

Popular Home

Sun

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4-STAR STORAGE—Built-ins for You to Build . . . page 8
12 BEAUTY TREATMENTS for your home

B8023 0541

GREENER PASTURES

ON THE OTHER SIDE OF THE FENCE?

Maybe it's just luck that some folks seem to have things so nice—or maybe it's because they know where to come for advice and assistance in getting the good things of life. We've helped so many make their own pastures greener, we're sure we can be of real help to you. And what can you lose by trying? Just come in to see us—now or anytime!

*then
think
this
over*



SEE OUR NAME AND ADDRESS ON BOTH COVERS

Popular Home

SUMMER • ISSUE 5 • 1954

NICE TO SEE YOU! Here's our magazine gift again, chock-full of good-living ideas that surely are close to your heart. Suppose, for a moment, that you wanted to use some of them in your house.

You'd drop into our place to talk it over, and receive a warm welcome. Then, you might be surprised to learn how we'd go about helping you. Of course, you'd get practical, money-saving advice on our specialized part of the job—and we'd hope to make a satisfied customer of you. But we'd also suggest the best people to see and how to arrange for the rest of work that's outside our field.

You see, there's lots of knowledge and many skills required in this building and home-improvement business. We're an important part of it, and we make it a point to know the contractors, architects, dealers and other specialists to whom our customers are entrusted. Now, can we stop supposing and invite you to find out for yourself? Come in!

Your Popular Home Sponsor

(Our name and address are on the covers)

P. S. The size is right, and the ideas will still be good, months from now. So why not file these magazines? For your reference, here's the handy Index of Features in this issue:

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COVER PHOTO: BIELEFELD STUDIOS, INC.

B8023 0542



12 beauty treatments

for your home

Here's how to improve the exterior for good looks,

more livability, fewer repairs, and higher resale

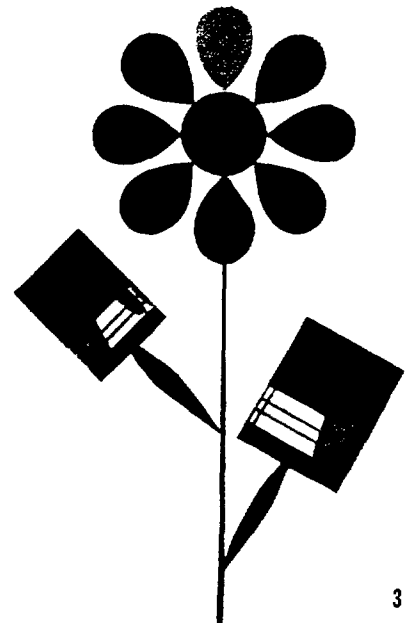
INTERESTED IN DOLLARS in your pocket? Then it's wise to put time on your side. These nice days, by taking stock of the *exterior* of your house. Think of it this way: "What should I do now to repair; improve; maintain; decorate?" There's a good reason for asking, for the right improvements *now* will spell out a future of lower repair bills and higher resale value for your property.

That isn't all, for you can add eye-appeal at the same time—to make yours *the* house of distinction in the neighborhood. Moreover, there are many improvements that will make the house more convenient and livable. And it's all possible at surprisingly little expense, especially if you do at least part of the work yourself. Here, and on the next two pages, are a dozen of the best ways to do the trick.

1. Dress up the landscaping. Start with good basic plantings, such as two or three good-sized trees, and add the rest in a planned long-range program. Keep foundation planting away from the house to increase its apparent size; choose varieties for maximum of foliage, blossoms, and year 'round appeal.

2. Get color into the act. Keep the house painted, and it won't deteriorate; but make sure your colors harmonize with the neighbors', your own foliage, and with your roof. Don't be afraid of a lively accent color on small areas (doors or shutters), and emphasize the trim if you wish—but paint everything the same color if there are many changes of materials on the exterior.

