

POPULAR HOME

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USG-1997

THE MODERN HOME

Idea Book



Feature Articles

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to Finance Remodeling

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with new Siding and Roofing

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How to Drop Ceilings
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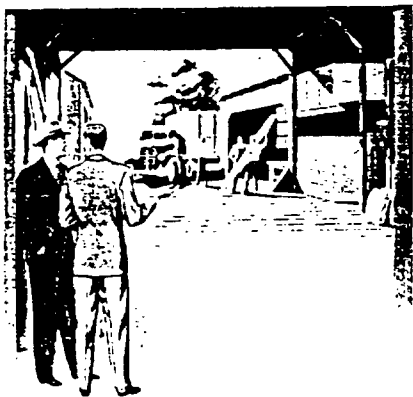
How to Build
a Stable Partition

Find Uses
for your Lazy Basement

Save Time and
for the Handyman

88006 1031

Here are the
PEOPLE
to get you started



Your local lumber or building materials dealer, who specializes in home-improvement plans. You can rely on his sound advice and quality products.



The friendly man at your local lending institution, whose experience in home-improvement financing is your assurance of full value received for every dollar spent.



Your contractor or builder, who can give you the satisfaction and economy of a job well done. His services translate dreams into reality.

REMODELING
Photo Plan • 1952 • No. **5**
PRICE 10 CENTS

This Special Remodeling Book Supplements the No. 5 Summer, 1952 Issue of POPULAR HOME Magazine.



Before

After



An Established Dealer
is Owner's Best Safeguard

There are
Easy ways
to Finance

Remodeling

RARE IS THE MAN who can buy everything he needs with cash—especially if home remodeling is included. It's simple and profitable for the home owner to be well informed of the methods available to him of financing an improvement job.

Financing is the least of the home owner's worries. The reputable dealer, or contractor, who sells him the job is usually armed with all the necessary forms required to arrange financing. Sometimes, if he's going to do the work himself, the home owner will talk it over with his local lending institution before making a move—not a bad idea even if he's contracting the job.

Among the things that every home owner should know is that he can finance a substantial remodeling job through a home improvement loan (short term—about 30 months), or a mortgage loan (up to 20 years). The majority of home improvement jobs cost under \$2,500, are financed by a

short-term loan made by a private lender and secured by the owner's note.

In most sections of the country, the home owner is offered what is known as a Title I home improvement loan insured by the Federal Housing Administration. In other places, "conventional" loans (uninsured by the government) are more common, but these are similar in many respects to the FHA loan.

So, if a home owner decides on a short-term loan, he makes the down payment and fills out a credit application for his dealer or lending institution to cover the remainder. If his income is steady and his past credit record favorable, within a few days he has the lending institution's approval.

That's all there is to the financing—except the monthly payments. Our happy owner, if he's wise, makes certain he's dealing with a reputable, well-established contractor or dealer. He has the work well thought out so that it can be intelligently estimated and more quickly financed. He sees to it that everything is spelled out completely in the contract. He knows what he's doing and with whom he's dealing.



After

Before

For a House that's Tired of it All . . .

Back to the Prime of Life

With New Siding and Roofing

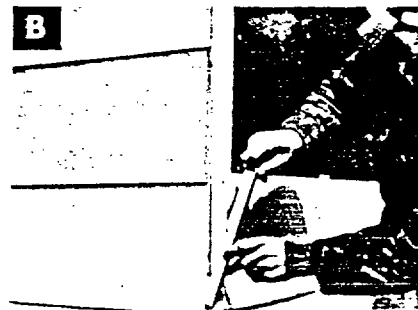
NOT FOR A FEW MONTHS, but for years, the exterior walls of this remodeled house will be gleaming white without repainting. GLATEX asbestos cement siding, applied either to the original walls of an existing house or over the sheathing of a new residence, does the job. In addition to the Satin White used on this house, GLATEX siding is available in Greentone, Browntone and Mist Gray. Its 27-inch shingle width cuts down on labor costs

and speeds up application. WEATHERWOOD asphalt-coated insulating board nailed to the deteriorated old frame siding provides an even surface for the siding plus insulation value for walls.

Each course of GLATEX shingles goes into place starting from corners with full-width shingles (photo A). Sharp shadow lines between courses are provided by USC SHADOW-LOCK channels, which hold courses tightly to wall without puncturing shingles.

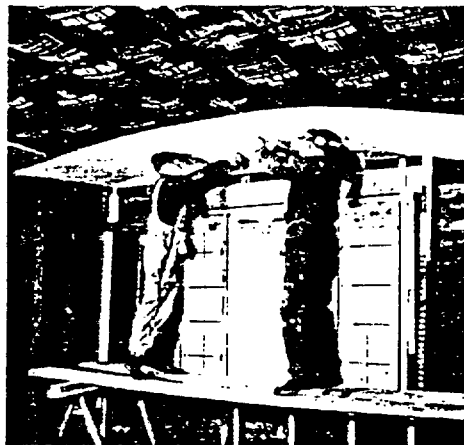
Final step provides trim, weatherproof corner (photo B). SHADOW-LOCK vertical corners lock into horizontal channels for permanent support.

The exterior transformation is completed by installation of a new roof over the old (photo C)—consisting of a layer of 15-pound roofing felt and fire-resistant USC Thick Butt asphalt shingles. Shingles are available with either plain or textured surface, in seven solid and ten blended colors.





Before. Just a thoroughfare between other rooms was this old living room, connecting directly to a bedroom and stairway. Note the cracked ceiling, battered woodwork and scuffed floors.



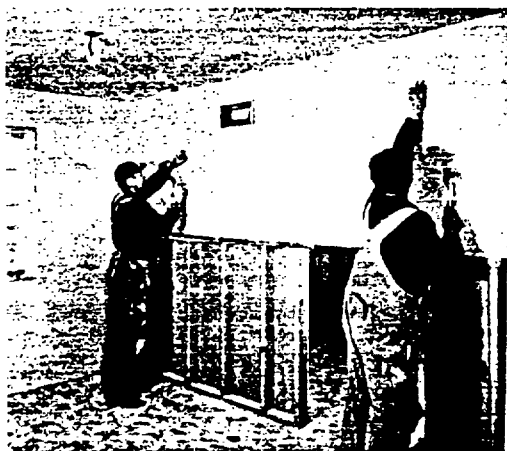
Comfort and beauty are on the way as workmen add new ceiling surface of SHEETROCK Gypsum Wallboard. Front window was replaced, ceiling was insulated with RED TOP Insulating Wool batts.



Decoration was easy and strikingly successful, both on new surfaces in house and in repainting old walls. The paint is rubberized TEXOLITE DURAVAL.

Smart Planning, Easy-to-use Materials

Make old Living rooms young again



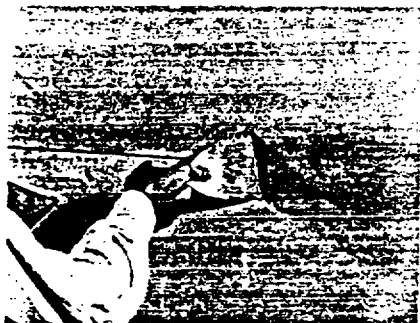
Fire-resistant walls of permanent beauty take shape as SHEETROCK Gypsum Wallboard is nailed to studs of interior partition. Blemish-free wall surface is made possible by use of new Tapered Edge SHEETROCK wallboard.

MANY'S THE LIVING ROOM in a middle-aged house that has fallen out of step with the times. But rare is the living room that can't be brought up to date, both in beauty and in family service, by a well-planned modernization effort.

