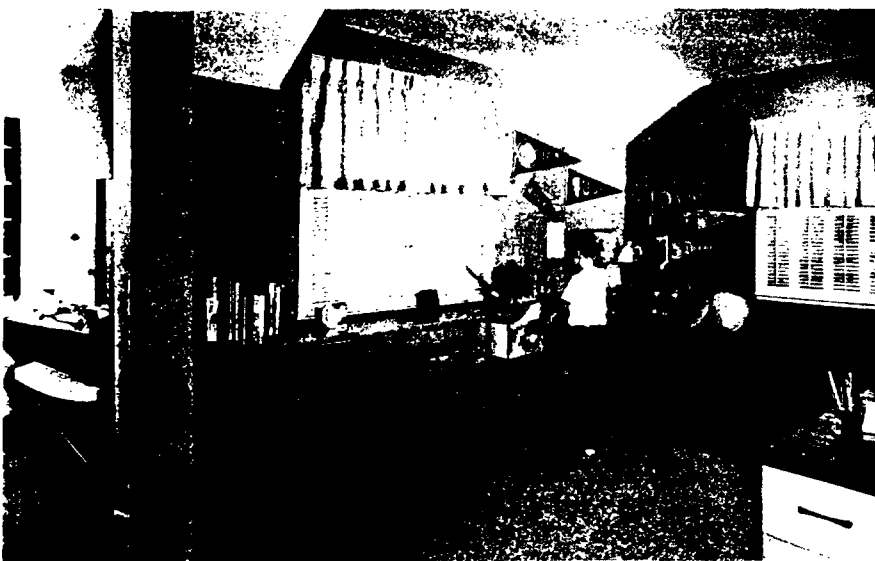




After . . . as if by magic, room opened up. Major utilities were moved against walls, unused doorways were closed up (you can use ROCKLATH and RED TOP Plaster or SHEETROCK Gypsum Wallboard). Custom-built cabinets and pantry-like cabinets on far end make meal preparation a pleasure.



Quiet corner for breakfast, brunch or conversation is in modernized kitchen. Larry and Glen Cripe check their studies with Mother.



Fine stretch of built-ins, topped by $\frac{3}{4}$ -in. plywood counter, joins boys' beds. Look to the right and you'll see *who* built them! Beds are pushed against walls for maximum floor space.



Father did it . . . the boys' room, that is—but he turned major remodeling over to contractor. You may want professional design and contractor help on your project. Your POPULAR HOME sponsor named on covers is the place to start.



What! Entertain in the Garage?



Sure enough, your garage could be an ideal setting for friendly get-togethers. Remodeling can convert it into a relaxing family room, new bedroom, utility room or shop. New Handyman Plan No. 312, "Converting Your Garage," shows how to remodel garage door openings, windows, connecting doorway; how to add flooring and heating, insulation and ventilation. In this new Plan, you'll find inspiring ideas, easy-to-follow instructions to help you build a useful new room. Easy to get going, too—just see the lumber dealer named on covers, and ask for your *free* Handyman Plan.

If you want quieter living...

Why not "carpet" your ceilings?

NOISE DRIVING YOU to distraction? Tension mounting up? Don't take to your medicine chest—see your building materials specialist instead. He can recommend a remedy—in fact two remedies—both for your ceilings. One, acoustical tile, you can apply yourself. The other, acoustical plaster, requires professional application.



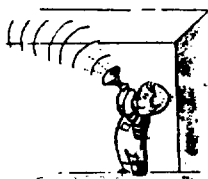
What is this thing called "sound"? You can't see it, feel it or taste it. But you surely can hear it, especially when there's a houseful of youngsters on a rainy day. What can you do with this excessive noise? One solution is to tie and gag the children. This is not recommended in better circles. Put them out in the rain? Well, hardly, medical bills being what they are.

So let's trap the noise! But how? You can buy all kinds of traps, but who ever saw a "noise trap" advertised? You can buy one. It's called an acoustical ceiling. What carpets do for your floors, acoustical materials can do for your ceilings.