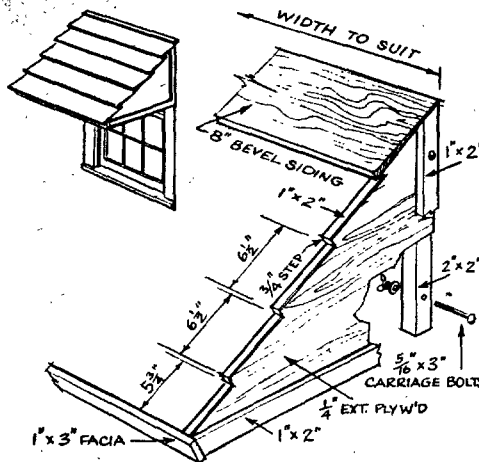
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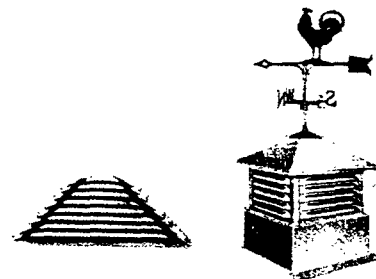
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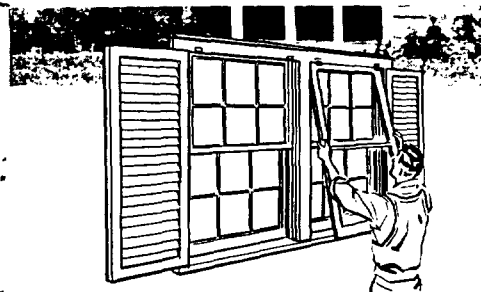
3. Add shade, shelter. Here's a make-it-yourself louvered wood awning for windows, doors, using stock materials. Cut and notch sides, add 1x2 strips. Screw 2x2's to window trim, then bolt sides in place. Attach fascia with screws, and nail on siding to form roof. Some lumber dealers now offer this type of awning in precut form, with clip-on system of assembly for easy dismantling in winter.



6. Banish the stains. Proper ventilation is one cure for unsightly moisture condensation. Easy ways to get it are with USG Multi-Pitch aluminum louvers in gable ends (left, above) or with the new Cu-Po-Vent, an aluminum rooftop cupola with weather vane.



7. Help out the windows. Add shutters to overcome the "hole in wall" effect of narrow windows. Dealers have stock sizes available, and a new type now on market also acts as ventilating louver. And don't pass up storm windows if your winters are severe. There are combination, self-storing and panel types.



4. Restyle the entrance. Did you know that stock entrances, including doors and trim, come in a wide variety of styles and types? The job is one for a skilled carpenter; and while he's at it, consider adding new entrance lights and mail box (or drop chute). See your lumber dealer to make your choice, and arrange for low-payment financing if desired.



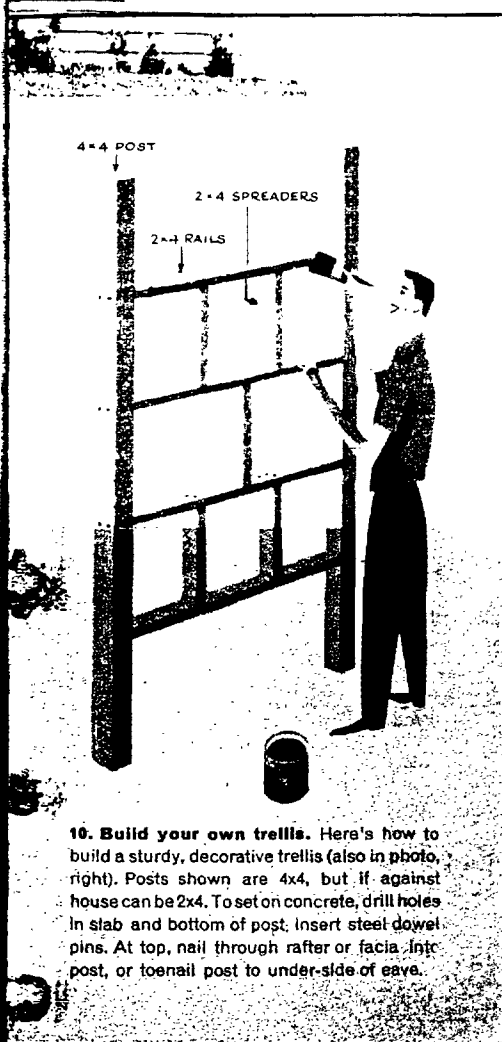
8. Face-lift the walls. At the top of your maintenance list should be the exterior walls, both to prevent future trouble and to get a quick "new look" today. New siding often is the answer, such as GLATEX® asbestos cement shingles, left. If you prefer a vertical pattern, see the new USG striated siding (in photo, Page 3)—both types available in white and colors. Re-siding is usually a professional job.

