

Don't think of it as expense...

Siding is one of best home investments

If you are considering new siding for your home—look at it as an investment, not as an expense. Pre-finished siding quickly more than repays the initial cost of the application in terms of reduced painting bills.

Investment that repays

For example, if it costs \$4,500 to put new aluminum siding on an old peeling home and \$1,500 to repaint the existing wood siding every four years, the homeowner would recover his initial investment after the third painting (which would occur in only eight years if the home is in need of immediate painting now).

Since pre-finished aluminum siding is warranted for 20 to 40 years, the original investment would be paying a large dividend in terms of reduced maintenance costs for many years. In the past 30 years, over 11 million homes have been sided with aluminum.

Expanded color range

Colors now range from pastels to deep shades and the earth tones; textures are plain or embossed to resemble any type wood shingle, and intricate architectural



PRE-FINISHED ALUMINUM SIDING restored this old colonial-style house to its original beauty, and aluminum trim preserved special architectural details around windows and doors. Insulation installed behind the panels helps reduce fuel use. With warranties of up to 40 years, aluminum siding has been repays its original cost by eliminating need for repainting.

details can be worked out to duplicate even original Victorian trim.

Paints and finishes are more durable, and insulated aluminum siding has been developed to conserve energy

by helping to reduce fuel use. Moreover, the long experience gained by contractors working with the material is proving invaluable to homeowners.

Although vinyl plastic

siding is now available, its range of colors and finishes is more limited. Also, vinyl formulations differ from manufacturer while aluminum remains dependable because the material is standard.

Aluminum has proven to be practical over a long period of time even in damp climates. It has resisted corrosion where it has been installed in beach areas, particularly in Cape Cod and along the Virginia Coast.

Consider final effect

In choosing siding, it is wise to consider a house in its entirety and know just how you want it to look when it is completely remodeled.

Some contractors even provide a sketch of the finished house when they give you an estimate. Most will recommend that you select insulated aluminum siding to keep your house cooler in summer and warmer in winter.

Help save energy

There are several kinds of insulating materials to help save energy. Insulating systems are measured by thermal resistance values (R values) and the higher the

number, the better the insulation properties.

For example, aluminum siding over a sandwich of insulation consisting of foam plastic board, two layers of reflector foil and an airspace provided by 3/4-inch furring strips, has a calculated R value of 5.6-6.0.

Choose reputable contractor

Uninsulated siding, be it aluminum, vinyl plastic, steel or wood, has an R value of less than one, little more than standard brick or stone.

Choosing a reputable contractor is just as important as selecting the siding, for it is his expertise and experience that will give you the results you want. Ask to see aluminum siding jobs he has completed and talk with these homeowners if possible.

Send for information

Also, learn as much as you can about the product before you make a decision. For help, write to the Aluminum Siding Information Bureau, 250 West 57th Street, New York, N.Y. 10019 for a free copy of the booklet, "A Homeowner's Guide to Choosing Siding," and "The Energy Savings Worksheet."

Add a room to keep family in their place

Homes, like old clothes are sometimes outgrown. As a family grows, a once perfectly sized home may begin bursting at the seams.

One solution is to move to a bigger house. However, high moving costs, soaring real estate prices and the trauma of 'pulling up roots' are convincing many homeowners to increase the living space of their present homes instead.

Grow with family

The National Home Improvement Council offers some ideas to make your home grow along with your family:

- Add a room, or a whole wing. Be sure the windows, siding, roofing, and architectural style of the new addition complement the rest of the house.

- With a little insulation, an attic or basement can be converted into an extra bedroom or rec-room. Garages and porches can also be made into year-round rooms.

- Add another bath. An additional bathroom is a great convenience, if not an outright necessity, in larger families.

- Install a patio or deck, which can extend your family's living quarters to the outdoors.

Condensation-resistant windows aren't enough!

There's a difference between a mystery and a myth. There's no mystery about condensation and ice on your windows.

But if you've ever looked for an explanation of its causes, you've probably encountered a lot of myths... none of which solved the problem.

Research report

Recent research, completed by one of the country's foremost manufacturers of window energy conservation products, identifies the energy efficiency and condensation resistance of 200 different windows, which includes virtually every existing window type found in American homes.

And the study shows a possible condensation and icing situation can exist in as many as 158 of these 200 windows.

According to Fred M. Schmidt, Manager of Corporate Communications for Season-all Industries, who completed this research, "These condensation and icing possibilities can exist in 79% of the window systems we've identified."

Condensation factor

"But this doesn't mean that changing to windows or window systems which are condensation resistant will necessarily solve the problem. Even these windows are dependent on the amount of moisture in the air inside the

house and the difference between the inside and outside temperature."

No window is condensation proof, any more than a wall or a dresser or a drinking glass. Any material will condense excessive moisture from heavily laden air if the material is significantly cooler than the air.

Two-fold solution

So, the solution to condensation problems with windows is two-fold: the first requirement is to bring the inside relative humidity under control. Once this is done and the problem still exists, then the second need is for warmer windows.

Excessive moisture can be reduced by decreasing the

production of moisture into the inside air and by proper ventilation.

Some windows can be warmed up by adding storm

windows. Others, particularly drafty, deteriorated windows, may have to be replaced.



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