How sound is controlled

Before we try to control sound, we must know what it is. Sound, and the motion of water when acted upon by other objects, are quite similar. Who hasn't thrown a pebble into a quiet pool and watched its waves go in ever-widening circles until they touched shore? Watch a bit longer and you see them bounce back. Their size and direction will vary according to the type of shoreline they hit. Sound acts much the same way. If it strikes a smooth, hard surface, *much* will bounce back. If the surface is soft and irregular, *less* sound will bounce back. That's the principle of an acoustical ceiling, which traps up to 70% of the sound which strikes it.

But don't expect miracles. Acoustical materials are designed to trap noise within a room. Noise that comes from *outside* the room, through the walls, is only partially trapped by acoustical ceilings. And people in *other*

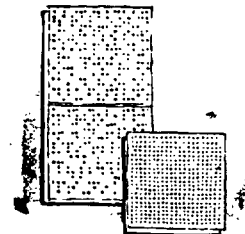


rooms benefit only as noise level *within* a room is reduced. Sound *transmission* through walls is another story. Two U.S.G. products qualify as noise traps—acoustical ceiling tile and acoustical plaster. First, here's the story on acoustical tile...

How tile is made

Wood is cut into small chips and reduced by a steam and grinding process into a mass of fibers. A large, complex

machine rearranges these fibers into a ½-in.-thick sheet called insulation board. It is then fabricated into a finished product by cutting, drilling holes and painting the surface. Several different types and styles of USG Acoustical Tile are produced simply by changing the arrangement and size of holes. Most popular size acoustical tile is the 12x24-in. QUIETONE Twin-Tile, with concealed tongue-and-groove edges for stapling. Single 12x12-in. sizes also are available.

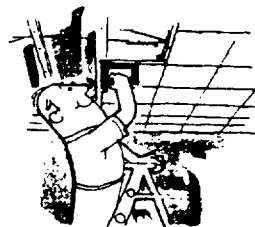


Where tile is used

Acoustical tile is primarily applied to ceilings in homes and commercial establishments. Sometimes it is applied to walls, as in radio stations. But ceiling application is usually adequate in the home. (You might want to use it in a niche around a home office or work center.)

There are two common methods for the home handyman to apply acoustical tile. One is by stapling or nailing it to wood furring strips nailed to existing ceiling, or by attaching directly to joists. Furring strips should be 12 in. on center. As a rule, the Twin-Tile type is applied at right angles to furring strips.

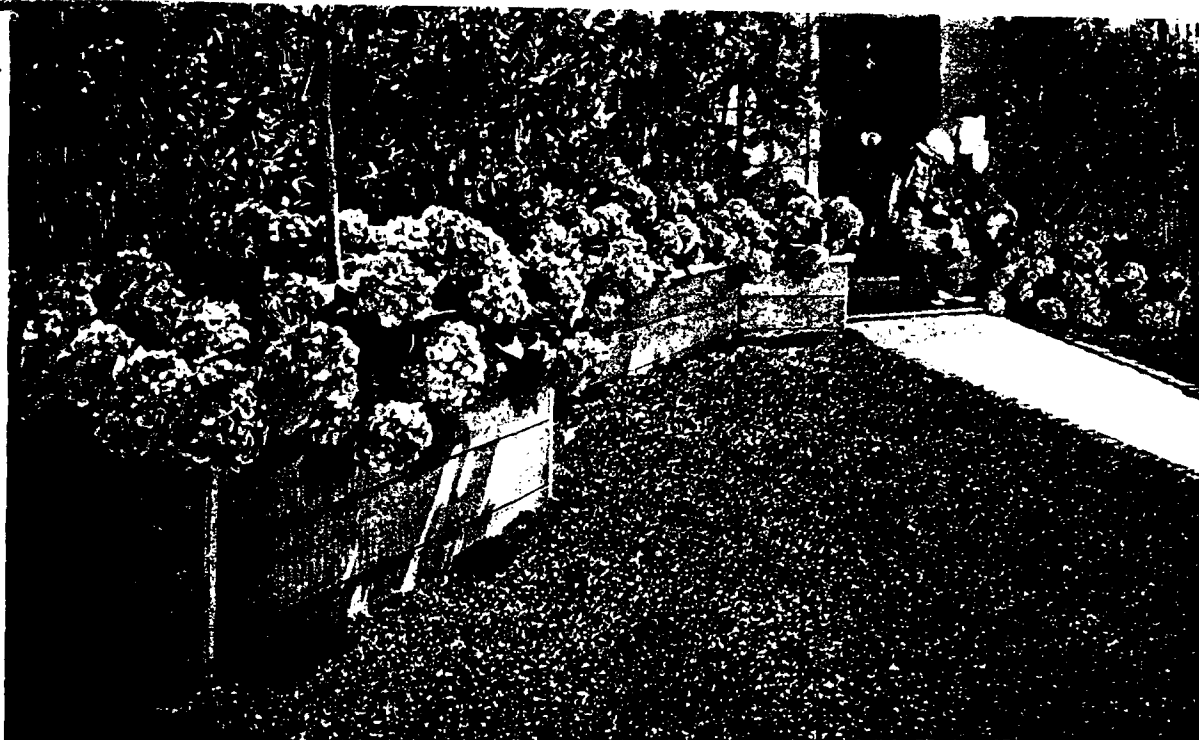
Another way to apply USG Acoustical Tile is by using adhesive. Butt Bevel tile—12x12-in., without flanges—is applied directly to existing ceiling or a base layer of gypsum backing board with mastic cement.



