

Late Spring - 1956

PLAINTIFF'S EXHIBIT

USG-1045

Popular Home



27 BACK-YARD P
A BUDGET-WISE C
MODERNIZING MAG

COMPLIMENTS OF
UNITED STATES GYPSUM CO.

SP014 1417

*getting started right
will make it yours
for years...*



**come in now
and let us help you...**

The difference between the common and the uncommon is usually just a matter of knowing how. So when you intend to modernize your home, get the expert advice that can give it real individuality... can make it really *yours!*

Our professional experience...practical ideas and shortcuts... information on new methods—all this we give you without cost!

See us for the materials you'll need, too—

You'll find them all here and at reasonable prices.

see our name on the cover...

Popular Home

LATE SPRING • ISSUE 3 • 1956

POPULAR HOME Magazine, Late Spring, 1956, Vol. 13, No. 3, Mailing Date: April 1, 1956. Copyright © 1956 by United States Fidelity Company, Inc. Printed in the U.S.A. Sent to you free of charge by mail through the subscription department on the cover of this issue. Printed in U.S.A.

8141 9100

Here's a choice of
27 easy-to-build
projects to help you ...

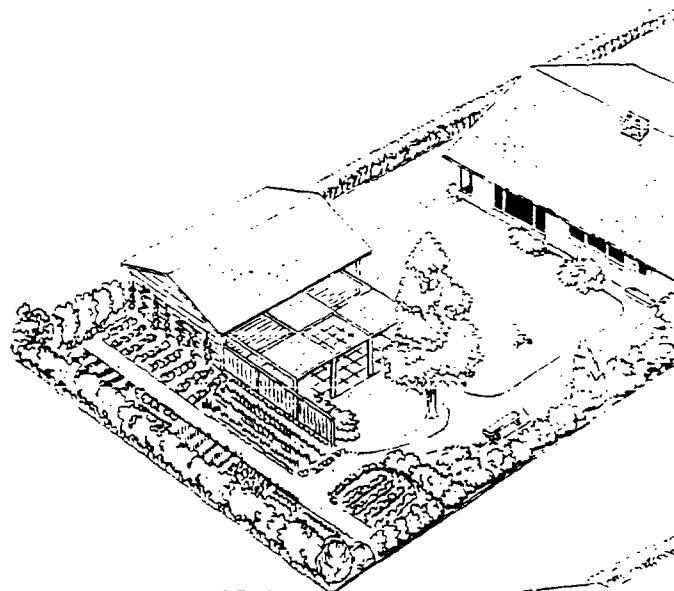
make the most of **LIVING OUTDOORS**

THIS IS THE WONDERFUL SEASON when the reborn beauty of nature beckons everyday living toward the outdoors; when families, joining in the country-wide boom to live next to nature, are busy planning and working to make the most of it in their own back yards.

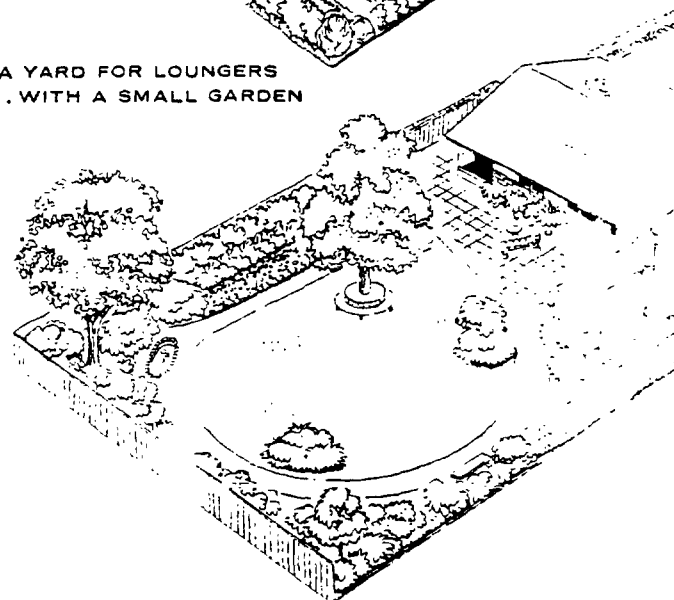
Once the advantages and enjoyment of outdoor companionship have been recognized, it's time to make some family decisions. How does your yard stack up? How would you like to use it? Considering the house and property, what could you do with a patio, an outdoor fireplace, decorative fences, new walks ... a garden or a play yard?

Take, for example, the three typical yards shown here. There's one for the family of loungers with an interest in a small vegetable garden; a formal, well-planted yard for avid gardeners, and a casual, rigged yard for the active, sports-minded family with children. The way each yard was planned and developed makes it best suited to a particular way of life.

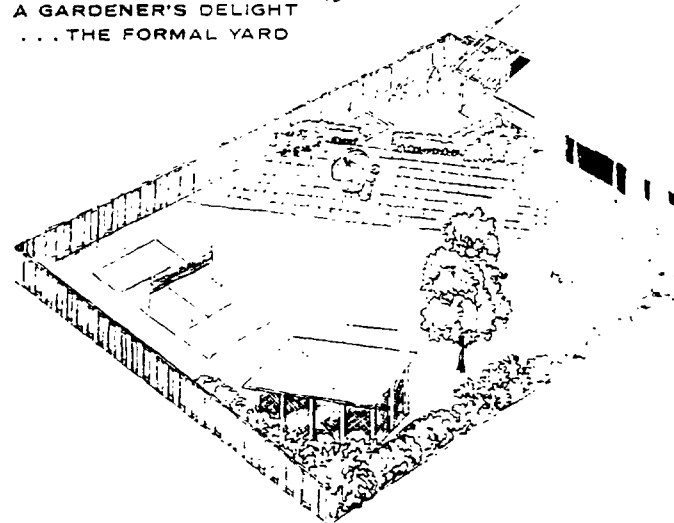
To help you in the great return to nature, these five pages offer outstanding ideas that can be combined to suit your style of living, and to enhance your house and property. Easy and inexpensive to build, they are ideal projects for the home handyman. Consider them as you make your plans. Then let your building materials dealer help you do the job right, and make the most of living outdoors!



