

**Siding**

**Don't Paint—Re-Side!**

If you're planning to re-paint your home this season, you may be in for a shock. A professional job will cost a small fortune, and even the hardest of do-it-yourselfers report that painting exterior trim and siding is time-consuming, tedious and even a little dangerous, especially if you're among the less-than-agile, out-of-shape set.

When you evaluate the cost and time invested in painting your home's exterior every three or four years, you can only conclude there's got to be a better way. Happily, technology is on your side... today you can clad your home in vinyl siding.

The Home Institute of Certain-teed Products Corp., Valley Forge, Pa., reports that vinyl siding really is a non-nonsense, no maintenance product. It is guaranteed for 20 years, never needs painting, and resists the dents and nicks inflicted by your children and grandchildren. It can be the key to your own leisure time and an attractive home.

Vinyl siding really is rugged... it resists dents (just "bounces" back). The color goes clear through the siding, so even if it does get scraped savagely by the neighborhood children, you can hardly see it. (If you have metal siding, for instance, with a painted-on or vinyl-laminated surface, scratches are readily apparent and difficult, if not impossible, to touch-up successfully.)

Vinyl offers myriad other advantages too. It won't conduct electricity, won't creak and groan with temperature changes, and has a wood-grain appearance.

It never, but never needs painting. (Metal siding must still be painted from time-to-time... though not as frequently as wood siding.) And, if for any reason, you ever have to replace a piece of vinyl siding it's an easy job. The damaged piece is simply removed... without disturbing adjacent pieces.

And, color matching is no problem... again, because the colors of Certain-teed's vinyl siding are manufactured into the entire piece of siding, not just painted or laminated onto the surface. (With metal all the siding from the top down to the damaged area should be removed before a replacement can be completed. And, once installed, it may be very evident because of a color variation.)

Cost is always a consideration, of course, in undertaking a siding job. You should get written estimates from at least two reputable siding contractors or home improvement specialists in your area. You can assume, as a rule-of-thumb, that vinyl siding and a good grade of metal siding will cost about the same. If you're handy, you may want to apply the siding yourself to save a little money. But, whatever you do, don't skimp on the quality of the siding you purchase... you'll only regret it in the end. Buy products made from a reputable manufacturer, like Certain-teed, to assure that you're getting the quality you're paying for, too.

Vinyl siding... just may be the end of your home maintenance headaches.



LOOKS LIKE WOOD, but the clapboard look on the exterior of this home is actually vinyl siding with "wood-grained" finish, manufactured by Certain-teed Products Corporation. Vinyl siding is maintenance free, and is guaranteed for 20 years.

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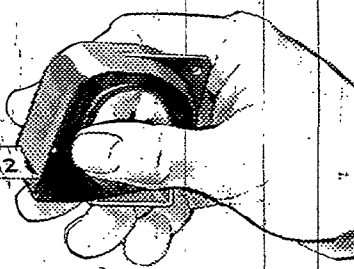
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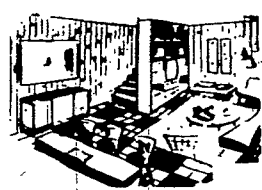
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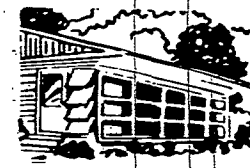
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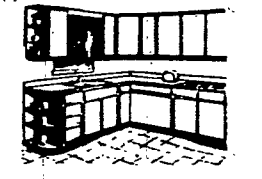
**GAMEROOMS**

TV room, party room with large selection of dramatic paneling in your choice of color or finishes, including Walnut, Cherry, Pine, or Mahogany. Cushiontone tile ceiling, built-in bar, built-in toy chest and benches. Louvered or paneled doors.



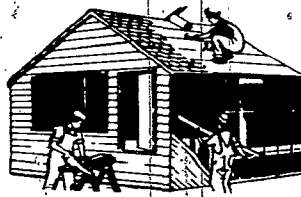
**PORCHES**

Any style, any size or type for front, rear or side of house. Choice of jalousie, glass, wall, windows, cement block, brickwork, steps, screened summer rooms.



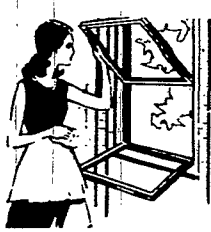
**KITCHENS**

Eight Full Kitchen Displays. Built-in ovens, self-cleaning ovens, ranges, refrigerators, automatic dishwashers, partitions, windows, doors, carpet, Armstrong Solarian.



**ROOM ADDITIONS  
AND DORMERS**

A well-constructed room addition is the answer to your growing family needs. Installed at front, side, or mid-floor for bedroom, or extension of living room or kitchen.



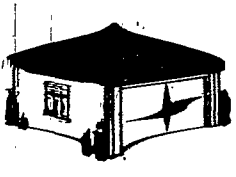
**WINDOWS**

Replace your old drafty windows with modern double hung, casement type or slider. Choose from wood, vinyl, aluminum, in regular or insulated glass.



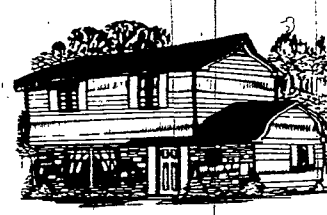
**BATHROOMS  
POWDER ROOMS**

CUSTOM LAVANETTES  
All styles, all colors. New windows, doors, plumbing, electrical, ceramic floor, wall tile and painting.



**GARAGES**

1-2-3 car garages installed at side, rear or adjoining the house. Completely constructed of wood, brick or block with garage doors and electric door opener.



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