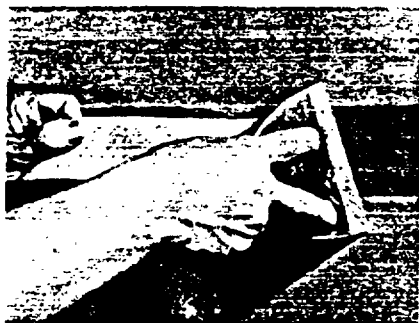
There's a limited number of faults that a living room can have, and these usually can be corrected by the application of good taste and careful workmanship. If it's too small, frequently a partition can be removed to expand the living room into an adjoining room. If it's too dark, large new windows in economical stock sizes can be installed. If the ceiling is too high, it can be

furred down and a false ceiling installed. If it's cut up by too many doors, often adjoining areas of the house can be rearranged to permit the closing of doorways entering the living room. If the walls or ceiling have cracked and deteriorated, smooth new surfaces of plaster or fireproof wallboard can be added with surprising ease.

If ever a living room looked hopelessly old-fashioned and beyond repair, it was that in a 75-year-old house pictured above. Yet, a well-executed remodeling job achieved the dramatic results shown across the page. How *you* can accomplish one part of the same improvement is outlined below.



First step in concealing joints between wallboard panels is to butter PERF-A-TAPE cement into tapered channel along the finished edge of the board. Wallboard panels are applied horizontally.



Strip of PERF-A-TAPE is centered over joint and forced down into cement. Excess cement is removed, then three more coats are applied over joint area with each feathered to the side.



TEXOLITE DURAVAL rubberized paint provides ideal decoration for new walls. For flat surface, two coats are recommended, or one coat following a coat of TEXOLITE Primer, tinted.

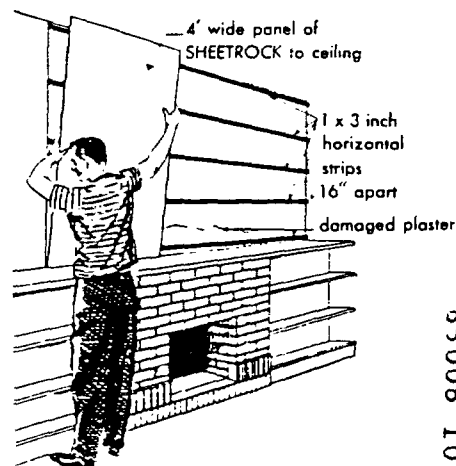


After. A room with sparkle and charm—and plenty of wall space—is result of remodeling. Old doorways were closed and end wall resurfaced when stairway was relocated to allow space for hallway serving bedroom. The "Johnny Apple-

seed" printed sateen drapery material and matching wallpaper furnished the inspiration for decorative scheme. Softly shirred valance frames new picture window. Oval braided rug lets refinished floor show to full advantage.

Face-Lifting the Fireplace...

FOR A SMOOTH NEW FIREPLACE WALL, use SHEETROCK gypsum wallboard with the PERF-A-TAPE joint system, or Woodgrained SHEETROCK paneling fastened to horizontally-applied furring strips. Decorated with TEXOLITE DURAVAL paint, it will make a pleasing backdrop for your mirror or favorite pictures. Add flanking shelves for space economy.



Look to the Attic for low-cost living...



Neglected Upstairs can give you more rooms and needed storage space

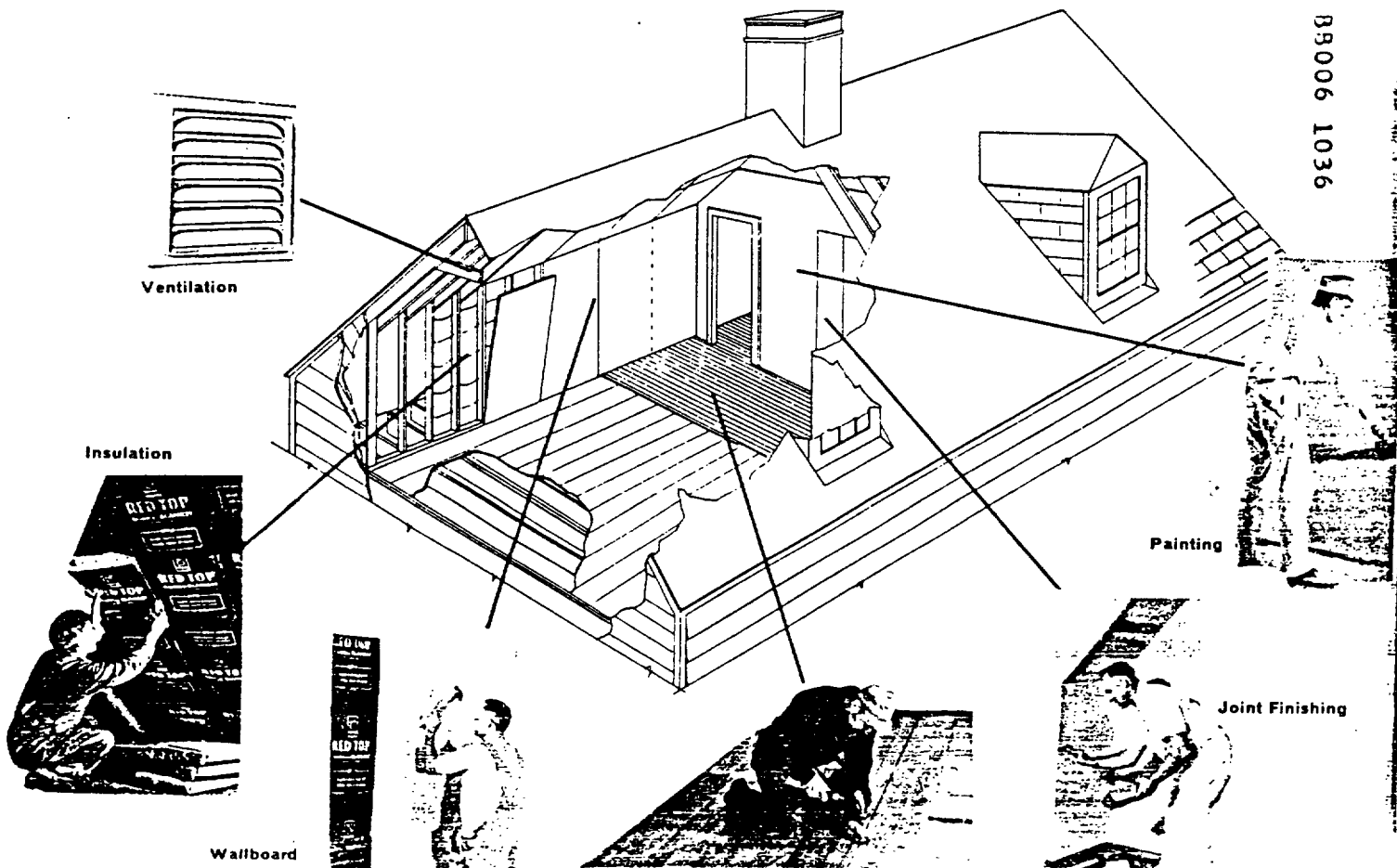
OVERCROWDING and not enough storage are common maladies in today's houses—but in many of them, all the additional space that's needed is lying neglected up there under the roof. If an attic is high enough to provide seven feet of headroom in an area five feet or more wide down the center, it's probably the best bet to answer your expansion needs. In fact, a well-planned attic remodeling project may provide nearly as much space as all the rest of your house.