A YARD FOR LOUNGERS
... WITH A SMALL GARDEN



A GARDENER'S DELIGHT
... THE FORMAL YARD

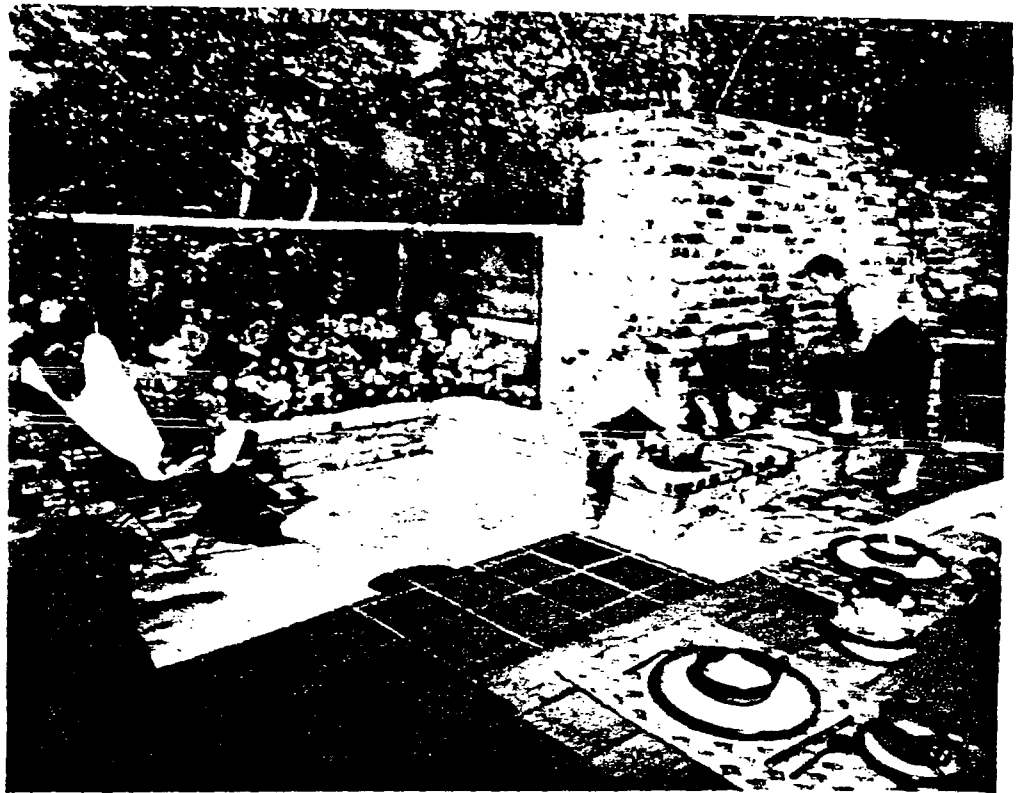


A YARD FOR AN ACTIVE
FAMILY ... WITH CHILDREN

LIVING OUTDOORS

(Continued)

Center of attention in almost every yard should be a patio complete with built-in or portable barbecue. A good example is this rear-corner fireplace with patio of precast concrete slabs, masonry planter beds and high fence of 1x12 boards on 4x4 posts to provide privacy. You can get a free plan for building a similar unit, the famous BarbeQueen (page 7).