*T. M. REG. U. S. PAT. OFF.

9. Show off your plants. Here are unusual wood plant boxes suspended between 4x4 posts on porch or beneath roof overhang. Make boxes of 2-inch thick lumber, redwood preferred. In bottom, drill one 1/4-inch drainage hole per inch of length. Coat inside with asphalt. Another good choice: masonry plant box at ground level near entrance. Build it about 18 in. wide, 18 to 24 in. high.



5. Spruce up the garage. If your garage is near the front, make it worth admiring! Get a new door, available in many decorative designs. See what your lumber dealer offers—and while you're there, consider a low wood fence, lamppost and nameplate for the lawn.



10. Build your own trellis. Here's how to build a sturdy, decorative trellis (also in photo, right). Posts shown are 4x4, but if against house can be 2x4. To set on concrete, drill holes in slab and bottom of post. Insert steel dowel pins. At top, nail through rafter or fascia into post, or toenail post to under-side of eave.



11. Save the roof—now! Nothing about the house is more important to keep in condition than the roof. Small leaks there can become big troubles, in a hurry. When you come to it, reroofing is a job for experts—and your lumber dealer is the man to see. Let him show you the beautiful colors of USG* Thick Butt asphalt shingles, such as Venetian Red, shown here. At the same time, keep your gutters and downspouts in good repair. Winter's ahead!



HOME OF MR. & MRS. A. G. DONNERBERG, PORTLAND, ORE.

12. Work it all together. Here's what's possible by cleverly combining exterior "beauty treatments": bold use of color, well-done landscaping, strong architectural features, an interesting entrance. If you have unpainted masonry walls, bring them to life with the soft-hued colors of CEMENTICO* cement base paint.

*T. M. REG. U. S. PAT. OFF.

BB023 0545



Ezio Pinza enjoys and appreciates his family and home. He leads a quiet life, and rarely goes to New York City except for professional appearances. His love for stonework, apparent here, also is expressed in exterior steps and walls (below).

Big sister Clelia, 12, and little sister Gloria, 3, are more appreciative of Pietro's talent than family dog, Larchmont, named for Mrs. Pinza's home town in New York. As all rooms should be, the living room is a becoming background for people. Color scheme is simple (good lesson in interior decoration) with carpeting, painted walls and draperies all in tones of warm beige. On the ceiling, a muted green-blue echoes furniture color.

Rear of house looks out over trees, a brook and stone terrace. "My husband," said Mrs. Pinza, "is not likely to tell you this, but he did most of the stonework." The Pinza house has two stories, with basement wall exposed in rear facing ravine. Big windows brighten family room.



BRU23 0546

Homes of Famous People

with the

Ezio Pinzas

By Cynthia Montgomery

THE STAGE was appropriately set for our visit to the Ezio Pinza home, as the doorbell welcomed us with the opening strains of *Some Enchanted Evening*. In this charming new house in the Connecticut hills, Mr. and Mrs. Pinza live with their children, Clelia, 12, Pietro, 10, and Gloria, 3.

Ezio Pinza, a surprising combination of great artist, devoted father and home handyman, spent his youth in Ravenna, Italy, where his parents moved shortly after his birth in Rome. Music-making played no active part in his childhood. At 18, he decided to take up professional bicycle racing, against his father's wish, to earn a living. Discouraged because he rarely won first

prize, Pinza listened to friends' suggestions that he become a singer. Impressed by the young man's talent and determination, the mayor of Ravenna arranged a music scholarship for him. Not until after six years' service in World War I was his stature as a great singer recognized. In 1926, he made his debut at the Metropolitan.