Bedrooms for the children, mother's

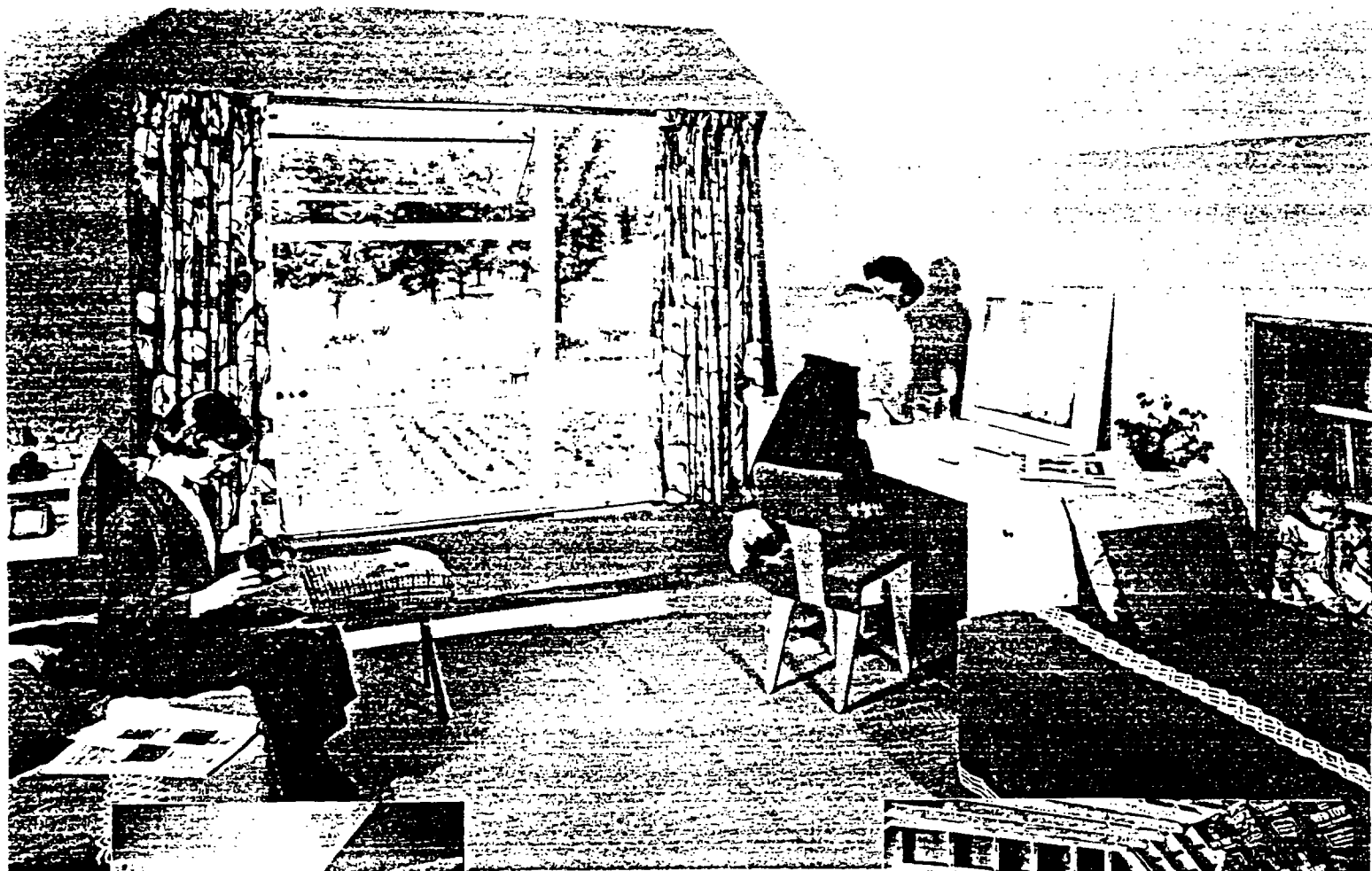
sewing room, dad's den, a family recreation room, or even a rental apartment can materialize from that wasted space—and the best part of it is that practically all of the work can be done by the home handyman without assistance. The drawing below shows the major elements in a typical attic finishing job—and the results you want depend largely on the materials you use. You'll have the *best* with these:

Ventilation: USC Aluminum Louvers, designed to fit between existing studs. **Insulation:** RED TOP Insulating

Wool batts, Insulating SHEETROCK Wallboard, or WEATHERWOOD Panel-tile or Plank. **Wallboard:** fireproof SHEETROCK Gypsum Wallboard, regular or Woodgrained. **Flooring:** hardwood strip flooring, wood mosaic blocks, or composition tile over an underlay of smooth DUNON Hardboard. **Joint finishing:** with regular SHEETROCK Wallboard, the PERF-A-TAPE Joint System for smooth, continuous surfaces. **Painting:** TEXOLITE DURAVAL rubberized paint, TEXTONE or USC Texture Paint.

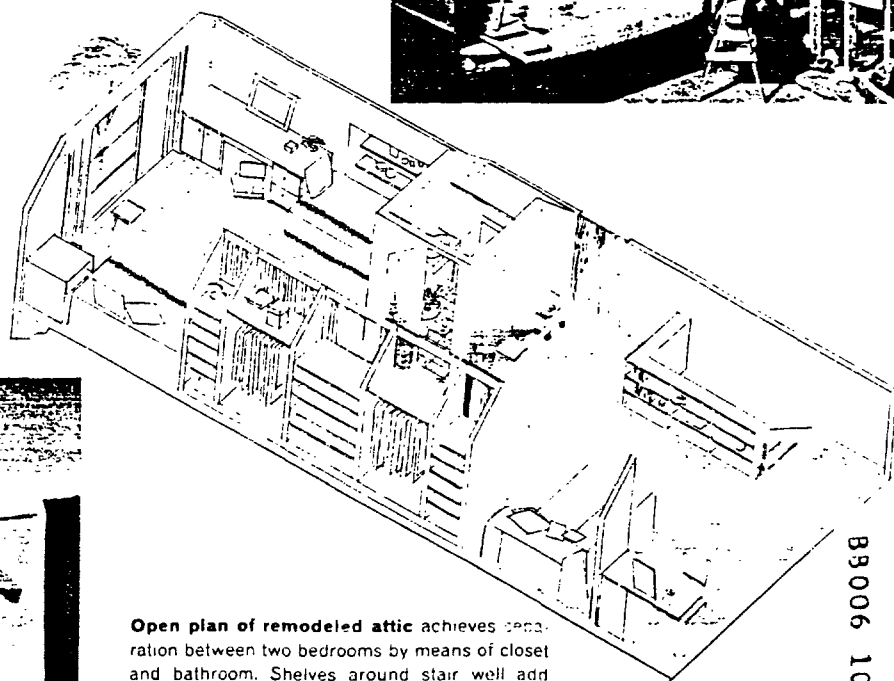


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Study, play and rest are provided for in this upstairs dreamland—plus a magnificent storage closet (above) that makes full use of kneewall space. Opposite end of attic (below) has color scheme of gray, lime green, coral red, turquoise.

Here's a remodeled attic with separate rooms for two young ladies—the result of beautifully finished walls and ceilings, large new windows, and comfort-giving insulation (photo at right). Space-saving built-ins include open shelves recessed into wall, a headboard-table for one bed, and a desk-vanity with lift-up top that serves as mirror.



Open plan of remodeled attic achieves separation between two bedrooms by means of closet and bathroom. Shelves around stair well add convenient storage, while dead storage space behind knee walls is accessible through small door to left. Bathroom is equipped with ventilating fan instead of window.

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Triple-Treatment for Tired Floors

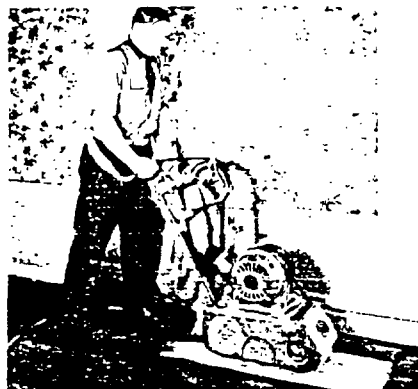
Dress up dingy floors in one of these quick, easy ways:

- *refinish* with modern penetrating seals, then wax;
- *refloor* with factory-finished wood strips or blocks;
- *resurface* with composition tiles over a smooth

DURON Hardboard underlay.