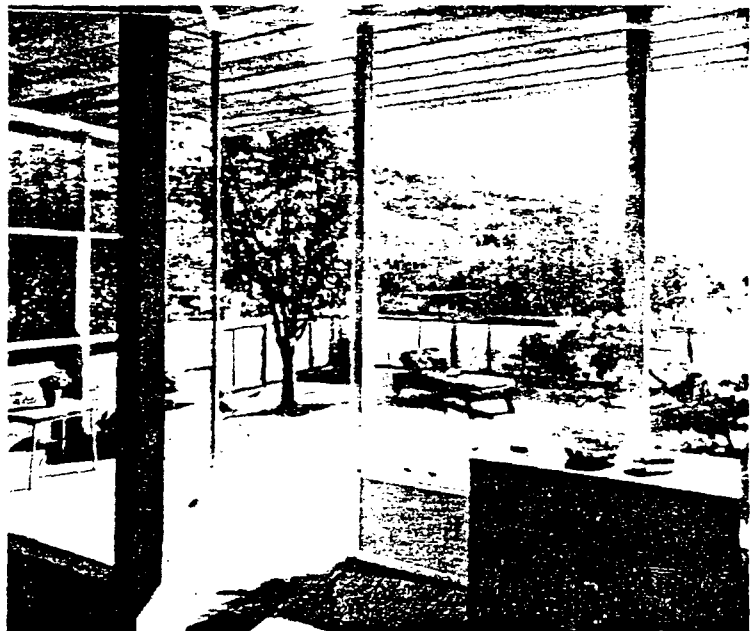


HOME OF MR. & MRS. JACK BUCHTER

PHOTOGRAPH BY

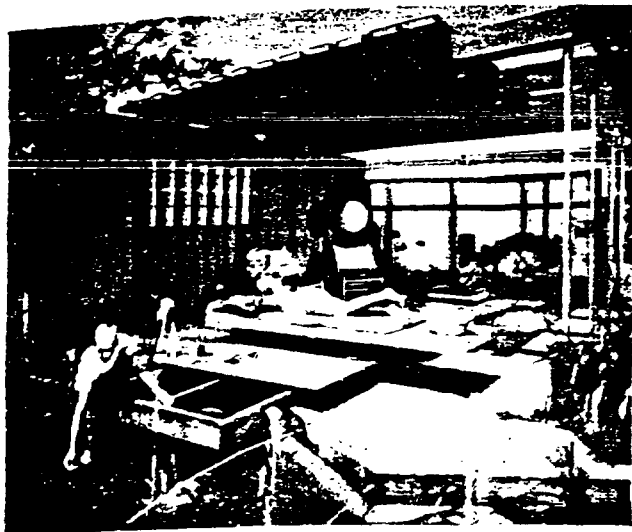
A PATIO . . . for parties and play

HOME OF MR. & MRS. FREDERICK M. COLEMAN

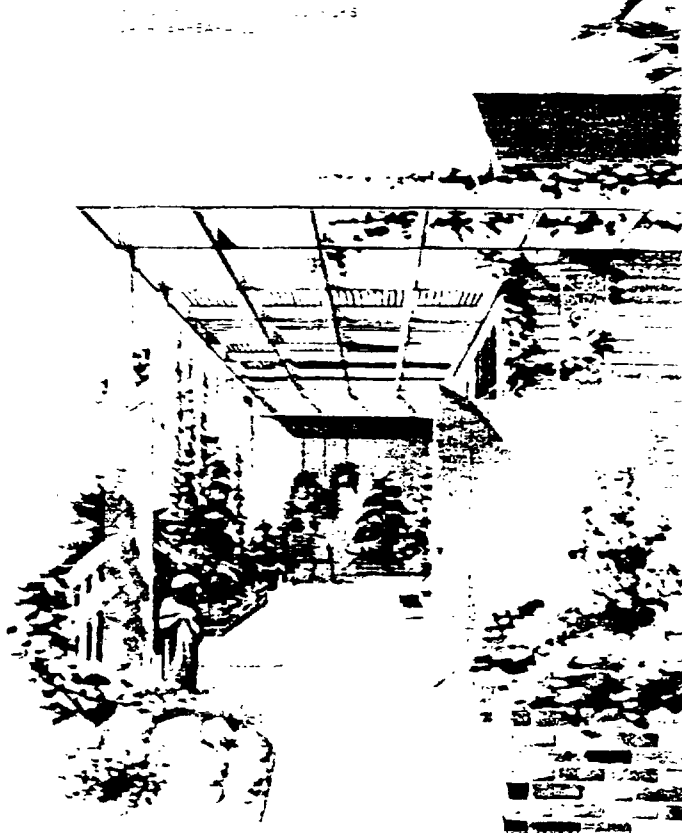


A popular choice is to place formal patio adjacent to house with wall of windows (left). Paved with brick laid on 4-in. bed of sand, it has free-form shape that complements curving flower beds. Yard-size patio (above) is of poured concrete with openings for planting. It's ideal for the active family which prefers minimum maintenance to a garden.

Build for shelter and shade ...



Tame the elements by selecting locations where an overhead trellis can give shelter from the sun and a fence will control prevailing breezes. Pool-side patio (page 70) above uses 2-in. stock lumber for platform and roof, with fence of 1/2-in. boards. At the right (and on the cover) are the pleasant results of turning an ordinary side driveway into a secluded patio screened with a lath trellis and fence, and equipped with brick planters.



Plan a place to work ...



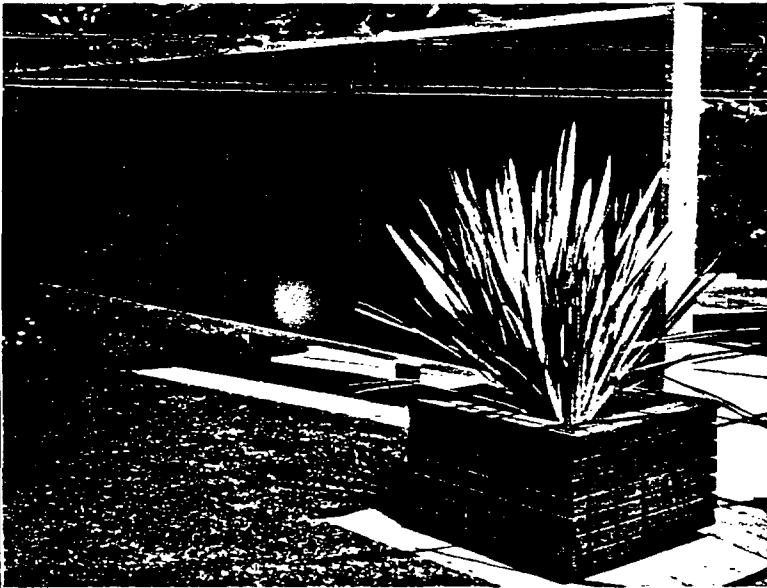
Gifted with a green thumb? A beautiful garden is easier to maintain with the help of a well-equipped work center. It can be a simple wood and glass shelter with potting benches as shown here, an enclosed outdoor storage unit (page 71), or a table and benches in the garage. Good locations are in rear corner of property, in screen wall for carport, or adjacent to house or garage. Ask the advice of your lumber dealer on construction and materials.



LIVING OUTDOORS (Continued)

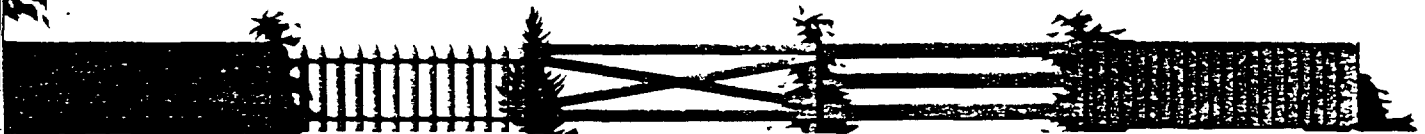
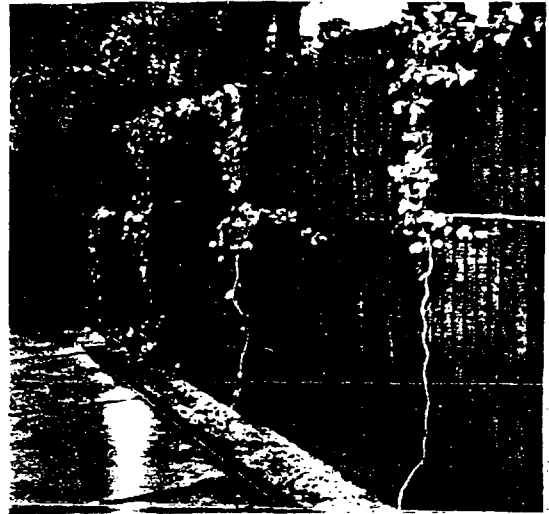
...and finish with flowers and fences

