

# Consider energy-saving when remodeling your house

Now, more than ever, remodeling the old house is an important alternative to moving. Interest rates on new mortgages are high, and the cost of new construction continues to climb.

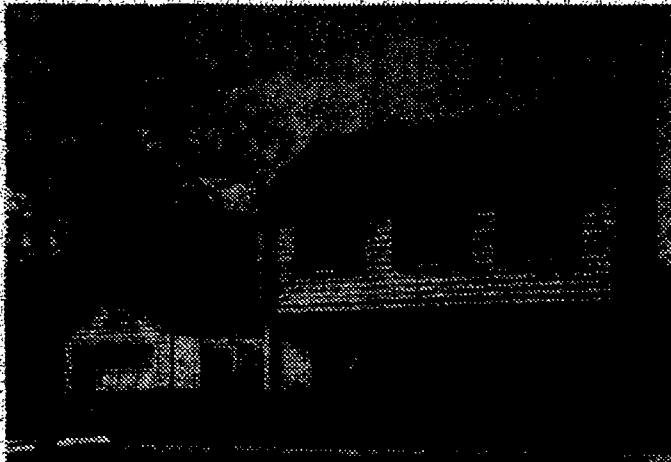
With the energy crisis as a very real problem, however, it's important to consider how efficiently an old home uses energy.

Usually, when people are thinking of ways to save energy, they consider adding insulation or installing a new furnace. One product they usually don't think of as an energy saver is house siding.

Many consumers install new siding without finding out which type is a better insulator, according to Mastic Corporation, of South Bend, Ind.

Mastic, a manufacturer of vinyl, steel and aluminum siding, has tested the insulation properties of their own products. Vinyl has been found to be a much better insulator than metal siding.

According to a test conducted by an independent laboratory, vinyl siding provides 24.8% greater insulation against heat and



**NEW SIDING CAN ACHIEVE** a dramatic change in a remodeled house exterior, and it can also affect energy usage for heating and cooling. To save energy, Mastic Corporation, a major manufacturer of house siding, suggests the homeowner give serious consideration to the insulating properties of solid-vinyl siding before making a choice.

cold than metal siding (American Society for Testing and Materials Test C-177).

"We cannot say exactly how much less your energy expense will be if you choose vinyl rather than metal siding, because every home is different," according to John P. Flanagan, Mastic sales manager.

"We make the results of this laboratory test public so that the consumer, who is concerned about saving energy, can make a better-

informed choice when re-siding a home."

In addition to the energy-saving factor, vinyl siding has other advantages. It is solid color clean-through, so the finish cannot be destroyed or scratched off. It will never need paint, and will not dent like metal siding.

Vinyl is easy to clean. Even an abrasive cleaner, such as scouring powder, cannot damage the finish, because it is solid finish all the way through.

Vinyl has become very popular along the coastlines and in highly industrialized areas because salt sea air and airborne industrial pollutants cannot

damage it. Vinyl siding is chemically inert, with no coating or finish that can deteriorate.

Safety is also a factor to consider in choosing siding. Vinyl siding cannot conduct electricity. Because metal siding will conduct electricity, it must

be grounded by an electrician in some areas of the country. Vinyl siding does not magnify the ratta-tat sounds of rain and hail.

Contour T-lok solid-vinyl siding has proved acceptable to such important building codes as Building Officials Conference of America, Inc. (BOCA), Federal Housing Authority (FHA), International Conference of Building Officials (ICBO), Southern Building Code Congress (SBCC), and Underwriters Laboratory (UL).

Testing siding products for yourself is one good way to make the best decision on the investment of re-siding. To get a free sample of Mastic Corporation's Contour T-lok solid-

vinyl siding to test for yourself, and a brochure about siding, write to Mastic Corporation, Dept. M, 131 South Taylor Street, South Bend, Ind. 46601.

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