In addition to opera (78 different roles) in many countries, Ezio Pinza's career has included films, the theater and television. The general public became aware of him in *South Pacific*. His recordings of popular and classical music are best-sellers, played even on the nation's juke-boxes.

At train stop, Mrs. Pinza serves coffee to senior engineer. Family room is located on lower level of house. It's alive with trains, toys and television. Walls are lined with autographed pictures of stars.



PHOTOGRAPHY: JERRY COOKE AND NBC



"One of the things my father built is this bridge," Pietro told us. As a young man, Pinza received a music scholarship. To pay for his board, he worked nights in a carpenter's shop. Now carpentry is his hobby.

Many family activities keep the Pinzas a happy, vital group. If possible Pinza bicycles every morning for an hour; likes boating, fishing, hunting and motoring, prefers sports clothes to other apparel. Daughter Clelia, rehearsing for a school play, is missing from this picture.



4-Star Storage



*Built-ins you can
build out from any wall—
singly or in any combination*

STORAGE SHORTAGE in your house? Here's good advice: stop wishing and start working! Let POPULAR HOME'S 4-Star Storage come to the rescue—for here is something *you* can do to permanently cure the storage pinch without major remodeling. A Free Handyman Plan will tell you how.

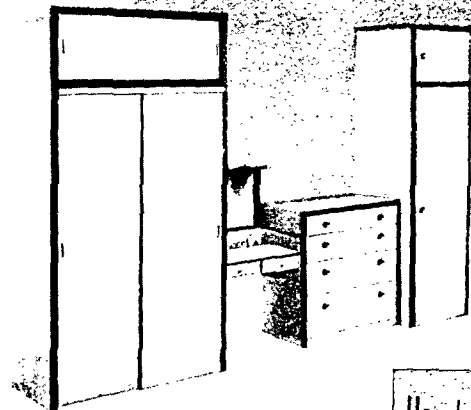
As illustrated here, 4-Star Storage consists of four modular units to be *built out* from existing walls: wardrobe unit, shelf unit, vanity-desk unit, chest unit. One of them will fit in a corner, or several will make up a complete closet wall. Developed primarily for bedroom use, they're also readily adaptable to other areas of the house.

And they're no cabinetmaker's job to build. A simplified construction system keeps the units in the amateur class for any careful home handyman. They're designed to use stock materials from your lumber dealer. So figure out your combinations, ask the family to clear the decks for action, and make 4-Star Storage your *first* autumn project!

DESIGNED BY HIRSCHFELD & PAULAN, ARCHITECTS

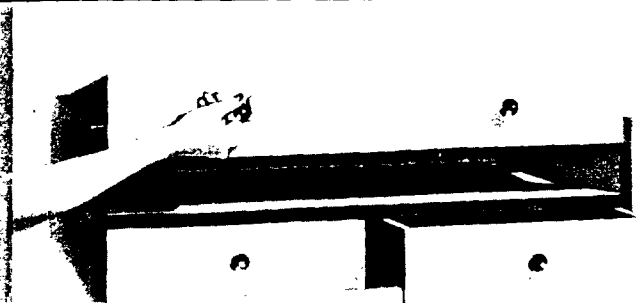
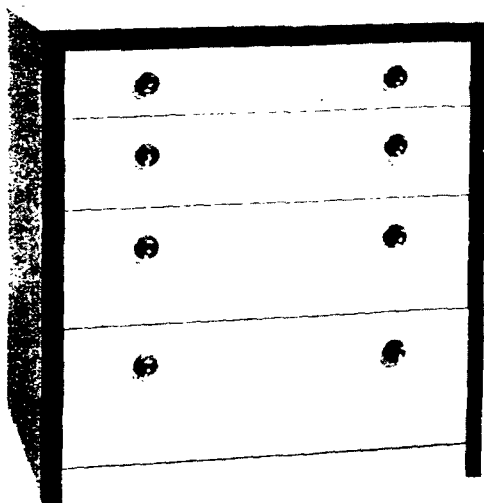
Take Your Choice of 4 Units:

- ★ 4-foot Wardrobe
- ★ 2½-foot Vanity-Desk
- ★ 3-foot Chest Unit
- ★ 2-foot Shelf Unit



Get a Free Plan! With 4-Star Storage you can have an 11½-foot storage wall using all four units—or any other combination. How? Be first in line at your POPULAR HOME sponsor's place—and pick up your new Free Handyman Plan on 4-Star Storage, for complete instructions.