Acoustical plasters

The second type of "noise trap" is acoustical plaster. This one requires a plastering contractor. A wide variety of finishes are adaptable for low-cost ceiling treatment. United States Gypsum makes two kinds of acoustical plaster—RED TOP Hi-LITE (for hand application) and AUDICORE (machine or hand applied). Their uniformly textured surfaces add beauty without introducing geometric patterns. They are particularly adaptable to covens or arches, and the plastering contractor can tint these plasters at time of application. An endless variety of effects can be achieved by varying techniques. If you want a touch of the celestial, "glitter" aggregates added to final coat of plaster lend a subtle effect.

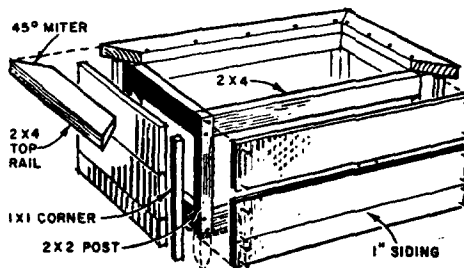




Blaze of color can come to your garden with a living fence of large flower boxes like this one. Or, a neat trick is to build a false bottom, keep the box filled only with potted plants that are blooming. Fence is built of 1-in. tongue-and-groove siding and 2x4 stock lumber; corners are 1x1 strips. Simple plan below shows you how to build.

