

Early Spring • 1954

Popular Home

The Homeowners' How-to-do-it Magazine

Courtesy of

Wardwell Lumber Co.
Bristol, R.I.



*For these
we build*

Popular Home

EARLY SPRING • ISSUE 1 • 1954

GREETINGS, FRIENDS! Here's the first of eight issues of POPULAR HOME you'll receive this year with our compliments. We think it's great, with many *new* features and scores of ideas for better living. Improving your home can be one of life's happiest experiences, and we'd like to help at each step of the way.

You'll see real-life articles on remodeling, decorating, and home repairs; a whole series of new houses selected for this climate; features on homes of famous people; tips to make housekeeping easier. See us for the building blueprints and Free Handyman Plans that supplement each issue of our magazine.

Stop in and look over our stock of lumber and other building products—we deal in quality and value, the best for your job. We've served your neighbors, and we're here to help you carry out *your* ideas. The welcome mat is out!

Your Building Material Dealer

(Our name and address are on the covers)

P.S. Many folks file these magazines—you can get all the 1953 issues in the big new Homemakers' Idea Book—see Page 15 for details. For your future reference, below is a handy Index of Features from this issue.

REMODELING

Window Types 4, 7, 13 • Exterior Changes 7, 12
Canopy, Porch 7 • Closets 8, 13 • Cabinets,
Shelves 8, 11, 13, 14 • Kitchen Improvements 9
Second-floor Addition 12

NEW HOUSES

One-story House, Plan 4, 5 • Roof Overhangs 4
Fireplaces 4, 9, 11 • Building Blueprints 5

DECORATING

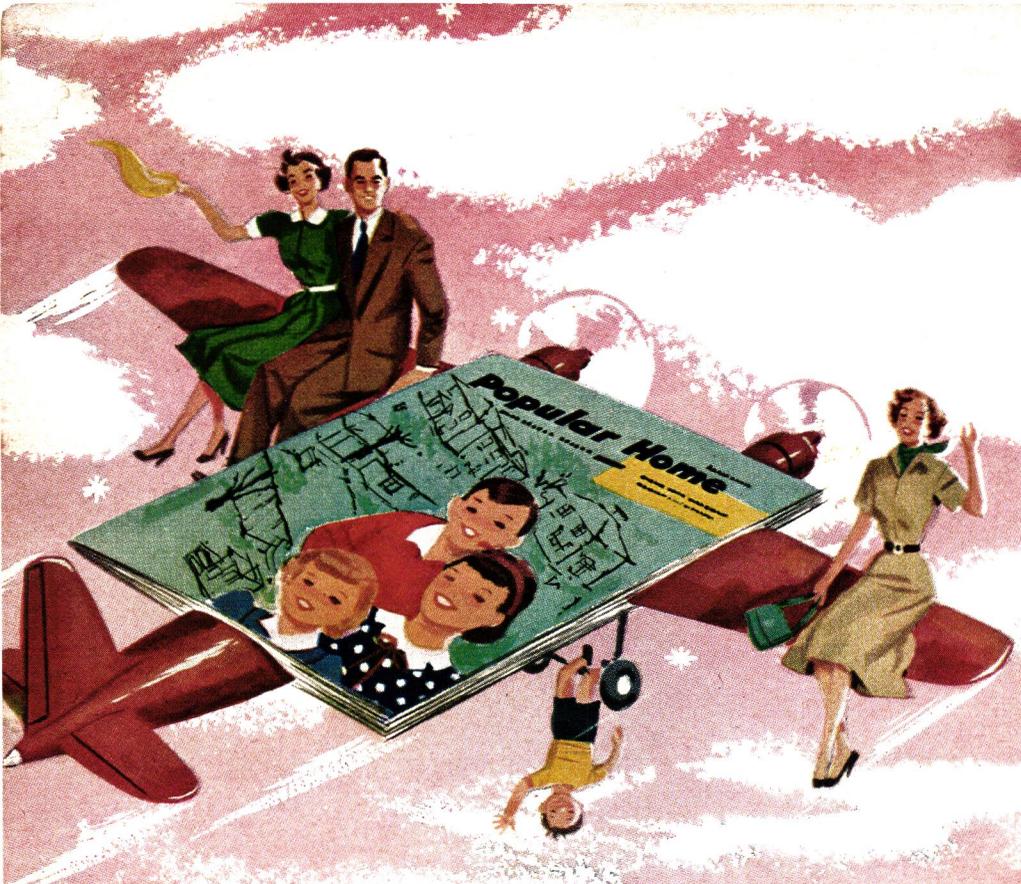
Color Schemes 8, 9, 11, 13 • Window Treatment 13
Living Rooms 11 • Bedrooms 11 • Children's
Rooms 12