HOME OF DR. & MRS. I. M. ROBERTS

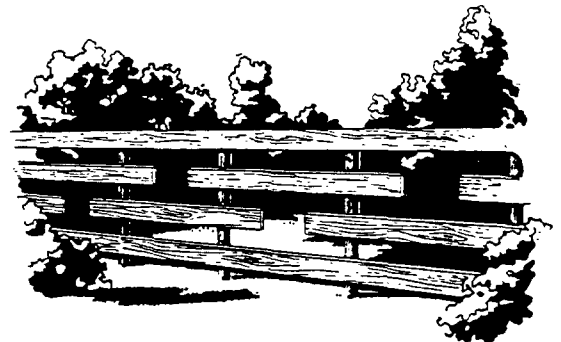
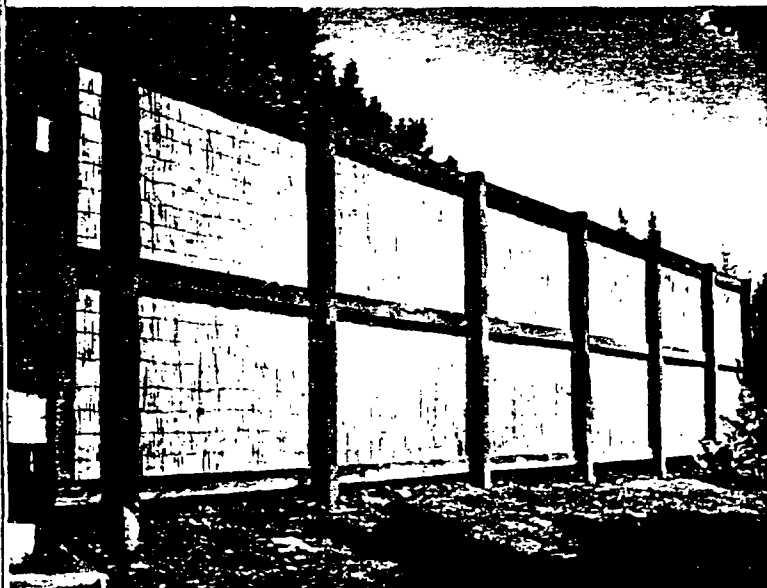


Fences are friendly when well-designed, carefully built and used with a purpose. Unusual types, but simply built, are the short screen (above) that has a 2x6 frame filled with narrow wood strips 1 in. thick, and the yard perimeter fence (right), with 1x2's fastened in alternate pattern to 2x4 rails. Both fences have 4x4 posts spaced four feet apart.

HOME OF MR. & MRS. R. L. GRODIN



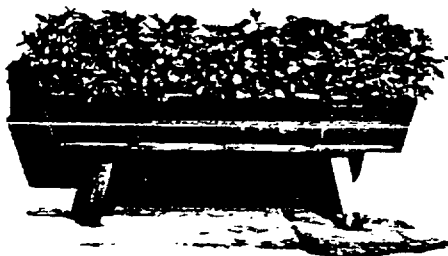
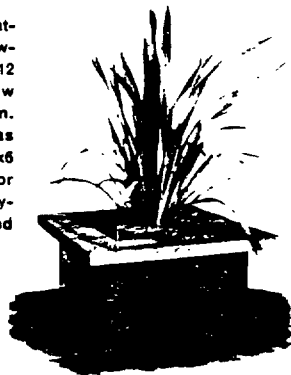
HOME OF MR. & MRS. ROBERT N. AVERY



Striking and practical is the woven bamboo fence (left), that screens yard from driveway and street. Same framing could be covered with open fence wire and used as an arbor for foliage plants. Board fence (above), takes on new beauty when center rails form pattern with staggered openings. Get Handyman Plan No. 352 on how to build wood fences. It's free from dealer named on covers.



Plants on parade enhance the natural beauty of any patio. Box of saw-tooth design (above), built of 1x12 boards, is good for use under window or as border between patio and lawn. Individual plant container (below) has box of 2x12 planks, 2x4 cradle and 2x6 mitered top frame. Wood used for planters should be redwood or cypress treated with preservative and fastened with aluminum nails.



Back-yard beauties are the colonial-style planter (above) for low-growing plants such as ivy, and the interesting trellis (below), of 1x2 strips fastened to 2x4 cleats on garage wall. Other outstanding planter and trellis designs are detailed in the new Yard and Garden Projects Handyman Plan. Get your free copy at the firm named on the covers.



13 FREE PLANS for Outdoor Living Projects

Now is the time for improvement projects that will make living outdoors more enjoyable. Here are time-tested POPULAR HOME projects, including the new Yard and Garden Projects Plan No. 363 (planters, trellises, seats, pergola, hot bed and many more ideas). All were especially designed for you to build.



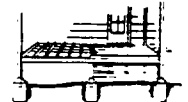
Stack'n Snack picnic table and benches—stack table on benches for eating, then separate all three for seating.



Patios—how to plan and pave; build shade and screening devices, benches, planters and storage unit.



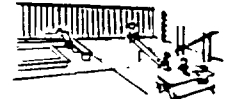
Outdoor Furniture—5 pieces: Fresh-Air Chair and Lean-Back Lounge, Chair-Side and Terrace Tables, and unique Cooler Cart.



Porches—how to build various types; foundation and roof construction; how to enclose a breezeway and make screens.



BarbeQueen fireplace—a chef's delight. Has handy work counters, storage compartment with shelf.



Play Yard—how to build a climbing pole, sand box, benches, play table, ladder-gym and teeter-totter.



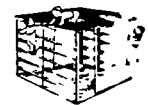
Wheel-A-Meal table and garden cart—has swivel top with drop leaves, and storage sheff. Seats four.



Little Alamo play house—for your "Davy Crockett" pioneers. Has blockhouse firing platforms and gate.



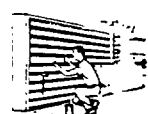
PicnicKing table bench—top up, it's a table; down, it's a bench. Build a pair!



Climber Cottage—to play in and climb on; for safe and wholesome fun.



Outdoor Storage—4 1/2 x 12-ft. Work Center to build in the yard or next to house or garage; also garage storage.