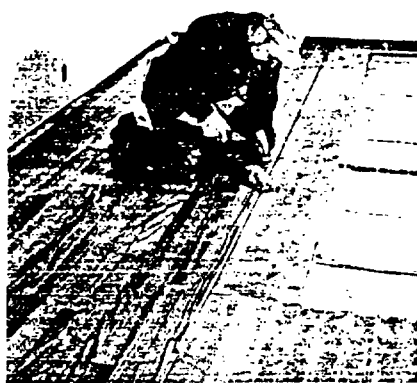


First step is preparation of the old floor. Remove baseboard molding carefully to avoid splitting it. Then nail firmly any loose, warped, or squeaky boards. Use six penny cut steel or spiral flooring nails and set all nails slightly below surface of the boards. Plane down bad humps, if any.



REFINISH

Old floors in good condition can be refinished. If you rent sanding machines, use them with caution. They cut fast and will leave a wavy surface if carelessly used. Start with No. 2 sandpaper and keep the machine moving. Work the floor three or four times, first across the grain, then with the grain. Use successively finer papers, finishing with No. 00. Use hand machine for corners and close to the baseboard. Buff the floor with steel wool for very smooth finish.



REFLOOR

Try reflooring with new, thin, $\frac{3}{4}$ -inch, factory-finished hardwood strips or mosaic blocks. First lay building paper over the smoothed surface of the old floor. Start parallel with one wall and face nail first strip along edge that will be covered by baseboard molding. Lay new strips at right angles to old flooring and drive them snugly together with short piece of grooved flooring. Toe nail with 4 penny nails 9" apart. Leave $\frac{1}{2}$ " expansion space at each wall.



RESURFACE

Floors badly battered by rough use may also be resurfaced with rubber, asphalt, cork or linoleum tile if a very smooth underlay is provided. One quick, simple way of doing this is to lay $\frac{1}{2}$ -inch DURON Structoboard over old flooring. Counter-sink screws starting from center and along the edges of the sheet. A Structoboard surface is ideal for wall-to-wall carpeting, as its smoothness reduces carpet wear. Ask your dealer for DURON Hardboard Direction Folder WW-6.



Immediately after sanding, wipe up all dust and apply a liquid sealing coat at once to keep the grain from raising. Follow this with an application of paste wood filler and wipe smooth. When dry apply one or more coats of floor wax. Investigate the new penetrating seals which clean easily and do not scratch or wear thin. Your local dealer will give you details. In some cases paint is best, particularly if you use dark colors to minimize damaged or warped areas.



If you use prefinished block flooring, start at one corner and work both ways. Keep beginning rows parallel to wall. Toe nail firmly with 6 penny cut steel or spiral flooring nails and set nails before adding next block. Leave $\frac{1}{2}$ " expansion space at each wall. Unfinished flooring strips and blocks are laid in the same way. Factory-finished flooring is recommended for remodeling since furniture can be moved in and the room can be used as soon as it is laid.



Apply your choice of resilient floor materials over the smooth underlayment of DURON Structoboard. These generally are cemented to the base with a mastic preparation—manufacturer's directions should be followed. Over concrete floors, pre-finished hardwood blocks or hardwood strip flooring in laminated boards with fabric backing can also be adhered to the underneath surface with a suitable mastic. Consult your local dealer for details, materials and tools.



Before

Life's Easier with a Modern Kitchen

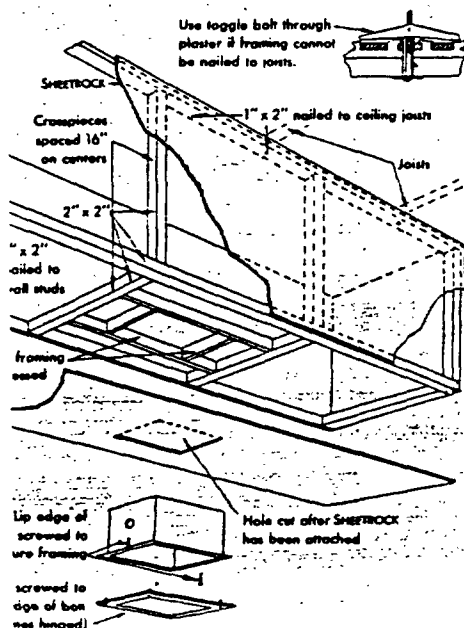
Here's how modest improvements save steps, work for mother

MODERNIZING THE KITCHEN enjoys first priority in the improvement plans of most homemakers, because it's here that convenience and time-saving are most important. Often a tremendous improvement can be made at modest cost, as in the example shown at the left.

Along with the new sink unit and cabinets, the breakfast bar was the major addition to this old kitchen. It provides a neat backstop for the range and work counter, creates a handy spot for eating, and brings all the principal elements of the room to within a few steps of each other. And this type of counter is easily constructed of stock lumber and plywood. See your local lumber dealer about adapting this idea to your house.

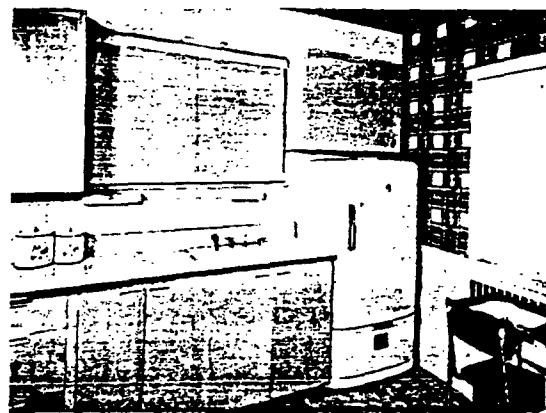
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How to Drop Ceilings over Cabinets...