Handyman Plan
4
STAR
STORAGE



★ **Vanity-Desk Unit** (above), 30 inches wide, leads a double life, for Handyman Plan shows how to build it either as vanity or desk. In vanity version here, top hinges down neatly into closed position.

★ **Chest Unit** (left) works like a charm, thanks to smooth-sliding drawers that are easy to make! Unit is 3 feet wide, 20 inches deep, 40 inches high.

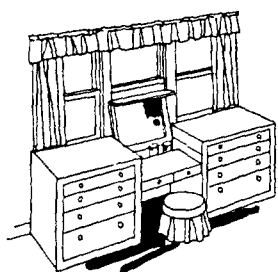


★ **Shelf Unit** is 2 feet square and 8 feet high, including top cabinet. Build it alone, as twins, or as triplets! Construction is simple, whether inside is fitted out with drawers, shelves, or with mirror. Leave off hinged door, if you wish.

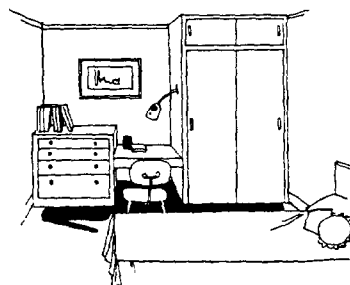


★ **Wardrobe Unit** provides the hanging space you need. Handyman Plan shows how to build it, including shoe rack in bottom. Unit is 4 feet wide, 2 feet deep, 8 feet high. You build simple wood frame, apply hardboard sides, then make hardboard wood-framed doors.

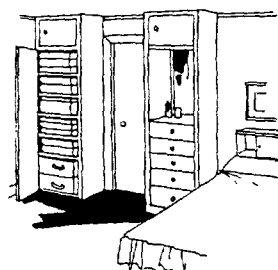
HERE ARE WAYS TO USE THEM



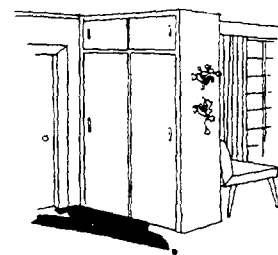
Here's how they fit under windows—chest units at side, each with four roomy drawers, vanity unit in center with raise-up mirror above convenient cosmetic tray. Width required: 8½ feet.



Idle end wall? Measure out 2 feet from wall, build chest and wardrobe with desk unit between. Desk is adaptation of vanity unit, one of variations explained in Handyman Plan. Width required: 9½ feet.



Impossible corner? Never, with 2-foot shelf units to fit small spaces. Unit at left has six shelves, but its twin is stand-up vanity with drawers and recessed mirror. Shelf unit also is ideal for bathroom.



All around the house are spots where 4-Star Storage units shine. Here, 4-foot wardrobe becomes guest closet at front entrance, and space divider. Plan shows how to make both sliding, hinged doors.

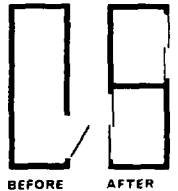
What to do.

Remodel the space that's going to waste

BEFORE YOU ADD NEW CLOSETS, it's only sensible to take a close look at the closets you already have. Frequently, there's plenty of existing closet space if it only were fully usable. Perhaps it's the wrong shape, or you don't have access to the full width of the closet.

That's when structural remodeling is in order—and it isn't a frightening prospect because usually only a few partition changes and perhaps some new doors are necessary. Much of this a handy homeowner can do himself—and with skilled help on the job, it's even less of an undertaking. But *how* it pays off in more convenient living! Make an accurate sketch of your "closets for improvement"—and let the friendly firm named on the covers suggest the next step.

Here's an example of how a closet that doesn't suit anybody can easily suit two rooms. A narrow cavern where things cannot be reached, is divided by a new partition and part of back wall is opened to adjoining room. Sliding doors are ideal for this type of installation—your dealer has a variety to show you.