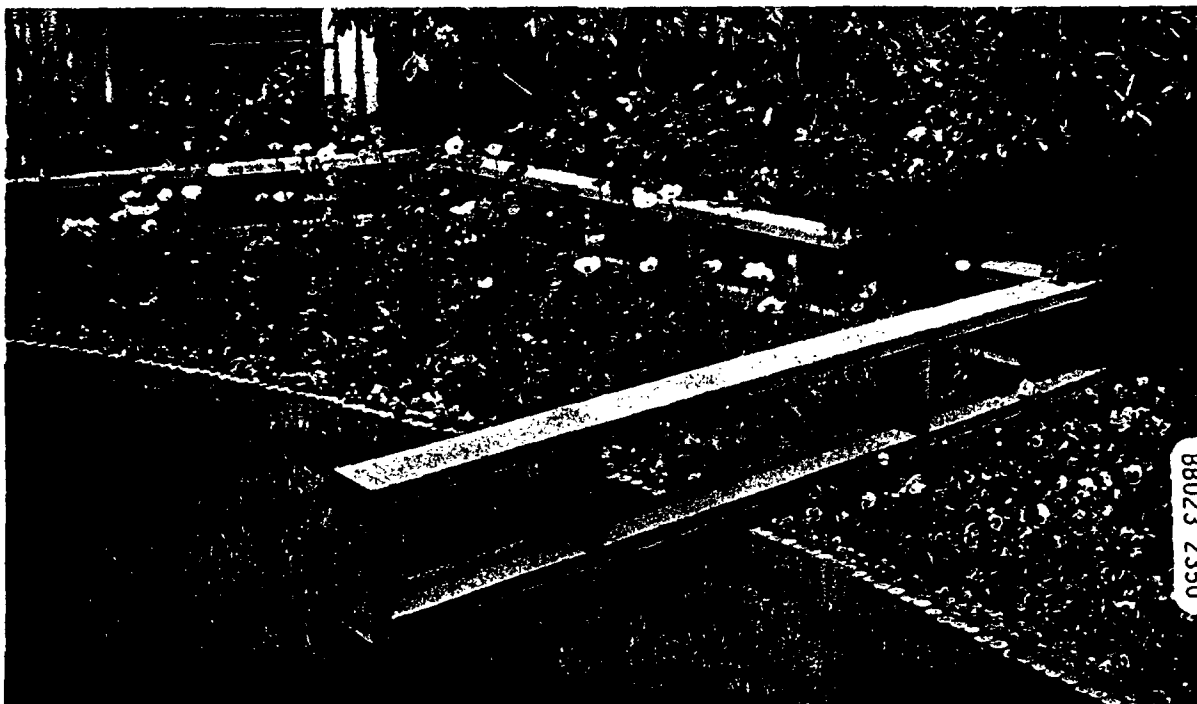
THE HOME CARPENTER

How to use wood in the garden



Try dividing your flower garden into several plots with a low wood fence like this. Interesting fence is easily built of 2x6 lumber. Paint it, or use redwood and let it weather. From San Mateo Fiesta Walk.

PHOTOGRAPHY: PHIL FEIN

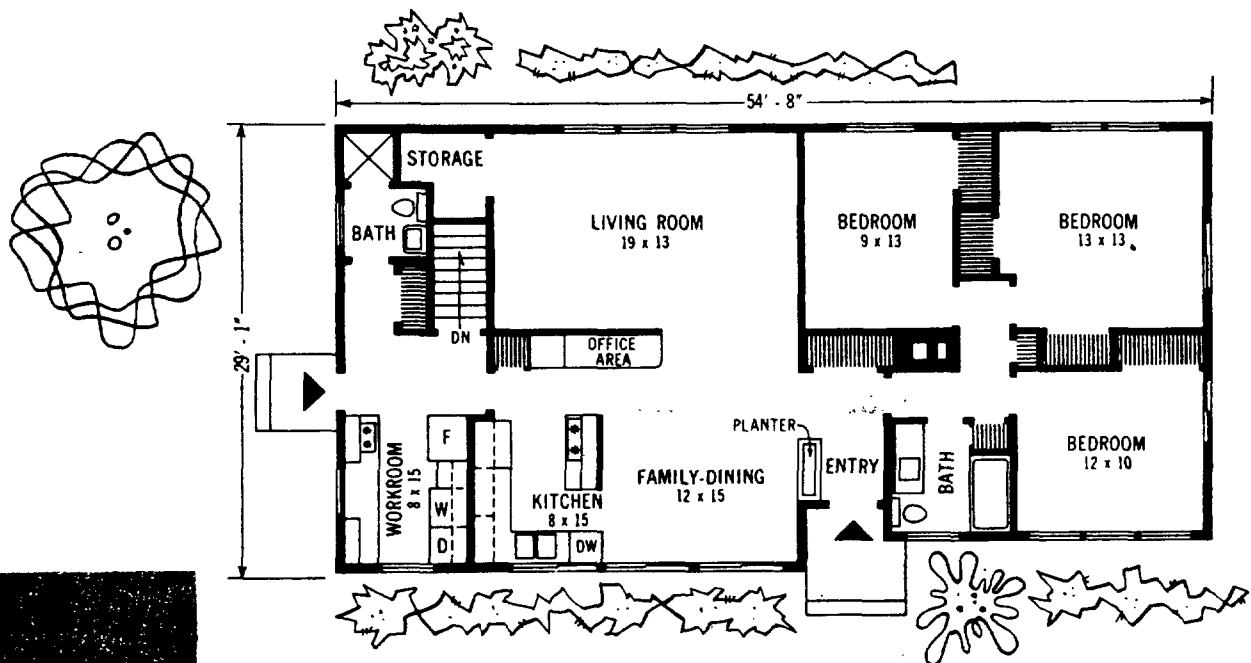


POPULAR HOME'S Up-to-the-minute house

by Frank J. Tolford



Low silhouette of house is accented by wind-resistant SEALCO roofing shingles, vertical board-and-batten siding. Recessed entrance gives visual relief to rectangular lines.