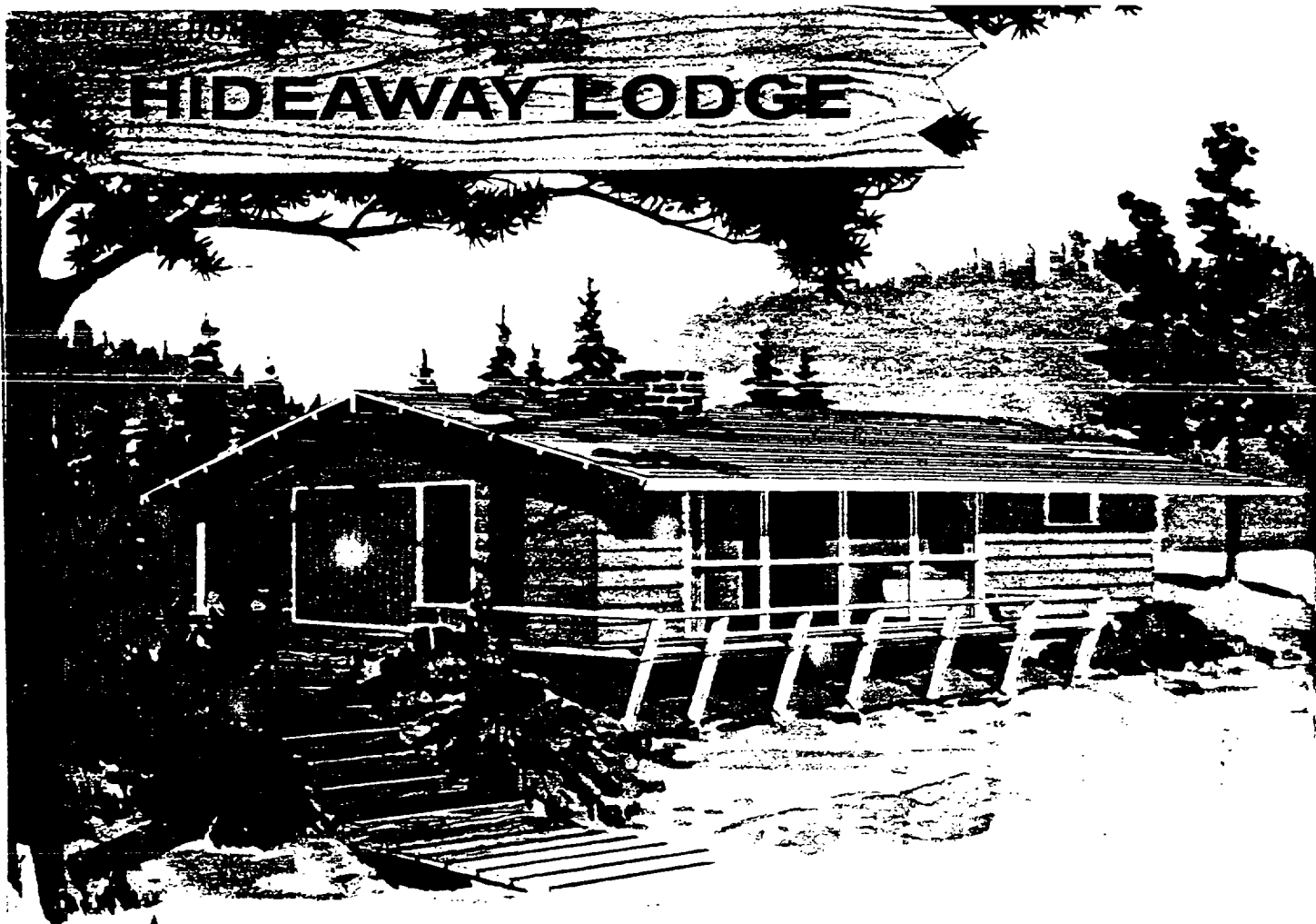


Wood Fences—specialty and conventional types; layout, construction and materials; how to build gates.

How to get started? The above projects and many more, are featured in the Handyman Plans offered by the building materials dealer named on the covers. Take your choice from his counter-top Handyman Library—and get the materials while you're there!



HIDEAWAY LODGE

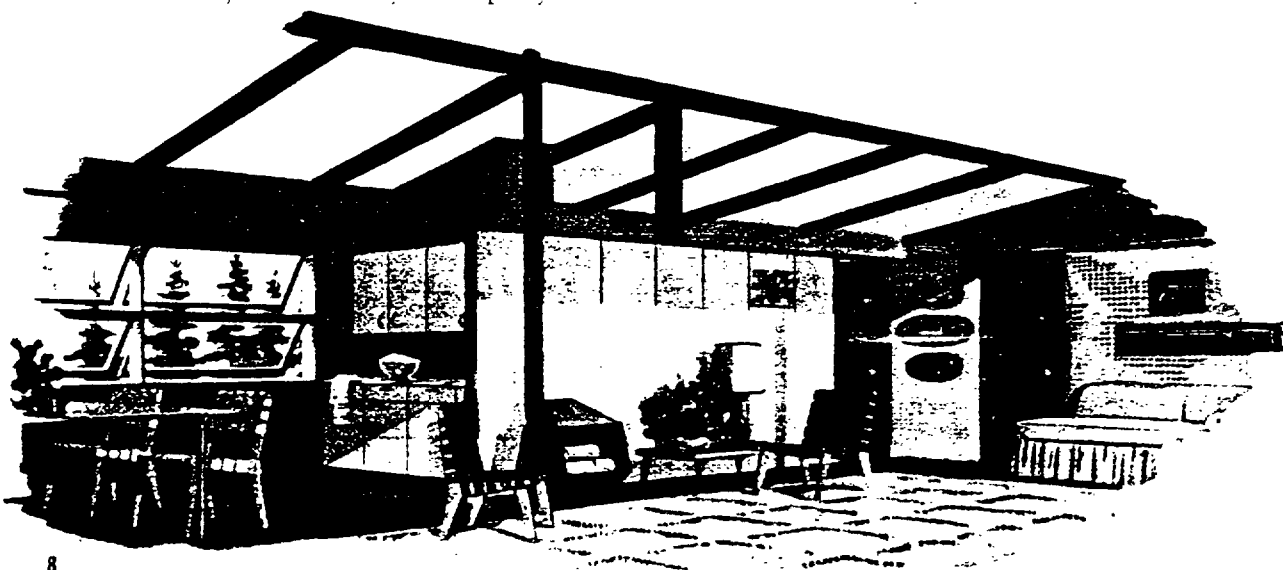


A FOND DREAM for most families is a vacation retreat in the woods or by the water's edge, where nature at its best brings relaxation from the tempo of everyday living. But what happens? Too frequently, mom and dad and the children must pass up seasons of pleasure because the budget won't budge for that long-wanted cottage.

If dollars haven't matched dreams for your summer home, you may find the problem answered with Hideaway Lodge—ready to sleep five to eight persons, as comfortable and efficient as a year-round home. Architects Lee Mielke and Larry Smith designed it for POPULAR HOME with two chief objectives: economy and simplicity of con-

struction. They worked out a special variation of the post-and-beam system of framing (see next page), that makes it possible for the family handyman, with local help, to build and enclose the cottage in a few days. Then while "camping" in the lodge, interior finishing can be completed the first season.