So don't change the door—and still come out with the drawer and shelf storage you need. Here, inaccessible closet is simply divided into wardrobe and storage sections. Drawers and shelves are recessed into full depth of closet (photo at left), with off-season storage above.

No more "lost" corners, once double doors replace narrow single door in problem closet. (1) With new opening marked and old trim and casing removed, wall surface is carefully cut back, exposing old framing to be cut away. (2) After new opening is framed with 2x4 studs and header, new casing is assembled and moved into place. Wedges are used to plumb sides. (3) Almost ready, new sliding doors are hung from track. New trim conceals edge of opening.



...about closets?

Equip the inside for efficient use

THERE'S ONE MORE SIDE to the story of closet efficiency. Whether your closets are new or old, what about the inside—are they equipped for space-saving service?

That's where the *new* developments in closet planning come in—with shelves, drawers, racks, and hook fixtures. You can install them yourself, using stock materials your lumber dealer will recommend. Also available are cleverly-contrived metal fixtures for ties, shoes, trousers, blouses and other garments, and accessories. All of them are space-saving and efficient. Just do it the *right* way—by following recommended standards for closet dimensions and arrangement.

Here's newest trick for back of closet door—USG Perforated Hardboard with Handy-Hooks. Just choose from your USG dealer's hardboard "shorts", 2x4, 3x4, or 4x4-foot sizes. You buy the hooks in kits, for hat closet or shoe closet, cut hardboard to fit, and attach to door. Every inch is put to work!

▼ **Assign a place** to everything in your interior closet arrangement. In this example, built-in trays and slanting shoe shelves are topped by counter that doubles as milady's vanity. Shelves above counter hold hat and shoe boxes. Closet wall is completed by row of cabinets near ceiling for out-of-season storage.

HOME OF MR. & MRS. N. J. SCHLOSSBERG

ARCHITECT: RENE TRAVELLETTI



RECOMMENDED CLOSET STANDARDS

Dimensions:

Depth: 24" minimum
30" preferable
Width: 24" minimum
4 ft. per person recommended

Door Opening:

Width: 24" minimum
Height: 6'-4" minimum

Rod: (1" steel pipe recommended)

Height from floor:
Children 3 to 5 30"
Children 6 to 12 45"
Teen-agers 55"
Adults 60" to 66"
Distance from wall 12"
Distance below shelf 2½"

Shelves:

Depth: 12" to 18"
Distance between: Article height plus 2"

Hooks:

Distance from opening: 5"
Distance apart: 7"
Distance below shelf: 4"
Note: Do not place hooks behind rods.

BB023 0551

POPULAR HOME'S

Here-to-stay House

*Want a house to suit your future?
Get building blueprints for this one*

FOR MOST FAMILIES a new house is a lifetime investment. Its sturdy construction and forward-looking architecture should promise many years of comfortable living. That promise is realized in POPULAR HOME's Here-to-Stay House, a three-bedroom one-story dwelling that preserves just the right touch of charm from its Colonial ancestors.

Behind a white fence and welcoming lamppost, the house would fit proudly into any good neighborhood—and still retain its popular appeal in years ahead. That was the verdict of home-buyers in Detroit, Mich., where the Here-to-Stay House was one of the models in the new Cambridge Village development of Rodney Lockwood Community Builders.