SIZE OF HOUSE: 1,516 sq. ft., 28,909 cu. ft.
(including basement)

HERE'S A HOUSE that's just as much at home on a city or suburban lot as on a country acre! From long experience with the needs of families, the University of Wisconsin designed and built this as a demonstration home in Ashland, Wis.

Basic design idea behind the house was to create a maximum amount of living space at minimum cost. An up-to-the-minute floor plan separates activity and quiet areas, avoids excessive cross-traffic. Plenty of storage space in all areas, a minimum of hallways, and large well-spaced windows meet the needs of today's family life. The University incorporated "much-wanted" ideas from all over the nation:

- Separate entrance hall
- Isolated living room and bedrooms
- Well-planned kitchen with pass-through
- Convenient recreation room
- Labor-saving utility room
- Mud room and clothes storage

Quality construction? You bet! This house was constructed of the *finest* in building materials—U.S.G. lath and plaster, RED TOP Insulating Wool, and SEALCO roofing shingles, to name just a few.

Like the Up-to-the-Minute House? See your dealer—his name is on the covers—for inexpensive blueprints No. BF 20-1A (without basement) or BF 20-1B (with basement). You'll be "at home" by Fall.



Large windows make maximum use of natural light. Absence of traffic through room simplifies furniture arrangement. Door in background is to storage closet. Sloping ceiling is well liked by Mr. & Mrs. Garit Tenpas and daughter, Paula Jean.



Smooth surfaces for easy decorating are achieved with RED TOP Plaster over ROCKLATH Plaster Base.

Family dining area (left) is convenient both to kitchen for meals, and to entrance for "company" dinners. Rich tones of TEXOLITE Paint on walls and ceiling add to pleasant effect. Planter divides entryway and dining area.

More on next page

BB023 2352

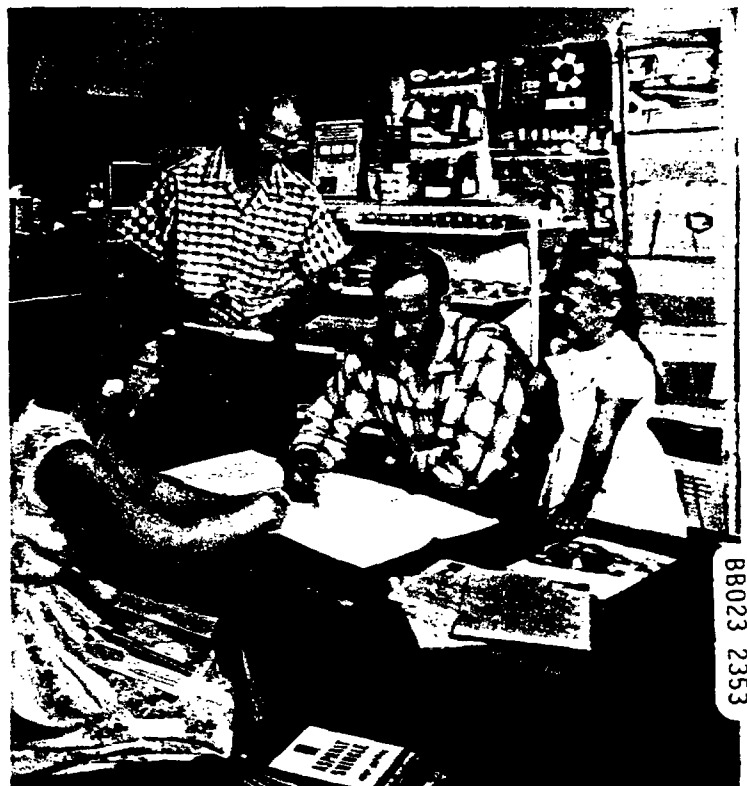


Basement family room is ideal for "Skip" Tenpas and friends on rainy days. Rear wall of **Duron Perforated Hardboard**, outfitted with Handy Hooks, holds fun equipment. **USG Acoustical Tile** ceiling clamps down on the noise. Concrete block wall was painted **Cascade Green** with **DURA-DRI** Masonry Coating.

New house in your future? Get expert advice—as the Tenpases (right) are doing—from your lumber dealer named on covers of this magazine. Like to look at other house plans before you decide? Your dealer has a free copy of the 80-page **Take-Home Plan Book** waiting for you. It contains 38 up-to-date house plans. Just ask him for it!