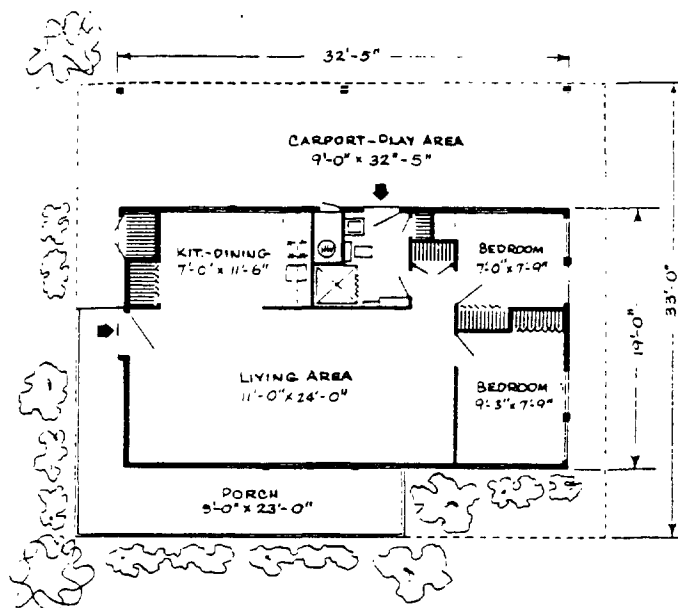
How to have a Hideaway Lodge for your family? Low-cost building blueprints (No. PH 13-3D) are available from the friendly firm named on the covers. Visit them soon — and while you're there, ask about the quality materials that will make your lodge an investment — good for a lifetime of family fun!



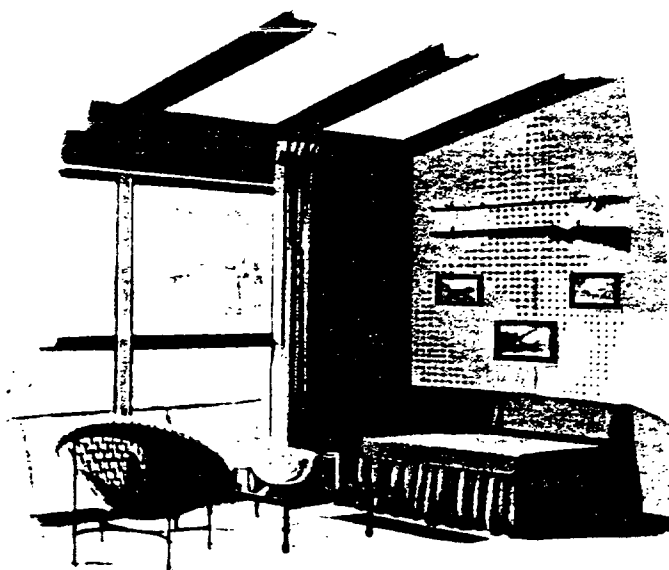
Right for relaxing in any vacation spot is Hideaway Lodge (left) with window wall of living room and outside deck taking in the view. Living area also serves as porch when windows are hinged up from screened openings. Other features are the rear extension of roof for covered carport and play area, utility storage compartment adjacent to main entrance, and extra entrance to bathroom from the outside. Compact bedrooms each sleep two persons. Exterior beauty is assured with Pastel Grey roof of USG Thick Butt asphalt shingles and GLATEX asbestos cement siding in Canyon Brown.



How to build HIDEAWAY LODGE on a Budget

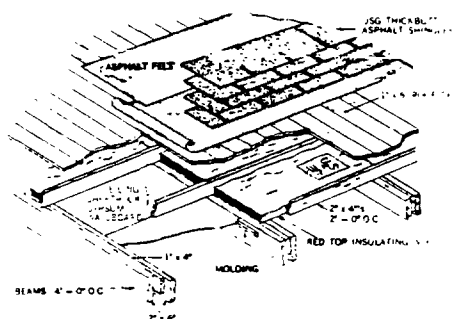
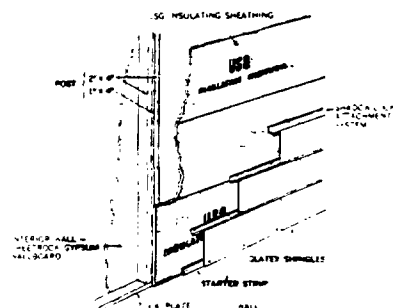


SIZE OF HOUSE: 615 SQ. FT.; 7,770 CU. FT. EXCLUDING CARPORT



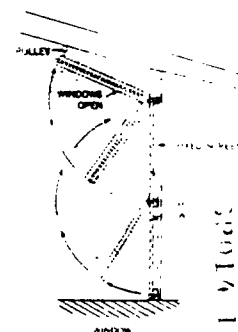
Ready for fun is the family area with dining alcove (left) adjacent to efficient kitchen of the Dwyer type (7 ft. unit complete with sink, stove, refrigerator and cabinets). Living room gains distinction with feature wall of Panel SHEETROCK gypsum wallboard as background for optional, prefabricated fireplace and chimney. Adding to feeling of spaciousness in this compact cottage is the high, beamed gypsum board ceiling and low bedroom partitions. Wall over couch-bed (above) is versatile USG Perforated Hardboard.