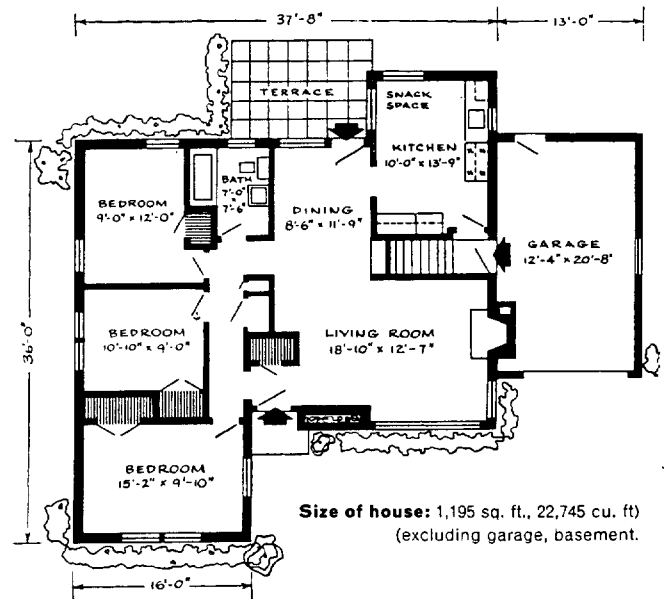
You can cast the same vote and build this moderate-cost house for your family—on a lot of 60-foot frontage or even less, if you omit the garage. And there are good ideas to borrow if you're planning to modernize your present house. For complete building blueprints, ask your POPULAR HOME sponsor to order Here-to-Stay House Plan No. PH 11-5A, without basement, or No. PH 11-5B, with basement as shown here—both available with reversed layout. Make your move today!

Eating space is strong point in house, with cheerful breakfast corner under windows in kitchen. Kitchen has efficient L-shaped arrangement of cabinets and appliances, and connects directly with basement and garage. Walls and ceilings throughout house are of smooth, fire-resistant SHEETROCK® gypsum wallboard.

*T. M. REG. U. S. PAT. OFF.



Smart and inviting, interior has spacious look. Center of interest in living room (above) is the neat fireplace. Around the corner is recessed china closet which serves dining area (right). This room is brightened by large window overlooking rear terrace, and is just a step away from kitchen.



BB023 0552



DECORATOR: RUTH DEVAULT

"Won't you come in?", says the exterior of Here-to-Stay House. Crisp white trim contrasts effectively with dark asphalt shingle roof, and planting box next to entrance door adds custom touch. Two-foot roof overhang all around shields windows. Exterior walls are brick veneer over USG* gypsum sheathing—sturdy and weatherproof.

*T.M. REG. U.S. PAT. OFF.



Beach party at home takes place on rear terrace off dining area and kitchen. Terrace, served by door from dining area, can be roofed and enclosed as full-time porch, if desired. The two windows overlooking terrace are shown in the dining area and kitchen photos.

HOME OF MR. & MRS. FREDERICK R. DUBOIS

PHOTOGRAPHY: HEDRICH-BLESSING



BB023 0553

here's the dirt

by madge



Pardon me if I seem a bit frayed at the edges, but every bang of the typewriter reminds me of the Glorious Fourth! We are still unraveling red, white and blue from everything. Even Chips, good-natured hound that he is, submitted to streamers and trimming for his role as "queen of a float" - after father turned the offer down.

You see, the big parade goes past our house, so four of us, whose yards adjoin, entertained the whole neighborhood. Jill and the kids had their own parade complete with decorated dogs, bikes, wagons, doll buggies - and the entire assortment wound up at the party. All in all it was wonderful, even though the baseball landed square in father's coffee cup!

the digging was good

And did I collect the dirt. Willie says putting a coffee cup in my hand is like turning a switch to TALK, but despite what he says, I also listen.

For example, here's how Ruth redid her old card table for the party. She simply papered it with attractive wallpaper, then gave it two coats of shellac, followed by a coat of wax.

And listen to this: if you've inherited or collected rag rugs like we have, then you also know the edges curl like crazy. So next time you wash them try dipping the edges in boiled starch - and watch them hug the floor.

always a Killjoy

I hate to mention the word vacuum (I hate worse to spell it) in midsummer, but here's another tip I picked up. If your vacuum cleaner bag has holes in it - due to old age, or a pup with indiscriminate taste (like Chips, who will eat anything), here's a money-saver. Get the new iron-on patches and press away - they mend the holes in no time.

Being part Scotch, I seem to soak up the money-savers like a blotter soaks up ink (with some reservations, says Willie). We're forever losing the metal tips off the kids' shoe laces, then they won't lace. Now we just dip the ends in a bottle of colorless nail polish, and you'd be surprised how much longer they last!