UP-TO-THE- MINUTE HOUSE

continued





So versatile, and easy to apply over furring strips, Durox Perforated Hardboard is fastened to basement wall. Spacers should be provided between hardboard and wall. Joints may be covered with thin pine battens, painted to match. When painting, use fairly dry brush or roller.

UP-TO-THE-MINUTE HOUSE *continued*



Beauty at a bargain, recreation room wall is covered with Woodgrained SHEETROCK Gypsum Wallboard. Rich wood tones contrast with painted walls. It comes in three popular patterns: Ranch Pine, Sablewood, and Cherrywood (shown above).



Dry basement walls, plus decoration at same time, are advantages of using DURA-DRI coating. It's excellent for porous masonry surfaces such as stucco, brick or poured concrete.

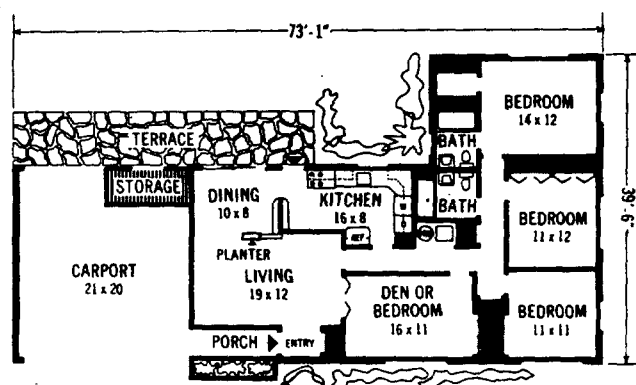
*Here's another fine home ...
your local dealer can order
blueprints for this home, too*

POPULAR HOME'S

HOUSE OF BONUS SPACE

BIGGER FAMILIES demand bigger houses—a fact of life. The builder of this Memphis, Tenn., house (below) put theory into practice, produced a modest-priced home that looks big—lives bigger! Plus factors include an *extra* room which can be a den, bedroom or family room; separate foyer; two baths and a quiet sleeping area removed from activity core of house. Roof line extended over carport provides spacious play area, is a natural for future expansion.

Does the House of Bonus Space meet your needs? Your dealer will order low-cost blueprints for you—No. PH 16-6A (without basement) or 16-6B (with basement).



DESIGNER: H. M. HAMILTON

Family-tested home No. PH 16-6A or B

SIZE OF HOUSE: 1,552 sq. ft., 18,624 cu. ft. (excluding carport, storage)



FIXIT FORUM

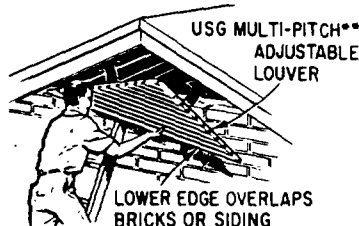
CLIP FOR YOUR FILES

PROPER ATTIC VENTILATION in homes new or old is vital, for two reasons. (1) *To prevent excessive heat buildup* of the air in attic or ceiling spaces. This super-heated air heats up insulation and radiates to rooms below, even after outside temperature has dropped—thus defeating the purpose of insulation. (2) *To dissipate moist air* in attics that causes damaging condensation. During cold weather, this moisture often freezes on underside of roof. When it melts, water damage to the house is often extensive.

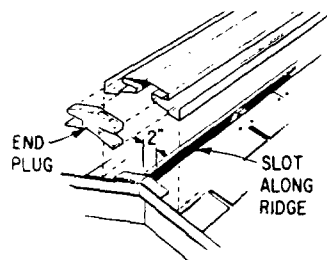
Attic ventilation problems can be solved by installing roof vents. On this page we show types of ventilating louvers for different style roofs. Size of vent openings is *most* important. For usual gable or hip roofs, total free area of louver openings should not be less than 1/2 in. per sq. ft. of attic floor area. Double this ratio for houses with flat or low pitch roofs. Location of louvers is another very important item. Drawings on this page show *where* to install them. At least one-half vent area required should be near high point of roof.