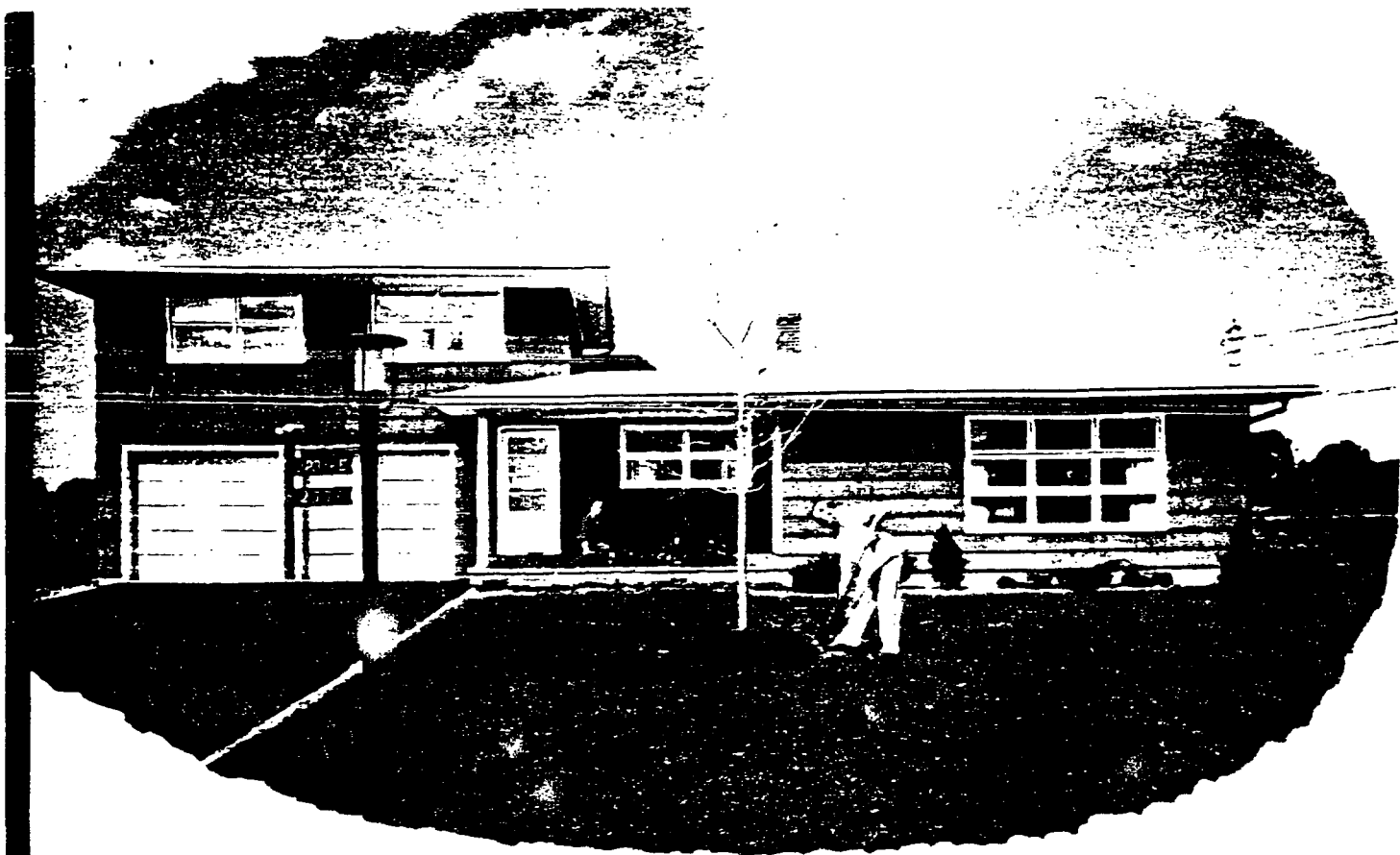
From the foundation up, construction of Hideaway Lodge has been simplified by careful design. Conventional methods are used to construct concrete piers and floor platform of 2x8 joists covered with plywood sub-floor, but simplified and economical post-and-beam assembly is specified for walls and roof. Front and back walls of cottage (below) consist of a 2x4 plate, posts spaced 4 ft. on center (built up of two 2x4's and a 1x4), and 2x4 spreaders at beam line. Window and door openings are structural and fit into 4-ft. modular system. For beauty and fire resistance, SHEETROCK gypsum wallboard with PERF-A-TAPE Joint System was chosen for most interior walls. On the exterior, siding is applied over USG Insulating Sheathing with SHADOW-LOCK Attachment System.



Framing for roof goes rapidly after walls are erected. With ridge beam set, built-up roof beams are fastened to it and posts. 2x4 stringers are added and roof (below) is sheathed. Final step to enclose lodge is application of USG Thick Butt Asphalt Shingles over layer of asphalt saturated felts. Now interior finishing can begin. First step is to staple batts of RED TOP Insulating Wool to stringers, then erect ceiling of SHEETROCK gypsum wallboard. When interior walls are in place, lodge is ready to be decorated.

Wide-open windows are one of best features of Hideaway Lodge. Sketch at right shows how stock "utility" sash for front-view wall are double-hinged, folded, and raised to ceiling with cord and pulley arrangement. Fixed screens protect openings. Other windows, of same type sash, open outward from screened openings. See the local firm named on the covers for all the materials for your Hideaway Lodge!





POPULAR HOME'S

House that Pays its Way

PHOTOGRAPHY HEDRICH-BLESSING



Ready for double duty is the study-guest room (above) that gains privacy with folding wall. Closet and low cabinets accommodate bedding and guest needs. Center of attraction in living room (right) is bookshelves framing a large painting. Walls and ceilings of SHEET-ROCK gypsum wallboard delightfully decorated with TEXOLITE DURAVAL paint shape rooms throughout house.



*This new house
for two-family living
helps the mortgage
take care of itself*

TODAY, BUILDING A NEW HOUSE with rental space in it can be a mighty profitable investment, especially in areas where good apartments are hard to find. That was proved by the Howard E. Updykes of North Chili, N. Y., who built a secure future when they built the two-family house shown here. Selected as an outstanding design, it is appropriately named the House that Pays its Way because the Updykes found that rental income from the over-the-garage apartment almost covers mortgage payments.

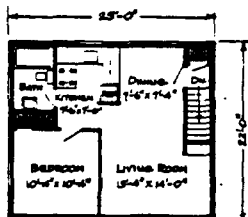
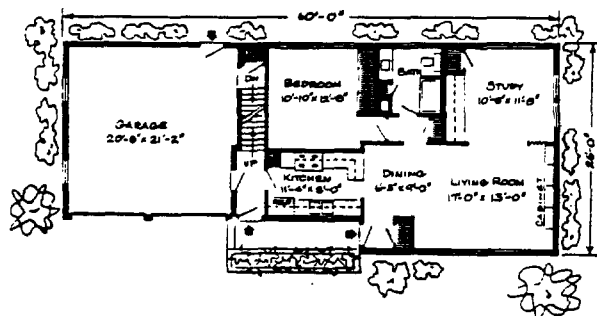
What does this house offer? First, all the advantages of a single-family home—privacy, comfort and flexibility of space. Then, as a bonus, the security of additional income from the separate rental quarters. Or for some people, it will be an ideal house because it provides a close-by but separate home for young newlyweds, parents or other relatives.