If I am one part Scotch, then the other part must be gypsy. I adore junk jewelry, but can never find two earrings that match. If you're like me, either buy or get father to make a Lazy Susan that fits right into your dresser drawer. As it rotates, each piece of jewelry is at your fingertips.

That's about all I collected. That is, except for one glorious stomach ache (Jill), one glorious case of prickly heat (Susan), one gloriously exhausted husband (too much exercise), and one glorious sunburned nose (mine). It sure was a Glorious Fourth!

Cash! \$10 each paid for Original Household Hints used in this column. Address POPULAR HOME Magazine, 300 W. Adams St., Chicago 6, Ill. Selections included above were contributed by Mrs. Julia Schmiedt, Shelbyville, Mich.; Bonnie Williams, Ft. Worth, Tex.; Mrs. Jack Rigby, San Jose, Calif.; Anne E. Allen, Readfield, Me.; and Mrs. Elizabeth Vick, Albion, N. Y.



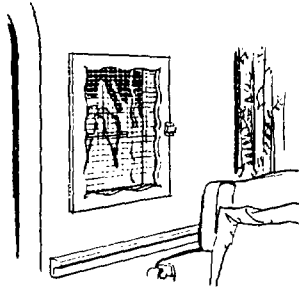
"I gave him something called a jig saw for his birthday."

BB023 0554

POPULAR HOME MAGAZINE

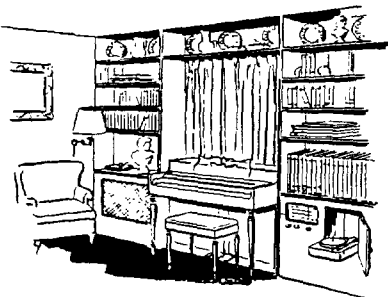
THE HOUSEHOLDER'S

Pride and Joy COLUMN



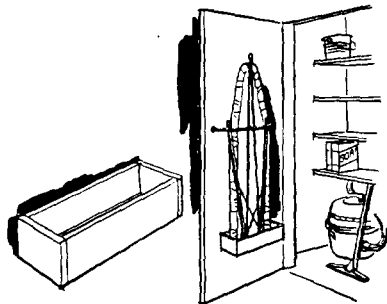
Your feathered friends get a new home with this ingenious idea, which also puts those wall niches to practical use. All you do is make a wood door frame and attach wire mesh. Hinge to wall and add latch. Make metal tray for bottom. Back of niche is closed, and mirrored if you want an unusual effect.

Mrs. Wilbur Molden, Newtown, Pa.



Have a musical family, but no music room? Solve the problem with a music wall, built around the family piano. Plan the shelves and cabinets to suit your needs, to accommodate song books, records, instruments, radio, or television. Stock lumber, plywood and hardboard from your dealer do the job.

Mrs. H. Waterman, La Mesa, Calif.



How to store your ironing board? Just try this simple trick. Build a box of 1x4 lumber to fit the wide end of the board, and attach it to wall or back of door. Fasten a screen door spring near top to hold board in place—use hook on one end of spring and put screw eye into wall or door. It stays out of the way!

Mrs. Mildred Gorol, Milwaukee, Wis.

\$20 Each for Contributions published in this column! Enclose sketch or snapshot, address Pride & Joy Column, POPULAR HOME Magazine, 300 W. Adams St., Chicago 6, Ill.

★ ★ ★

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Looks better than ever



Worth more than ever

with USG
Asphalt Shingles

with beautiful
GLATEX' siding!

You can make your house tighter, trimmer, more valuable than it ever has been with this winning U. S. G. combination!



USG Thick Butt Shingles give new life, new good looks, long-lasting protection. Extra-heavy, extra-strong at points of hardest wind-and-weather wear. Attractive colors: solids, Tu-Tones, new pastel blends. Fire-resistant.



GLATEX Asbestos Cement siding comes in soft hued colors—beauty that lasts! Never needs paint; the glazed finish washes like a dish. Extra-wide 27-inch shingles mean fewer joints. Fireproof. Goes on right over old exterior walls.

the material to use is U.S.G.



and this sign tells you
the dealer to see



the greatest name in building

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

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