VENTILATING THE ATTIC

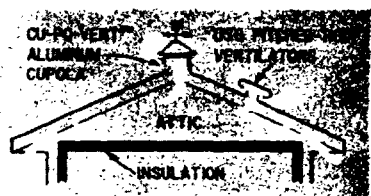
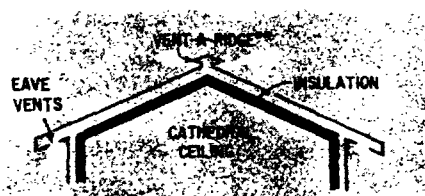
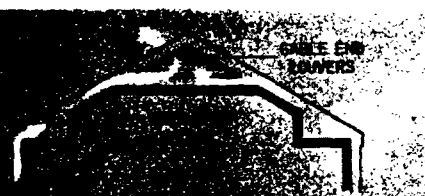
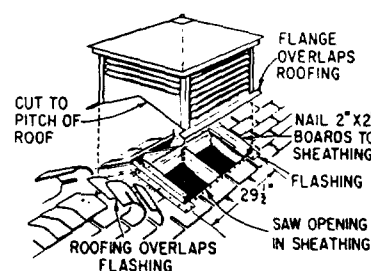
On high pitched roofs, gable end louvers are installed. Remove brick or siding and slip louver into place, nailing to back of rafter. For standard pitch roofs you can use USG Fixed Pitch Louvers; for non-standard pitched or unevenly sloped roofs, use USG MULTI-PITCH Adjustable Louvers.



Maximum ventilation where it's needed most—at roof peak—is possible with new VENT-A-RIDGE Louver. Sections can be added together for any length roof. Installation, on most roofs, is simple. Silhouette blends with roof.

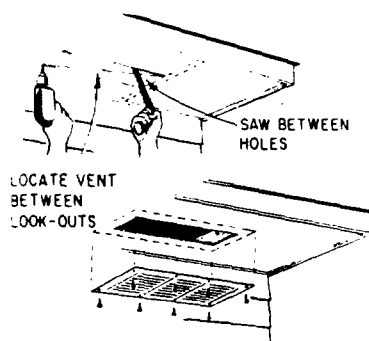


Difficult ventilating problems end with installation of Cu-Po-VENT Cupola. It can be centrally located at highest point to provide large-scale ventilation, with or without exhaust fan. Design adds utility, beauty to any home.

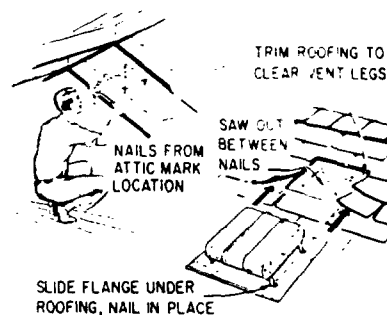


HAVE TROUBLE PLANNING AHEAD?

Do you make mental notes on needed home repairs, then lose them? You're not alone! Here's a sure-fire way to take the guesswork out of home maintenance—the HOME CARE LOGBOOK. A simple checklist shows *when* to inspect, and *what* to look for. The LOGBOOK also keeps detailed records of repairs, who made them and costs. This valuable book is *free*—ask your POPULAR HOME dealer for your copy.



Soffit vents, working with roof louvers, should provide up to 50% of required ventilation (half of total vent area should be inlet). Saw openings for vents between roof framing, spacing them evenly along length of roof.



Alternate method for pitched roofs: install USG Pitched-Roof Ventilators as near peak as possible. Pleasing appearance and large capacity, plus ease of installation, make this a popular style. After it's installed, seal around it with Super-Tite Roof Cement.

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 by this company: USG (expanded metal, acoustical tile); DURON (hardboard); SHEETROCK (gypsum wallboard); PER-FIX (plaster, insulating wool); PERF-A-TAPE (joint system); TEXOLITE and GRAND PRIZE (paint); ROCK-PLATE (plaster base); QUIETONE (acoustical tile); HI-LITE and AUDICOTE (acoustical plaster); SEAL-IT (shingles); Dura-Bond (masonry coating).

**MULTI-PITCH, VENT-A-RIDGE and CU-PO-VENT are T. M. Reg. of Home Comfort Mfg. Co., Peoria, Ill.

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durability, here's the team
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BARGAINS**

Come in and Compare 'em!

PRICE ALONE doesn't make a true bargain—*quality* is even more important. A prime example is our line of insulating and acoustical ceiling tiles. They save on fuel bills, quiet noise, give modern appearance. Top quality? You bet—our materials stand comparison with others *at any price*. When you shop with us, you save money and gain satisfaction!

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