To see if it's right for your family and to see how it can pay you dividends, study the plan below. Then build this summer— it's investment time!



Putting every inch to work, dining space is minimum, but can be expanded into living area for dinner entertaining. Overhead light sliding on ceiling track adjusts to various table positions. Efficient, compact kitchen is screened from view by high cabinets with doors on both sides for china storage, and a counter with drawers for linen and accessories.

Here's the Plan for 2-FAMILY LIVING



SIZE OF HOUSE:
1,504 sq. ft.; 22,545 cu. ft.
GARAGE: 462 sq. ft.; 3,465 cu. ft.

RIGHT FOR ANY NEIGHBORHOOD because it looks like a single-family house, this design by Rochester architects Faragher & Macomber places the rental unit over the garage. Careful planning also overcame the main problems of two-family living—noise and privacy, by using the garage and stairways as barriers.

Other features of this fine house are the extra-large two-car garage, a central utility system for heating, electricity and plumbing, and the spacious basement.

Ask the building material dealer named on the covers to order low-cost Building Blueprints for you—No. PH 13-3B, available only with basement. He can also advise on the quality materials to protect your investment, such as the USG Thick Butt asphalt shingles in Satin White and RED TOP insulating wool batts used in this house.

ASK TO SEE 32 FAMILY-TESTED HOMES
in your POPULAR HOME sponsor's new Plan Book

SP014 1427



If you have an old house
to remodel, watch closely
this star performance of...

MODERNIZING MAGIC

By Cynthia Montgomery

AMERICAN TRADITION runs strong in Washington, D. C., and the Paul Hammonds believe it can live in happy harmony with modern ideas. The proof of their convictions is on these three pages, which show how a very old dwelling was successfully remodeled into a comfortable modern home, planned for family living.

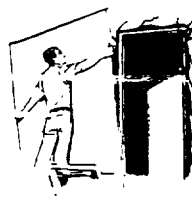
Why did they do it? The house had a desirable location and was sturdily constructed—both favorable and important points to achieve a sound real estate investment by remodeling.

If you're considering the purchase of an older house or now have one that could be refreshed, the Hammonds example proves it can be done. It may take structural changes, new walls and ceilings, built-in cabinets and plenty of paint, but if carefully planned, the end results will be well worth the effort.

Since 1956 is Operation Home Improvement year, why not start a project of your own? And for the advice of an expert, visit the building materials dealer named on the covers. He's ready to help you live in style!



Entertaining is fun, and much less work when remodeling plans include projects such as a built-in china cabinet. Unit fills wall recess, has leaded glass doors and hardware to blend with style of house. Decorating, with red painted lining of Dutch cupboard, lazy susan table and modern light fixtures, invites guests to linger longer.



Ready for today, but with old-fashioned charm, are the kitchen and master bedroom. Kitchen was completely remodeled, with oven and broiler built into fireplace, new cabinets, counter, appliances and floor. In the bedroom, modern wardrobe closets with stock sliding doors were built out two feet into room across one complete wall. Pleasing color scheme combines Heather Gray on three walls with Coral Rose on chimney and ceiling.



6P014 1429

MODERNIZING MAGIC (Continued)



REMODELING DESIGN: PAUL HAMMOND, BUILDER

DECORATOR: DOROTHEA JACKSON HAMMOND

DATA: LOUISE WILSON

PHOTOGRAPHY: ROBERT LAUTMAN

In the modern mood is sewing corner (below) with functional wall of USG Perforated Hardboard, cabinet of pine boards and work surface of $\frac{1}{2}$ -in. plywood. Other improvement ideas were opening in dining room wall (right), with planter between original studs, and replacing time-worn ceilings throughout house with new surfaces of RED TOP plaster over ROCKLATH plaster base.



Progress by papa may be hindered by young "PJ's" help in building trellis, but it's good training for the lad. Back yard patio and garden were enclosed with high fence, and low screens were installed near house to conceal refuse can and basement stairs. Face-lifted front (left) contrasting what can be done in home improvements, was treated to new stock entrance, shutters and refreshed with paint.



NOTICE: The following trademarks are owned and/or registered by the United States Gypsum Co. in the U. S. Patent Office, and are used in this publication to distinguish the indicated products manufactured only by this company. SHEETROCK (gypsum wallboard), USG (roofing, hardboard, insulating sheathing), RED TOP (insulating material, plaster), ROCKLATH (plaster base), TEXOLITE (paint), DURAVAL (rubberized paint), GLATEX (asbestos cement shingles), SHADOW-LOCK (shingle attachment system), PERF-A-TAPE (joint system).

ERI
STA
GYP

SP014 1430

No weather worries with these Storm Shingles!

new **USG IMPERIAL-LOCK**

In wind tunnel tests IMPERIAL-LOCK shingles held fast, even in hurricane blasts of more than 100 miles per hour. In addition to being nailed, the lower edges of shingles are locked into the courses below. Rain or melting snow can't penetrate their heavy weather ends. They carry the Underwriters Laboratories label for fire protection.

NEW SHADOW-ACCENT BEAUTY is particularly pleasing on low-pitched roofs. Sweeping shadow lines, color-toned right into the surface, provide conventional straight-line beauty preferred by discriminating homeowners everywhere. Eight colors to choose from in random pattern "shake" texture—now at your U.S.G. dealer.

NAVAJO RED (shown), PALISADE GRAY, MOJAVE BROWN and SHASTA GREEN—all with SHADOW-ACCENT. Also in BRIAR GREEN, VENETIAN RED, PASTEL BLUE and BRILLIANT GREEN.



the
greatest
name
in
building



but
high
ase-
ove-
it.



IT'S NO TRICK AT ALL ... if you let us help!

Old homes *can* be made to look like new. There's no mystery to modernizing when you come to us *first*. We'll help you with your plans and ideas. We have the know-how to see that you get started right, whether it's a new roof, exterior

face-lifting, modern kitchen, adding a new room, porch or garage. See our complete line of materials—lumber, wall-board, insulation, roofing, siding. We'll tell you how to do it, help you arrange financing, suggest a reliable contractor.

Published by .

UNITED STATES GYPSUM COMPANY

The Greatest Name in Building

United States Gypsum publishes Popular Home and The Business of Farming for distribution by building material dealers as a service to over 4,500,000 homes.

Come in and talk with us!

SPD 14 1933

PH61A-L