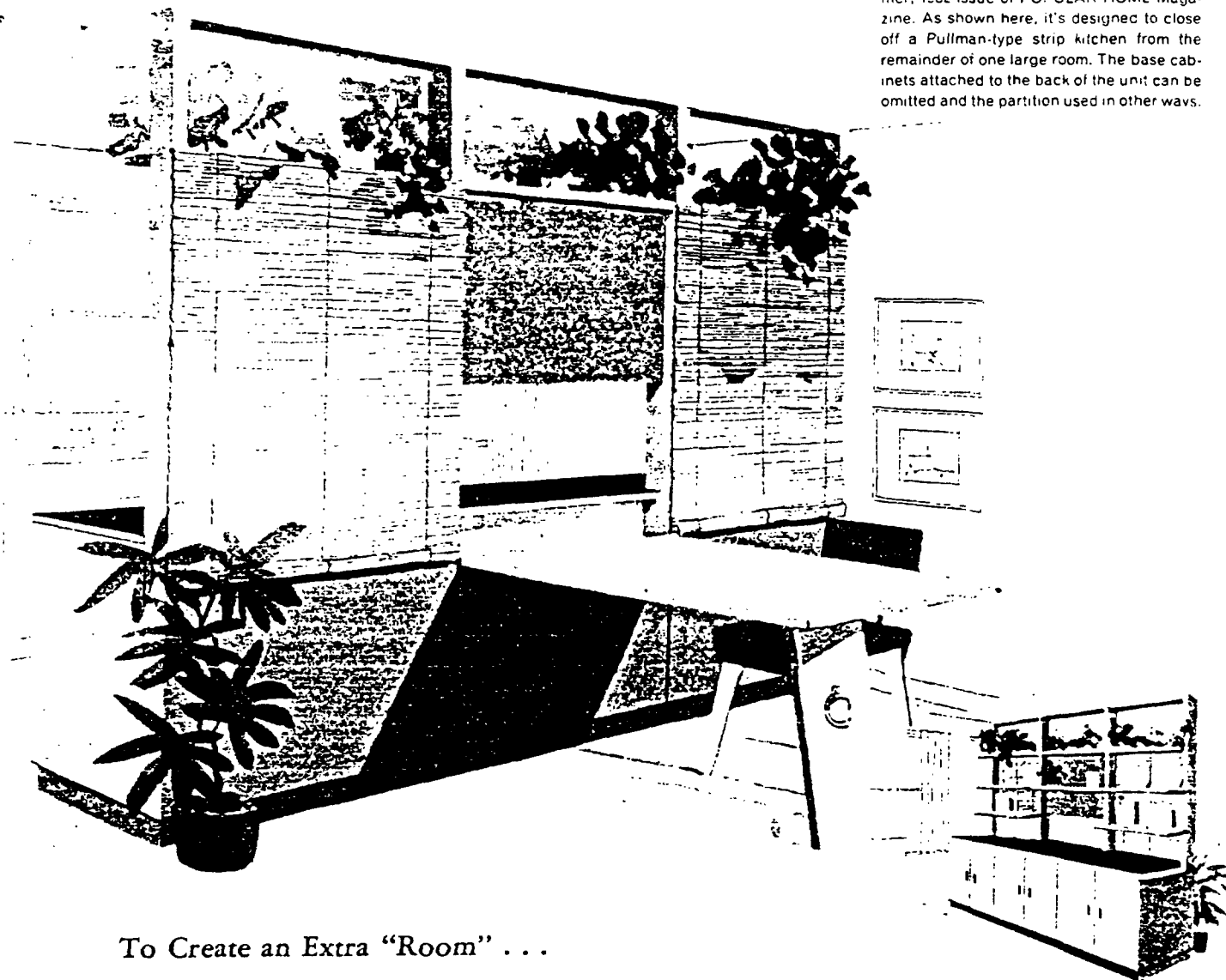
A SOFFIT ABOVE KITCHEN CABINETS eliminates a chronic dirt-catcher and improves appearance. Many will be the compliments for a project done with SHEETROCK wallboard and decorated with new TEXOLITE DURAVAL, the velvet-finish rubberized paint.

Framing for drop ceilings should consist of stringers attached to ceiling joists and wall studs, and cross spreaders spaced 16 inches on center. If it is impossible to nail stringers to joists or studs, then attach by using toggle bolts as shown in the corner detail at left. Recess lighting fixture, framing around all sides to provide support.



Framing was installed to make surface of SHEETROCK flush with front of wall cabinets. Finished kitchen shows neat effect of drop ceiling over wall cabinets, as well as recessed lighting fixture to illuminate sink and counter.

Easily-built feature of many uses is this table-partition unit, introduced in the Summer, 1952 issue of POPULAR HOME Magazine. As shown here, it's designed to close off a Pullman-type strip kitchen from the remainder of one large room. The base cabinets attached to the back of the unit can be omitted and the partition used in other ways.



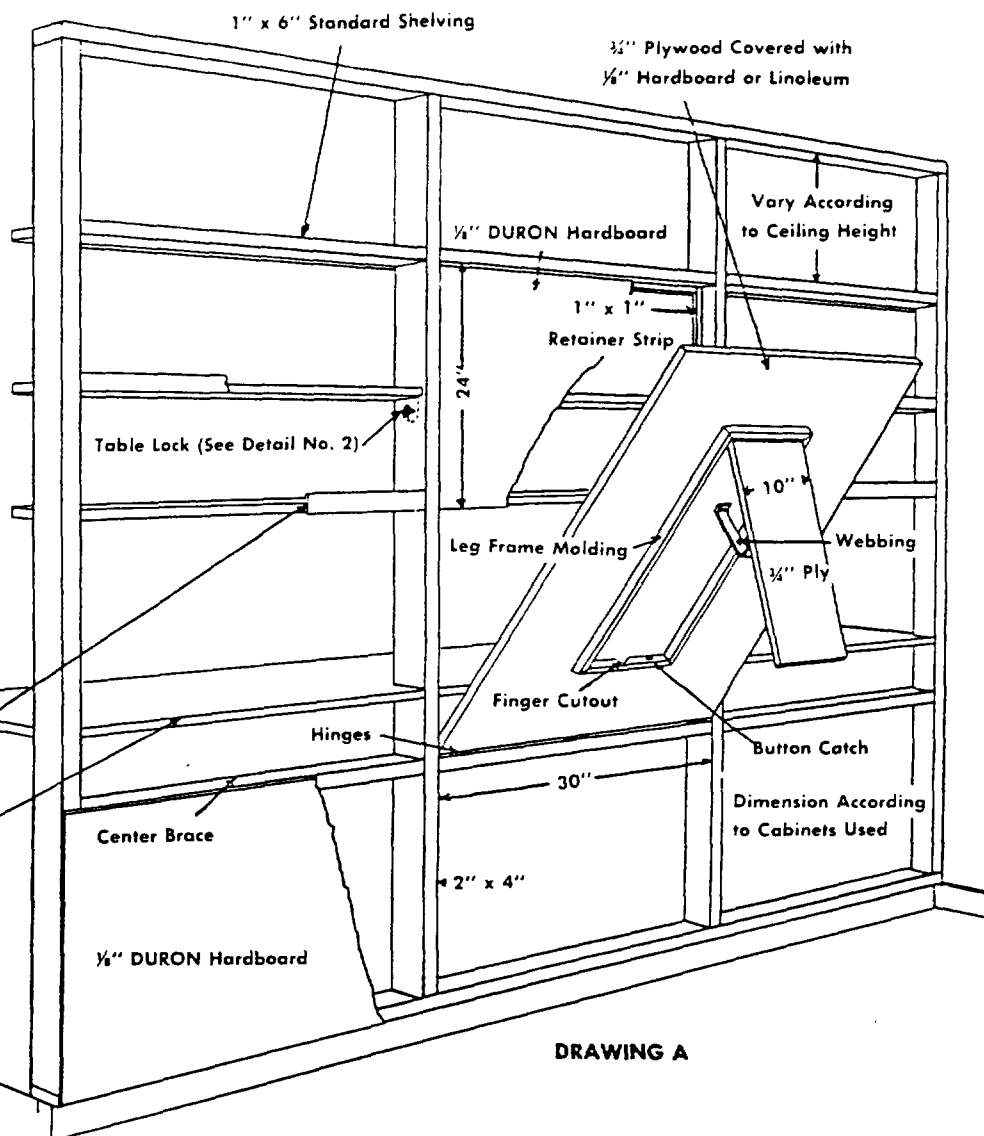
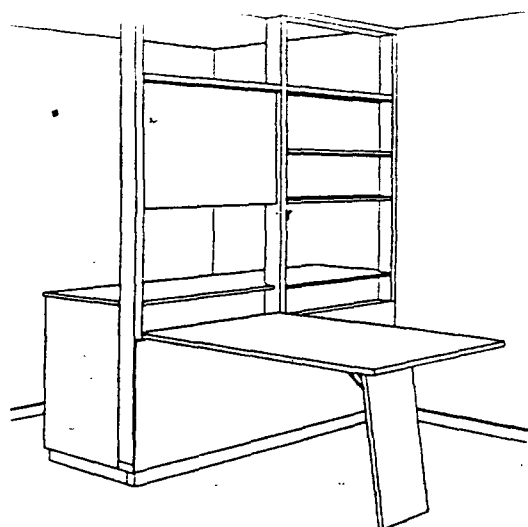
To Create an Extra "Room" . . .