HOW-TO-DO-ITS

Interior Remodeling Plan 8 • Insulation 14 • Ceiling
Tile 14 • Panel Wallboard 14 • Drying Rack 15

MAINTENANCE

Household Hints 6 • Easier Ironing 15 • Dining
Table Storage 15



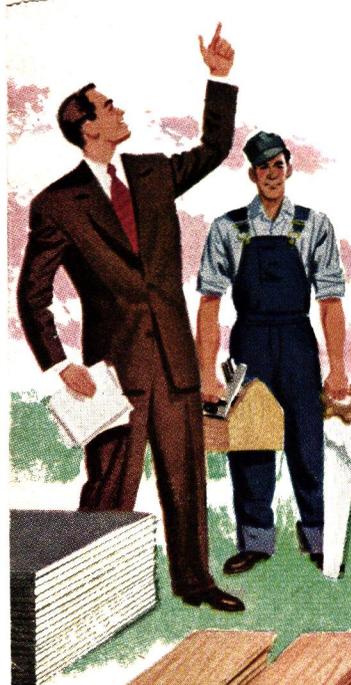
Take off to better living

... and we will be your ground crew!

Destination: *better living*—and may your trip be speeded by this magazine we're sending you throughout the year!

But we're ready to help you in more ways than this. Like a good ground crew, we've got all the supplies you need for your successful trip. That means *lumber, millwork, wallboard, flooring, roofing, siding, insulation*—everything you need to build or modernize. And not just building materials, but valuable experience and ideas, too!

So why not come in—soon—and let us help you chart a straight course to your goal of... *Better Living!*



See our Name and Address on the Cover

The time is right and the help is here

SERVICE? YOU BET! For your next home-improvement project, from a small repair job to a fine new house, you'll find a friend—and expert advice—at the local firm whose name appears on the covers of this magazine. It pays to know—and use—the services that are available to you here, in your own community. Perhaps you didn't know about these:



Know-how to do the job right.

Experience is everything in building, remodeling, decorating and repair work. You'll save money and get a better job, even if you do it all yourself, by taking advantage of your POPULAR HOME sponsor's facilities. If he can't help you with part of the project, he knows the people who can. Go to him first—and get on the right track!



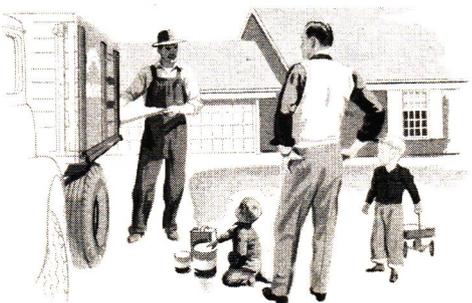
Planning makes the difference.

There's only one way to get started, and that's with plans that will produce the results you want. The firm named on the covers is Home Planning Headquarters—ask the friendly people there about plan books of new house designs, application instructions on materials, plans and patterns for home-improvement projects such as POPULAR HOME's new Free Handyman Plan on Interior Remodeling. They also can recommend qualified architects who specialize in the kind of work you have in mind.



Financing as you need it.

For most types of home-improvement there are several good financing plans available—an example is explained on Page 7 of this issue. Times have changed, and today it's easier than ever to have the home you want. If your POPULAR HOME sponsor can't give you all the financing details, he'll tell you how to get them.



Quality—dependability, too!

When you're ready to start work, look again at the covers of this magazine. That's when the services of the local businessman named there are most important of all, for his advice on building or decorating materials is your guide to quality. Quality means durability and beauty—and long-range economy. If you need a contractor, depend on this firm's recommendations—the people there want to serve you again.