

'Every-three-or-four-year' syndrome . . .

End repainting costs with pre-finished siding

If your house is in need of its "every-three-or-four-year" repainting, you may be shocked when the estimates come in. Costs of painting have skyrocketed the last few years.

Consider doing away with painting chores—and costs—by installing new pre-finished siding. It can make your old home look like new for years to come.

Take advantage of the wide range of colors now available and put as much care into decorating the outside of your home as you would with the inside.

Shades like olive, avocado, barn red, royal brown, colonial blue and autumn gold will make your home look cozy and snug.

You can accentuate the long and low lines of your ranch house by using horizontal siding in a color lighter than the roof.

Your Victorian castle (or other vintage style) can be preserved by careful selection of color and attention to detail.

Even though the new colors offer an almost unlimited choice, decorators advise never to use more than three colors on the outside of your home.

For instance, if you have a brown roof, think about a barn red siding, brown shutters, white window trim and a brown and white front door.



PRE-FINISHED SIDING does away with repainting costs and makes your old home look like new for years to come. This home built in the 1920's has been restored with tan aluminum siding. The old wooden window casings were covered with custom-formed sections of white aluminum to provide low maintenance while keeping the original style of the home. Other trim details (such as soffit, fascia, gutters and downspouts) are also white. Black aluminum shutters provide the final accent.

Several different types of siding are available, but aluminum siding probably has the widest range of styles, colors and accessories. It has been on the market for 30 years and has been used in re-siding over 10

million homes.

Aluminum siding comes in durable baked-on finishes, is easy to clean and offers time-proven low maintenance.

A recently introduced type of siding is vinyl plastic, a material that has been used for floor tile and plumbing pipe.

Be sure to buy from a reputable supplier, because vinyl material can become brittle when exposed to sunlight if not properly formulated.

Vinyl is limited mostly to white and pastel colors.

Pre-finished hard board is available in various patterns and colors, but does not have the longterm low maintenance characteristics of aluminum.

The exposed edges of pre-finished steel siding are vulnerable to the elements and may deteriorate if protective coatings fail.

When properly installed with insulating backer over


aluminum foil, however, siding can cut your fuel use as much as 20 percent.

For a free copy of a new 16-page booklet to help you pick the best type of siding for your home, write to the Siding Information Bureau at 250 West 57th Street, Dept. M2, New York, N.Y. 10019, and ask for a copy of "A Homeowner's Guide to Choosing Siding."

Clock is a camouflage

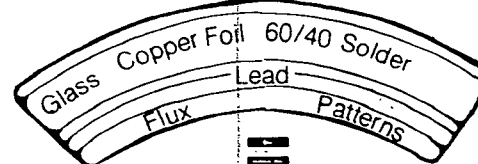


SOMETIMES HOME IMPROVEMENT is a simple matter of inventive decorating, as practiced here by Virginia Frankel, ASID. Rather than blocking off an unused foyer door, the designer camouflaged it, literally making it disappear by fronting it with greens and highlighting a nearby object—the Howard Miller clock that is a column of bronze Plexiglas framed in chrome. For more camouflage, the designer added a wood sculpture, a print and a globe light to liven the beige and white scheme. The contemporary 56-inch grandfather clock, with visible hour and half-hour strike movement, retails at \$550.



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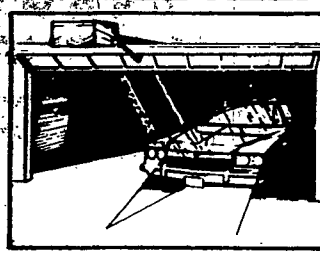
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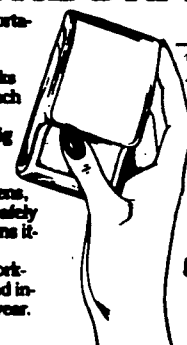
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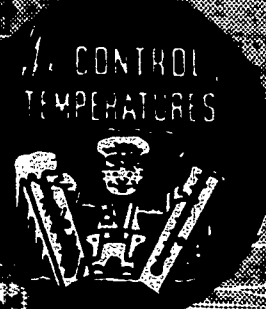
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