How to build a Table-Partition

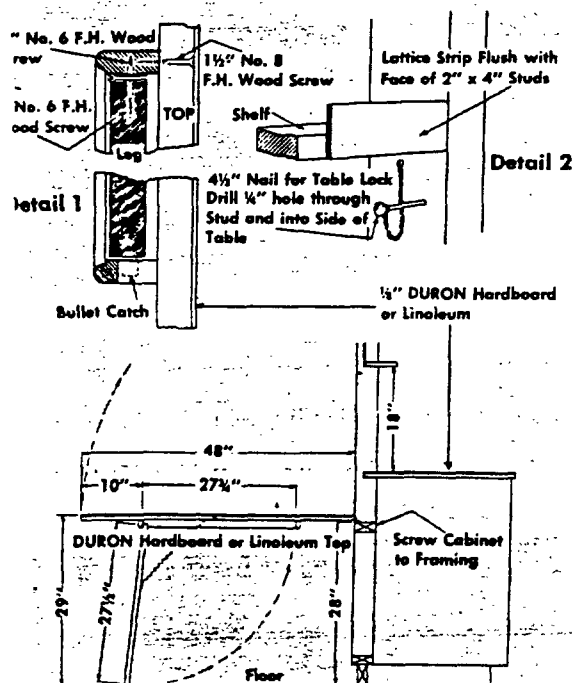
Instructions for building Table-Partition Wall

1. Nail base 2" x 4" into position on floor (set on 2" edge).
2. Lay 2" x 4" ceiling and base plates on base and mark accurately the height of studs (vertical members).
3. On floor, make frame of studs, base and ceiling plates, then raise into position. Nail base plate to base, and anchor ceiling plate and end stud to ceiling and walls (be sure studs are vertical).
4. Nail center braces into position.
5. Nail shelves into position, allowing clearance between front edge of shelf and face of 2" x 4" to place face of lattice strip flush with face of 2" x 4". Place top shelves at desired height. Fasten lattice strips to shelf edges.
6. Fasten 1/2" x 24" x 30" DUXON Hardboard pass-through panel to 1" x 1" retainer strips. Nail framed panel into place.
7. Make table top (see Drawings A, B, and Detail #1).
8. Screw hinges to table top, and then to center brace.
9. Close table, locate lock position, then drill 1/8" diameter hole through stud into table edge for lock pin (see Detail #2).
10. Place kitchen base cabinets into position and cut plywood top to fit.
11. Linoleum or 1/8" DUXON Hardboard is recommended for the cabinet and table surfaces (not included in material list). Follow manufacturer's directions for installation, consult your local dealer for strip edging material.
12. Sand to a smooth surface, fill nail holes and wood defects, apply enamel undercoat, then two finish coats of enamel in colors of your choice.

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DRAWING A



DRAWING B

Material List for Table-Partition Unit

WOOD

- 4 pc. 2" x 4" x height of room
- 4 pc. 2" x 4" x 8'
- 3 pc. 1" x 6" x 8'—shelving
- 3 pc. 1 $\frac{1}{2}$ x 8'—lattice strip
- 1 pc. 7'—molding of your choice for table leg frame, (minimum dimensions— $\frac{1}{2}$ " x 1 $\frac{1}{2}$ ")
- 1 pc. 1" x 1" x 9'—retainer strip
- 1 pc. $\frac{3}{4}$ " plywood 28 $\frac{1}{2}$ " x 90"—cabinet top
- 1 pc. $\frac{3}{4}$ " plywood 30" x 48"—table top
- 1 pc. $\frac{3}{4}$ " plywood 10" x 28"—table leg

DURON HARDBOARD

- 1 pc. $\frac{1}{4}$ " x 22" x 96"—lower front panel
- 1 pc. $\frac{1}{4}$ " x 24" x 30"—pass-through panel

WEBBING

- 1 pc. medium weight 24" long x 1"—1 $\frac{1}{2}$ " wide

HARDWARE

- 5 1 $\frac{3}{8}$ " x 2 $\frac{1}{2}$ " butt hinges
- 18 #8 x 1 $\frac{1}{2}$ " flat head screws—table hinges
- 6 #6 x $\frac{1}{2}$ " flat head screws—table leg hinges
- 6 #6 x 1" flat head screws—table leg hinges
- 4 #8 x $\frac{3}{4}$ " flat head screws—webbing
- 4 flush washers for #8 screws
- 12 #8 x 1 $\frac{1}{2}$ " flat head screws—table molding
- 1 4 $\frac{1}{2}$ " spike—table lock
- 1 12" length small chain—table lock
- 1 #6 x $\frac{1}{2}$ " round head screw—table lock
- 1 bullet catch—table leg

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Insulate as you remodel your basement, by finishing the walls with colorful WEATHERWOOD BLENDEX Plank, used here above a wainscoting

of DURON Hardboard, spatter-dash painted. Same versatile hardboard is used for front of curved bar, around posts. QUIETONE Acoustical

Tile provides ceiling surface and encloses heating ducts. Equipped to serve everyone in family, it's the favorite room in the house.



Find a job for your Lazy Basement

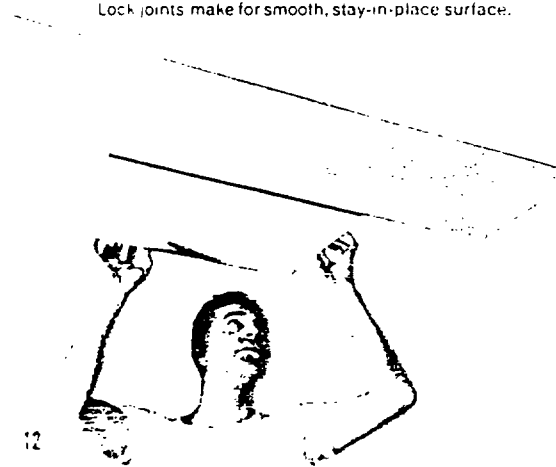
Putting it to Work for Family Recreation Is Easy, Economical

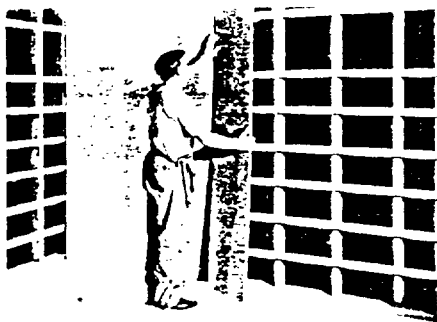
There's nothing to it as QUIETONE, in the Twin-Tile that goes up twice as fast as single tiles, is fitted to framework of furring strips. Kwik-Lock joints make for smooth, stay-in-place surface.

A TREAT AND A RETREAT for the entire family is a basement recreation room—a far cry indeed from the dark, neglected “cellars” of a few years ago. Finishing your basement to include one is a sure-fire way to make a small house bigger, improve its livability, and increase its value.

What's more, a remodeled basement probably represents the most economically-provided additional space that any house can gain. That's because you can do every bit of the work yourself, unless you include extensive wiring or plumbing changes, and be-

cause of the inexpensive, easily-maintained materials that are available for the job. For rock-bottom economy, all that's necessary is to apply any special rubber-base paint to the floor, and TEXOLITE CEMENTICO, the water-repellent cement base paint, to the walls. For better style and a more finished appearance, your best bet is composition tile flooring and the eye-appealing, long-lasting wall and ceiling finishes illustrated here. Get out and see your local USG building materials dealer for the help you need—and your basement will never be the same!





Likewise easy to handle is WEATHERWOOD Insulating Plank, being fastened to furring strips attached to masonry wall. Plank comes in random widths, either in ivory color or blend of tan tones.



After

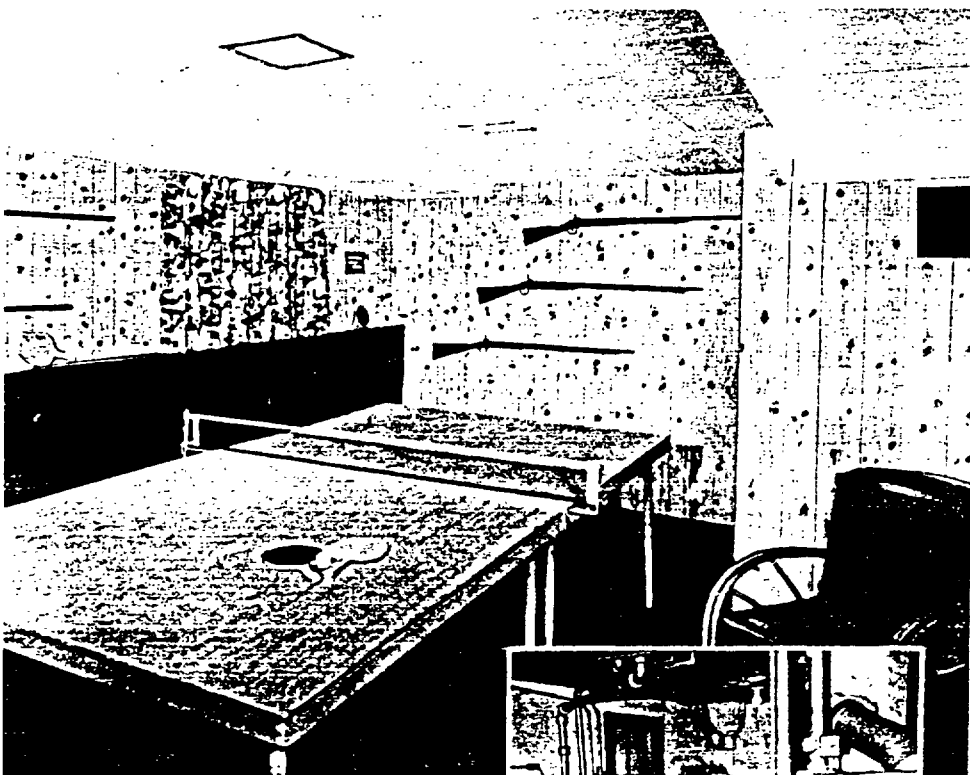
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Before

Another attractive basement combines green-painted floor and wainscoting with wall surface of Woodgrained SHEETROCK Wallboard in popular Knotty Pine finish. Ceiling is of WEATHERWOOD Insulating Paneltile in rectangular pattern. SHEETROCK also is available in Planked Walnut and Bleached Mahogany finishes.

After



Always there when you want it, one section of basement accommodates ping-pong table. Because of its fire-resistance qualities, Knotty Pine SHEETROCK was ideal material for enclosing furnace room at right. Recessed lighting fixtures provide non-glare illumination.



Before



Anyone who can wield a hammer can install Woodgrained SHEETROCK wallboard, as no joint treatment is necessary. Plastic-headed hammer is used to drive special colored nails. Wallboard is easily cut to fit around openings, comes in 4x8 and 4x10-foot panels. Where board meets at outside corners, 1/2-inch quarter round is used.

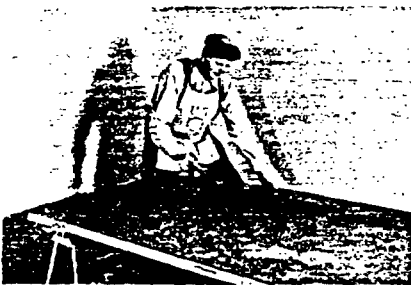




Spare-time

A Flush Face for an Old Door

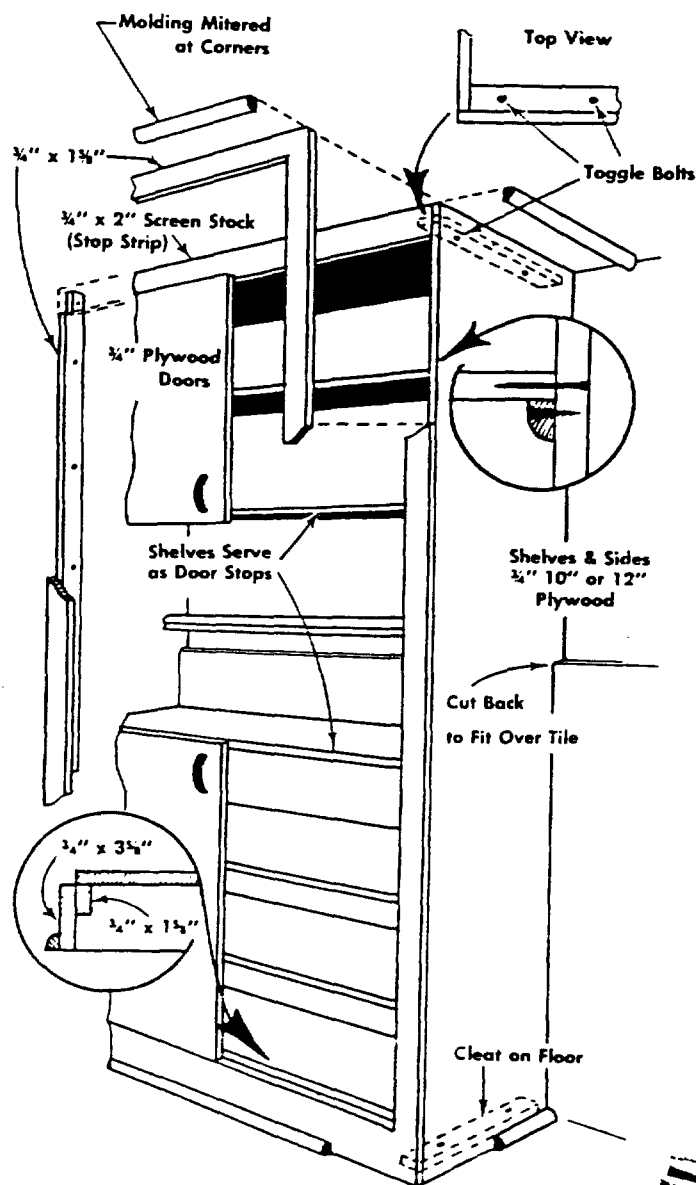
YOU CAN HAVE modern flush doors by covering old paneled ones with $\frac{1}{8}$ -inch DURON Hardboard. Telltale marks of conversion are eliminated by filling the edge cracks and nail holes with TEXOLITE Spackling Putty, then decorating with your favorite color of DURAVAL rubberized paint. DURON panels are fastened to the old door



with glue and brads, then cut to size with a fine-tooth saw. The saw cut edges are smoothed with a plane and sandpaper block. Door stops, striker plate and hinge leaves are relocated. Simple to do, and an inexpensive way to give your home the modern look!



a Spacious Linen Closet



This linen closet is one of many practical remodeling and home-improvement features appearing in the big 1952 Homemakers' Idea Book—144 information-packed pages. For your copy, send 60 cents including postage and handling charges (plus state tax) to POPULAR HOME Magazine, P. O. Box 5997, Chicago, Ill.

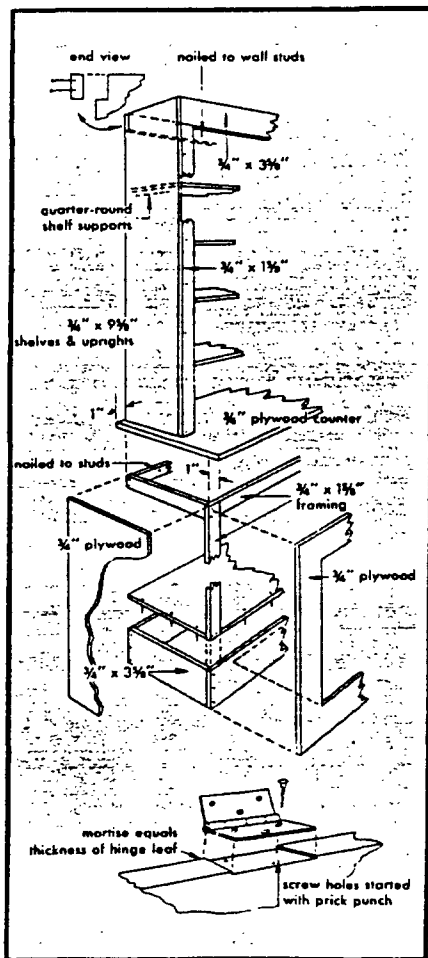
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Idea 1952
BOOK

Tips for the Handyman

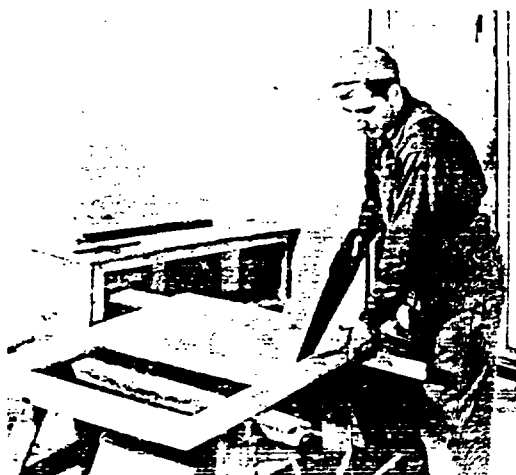
Here are four easy-to-make improvements to add value to your home

Build for Books and Storage



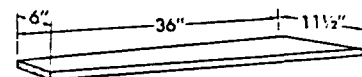
CORNERS CAN BE BETTER utilized by building in shelves and cabinets. Storage space that is both decorative and useful is easy to build, using stock lumber. Curios and bric-a-brac show to pleasing advantage on built-in wall shelves, particularly if the wall behind is painted a distinctive color.

In this attractive unit for books and storage, the cabinet frame is fastened to the wall by nailing support cleats to the studs. Generally spaced 16 inches on center, the studs are easily located by tapping on wall with a hammer—"solid sound" indicates their position. Doors and front frame are simply and economically made from a single piece of plywood by carefully cutting out door panels with a fine-toothed saw (photo at left).

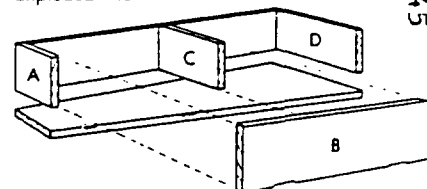


Corner Storage Shelf

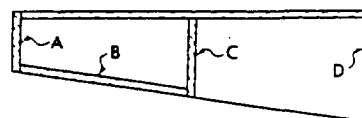
CONVENIENT HALLWAY FEATURE for mail or telephone is this trapezoid-shaped shelf screwed to the wall, containing a small cupboard for gloves and car keys. Six lineal feet of 1" x 12" shelving and seven feet of 1" x 5" lumber are sufficient for the job if the simple construction details shown below are followed.



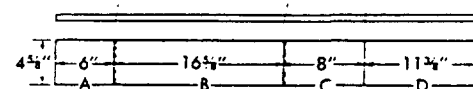
Exploded View



Flat Plan



Cutting Guide

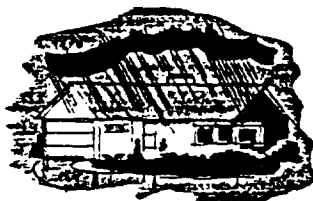


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HOME REMODELING

EXTERIOR WALLS AND ROOF



Weather Protection

Cover your house with USG materials made to give long-lasting protection against the elements, such as siding which never needs paint, non-staining stucco, and durable, colorful roofing. Get top value!

- **WEATHERWOOD** Insulating Sheathing.
- **USG** Sheathing, a fire-retarding and weather-resistant gypsum sheathing.
- **GLATEX** Asbestos Cement Siding, with wood-grained surface in satin white or colors.
- **ORIENTAL** Stucco, available in white or colors.
- **TEXOLITE** Exterior paint for all types of masonry walls.
- **CEMENTICO**, a cement paint for porous masonry walls (stucco, brick, concrete or stone).
- **MORTASEAL**, the latest advancement in hydrated lime, combines with portland cement and sand to make an improved masonry mortar.
- **USG** Basement Window Sash.
- **USG** Aluminum Louvers and Vents.
- **USG** Metal Casings for door, window openings.
- **USG** Thick Butt Asphalt Shingles in beautiful color harmonies. All types roll roofing.
- **USG SUPER-TITE** Asphalt Shingles with double coverage.

INSIDE WALLS AND CEILINGS



Comfort

Build in year-round comfort that pays for itself—with any of the USG insulating wool, insulating sheathing, insulating wallboard and insulating lath products. Be cooler in summer, warmer in winter!

- **RED TOP** Insulating Wool. Batts, eight-foot blankets or loose fill.
- **WEATHERWOOD** insulating plaster base (covered with **RED TOP** plaster).
- Insulating **ROCKLATH**, foil-backed fireproof gypsum lath.
- Insulating **SHEETROCK**, foil-backed fire-retarding gypsum wallboard.
- **WEATHERWOOD** Insulating Decorative Tile or Plank in color tones.
- **ROCKLATH**, the fireproof gypsum lath. (See Insulating **ROCKLATH**.)
- Perforated **ROCKLATH**, also a gypsum lath, with perforations to provide a greater grip for plaster and added fire protection.
- **USG** Metal Lath helps provide fire protection and has excellent crack-resistant qualities, particularly for curved plastered surfaces. Also **USG** Metal Arches for arched openings and **USG** Corner Beads and **Cornerite** for reinforced corners and angles.

PH-135



Safety

Build fire safety into your home with USG materials that help retard the quick spread of flames. Products of gypsum, metal, asphalt and asbestos are your most trustworthy guardians. Give yourself the best!

- **RED TOP** Plaster, Gauging and Finishing Lime, used over any plaster base mentioned above.
- **SABINITE** and **RED TOP**, acoustical plaster finishes for ceilings.
- **QUIETONE** fiber acoustical tile.
- **SHEETROCK**, the fireproof wallboard, with tapered edges and **PERF-A-TAPE** reinforcement for smooth surfaces. (See Insulating **SHEETROCK**.)
- Woodgrained **SHEETROCK** in three life-like finishes: bleached mahogany, planked walnut and knotty pine.
- **DURON** Hardboard for wainscoting, underlayment for floor covering, and many other uses.
- **DURON** Tileboard, scored in 4-inch squares.

DECORATING PRODUCTS

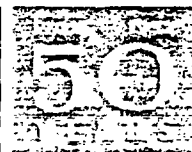


Beauty

Handsome appearance and good taste at low cost make for happier living. Decorate your home with easy-to-apply interior and masonry paints. Use plaster, wallboard, plank and tile that come predecorated.

- **TEXOLITE DURAVAL**, a rubberized velvet finish, ready-to-use highly washable interior paint.
- **TEXOLITE Imperial**, a washable, oil resin paint for interior surfaces.
- **TEXOLITE Standard**, a cleanable casein paint. For textured effects, first use **TEXTONE**, the plastic paint.

UNITED STATES GYPSUM COMPANY



The Greatest Name In Building

300 West Adams Street,
Chicago 6, Illinois

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