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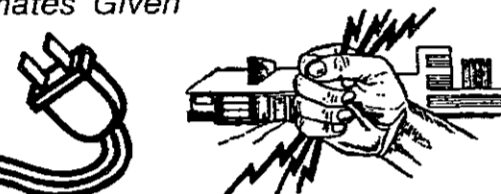
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Viable alternative to moving...

New insulated siding will make your house more comfortable

With mortgage rates rising prohibitively, remodeling an older house has become a viable alternative to moving.

And one of the most rewarding forms of renovation in these fuel-conscious days is to perk up the exterior with insulated siding.

This can be an investment that repays its initial cost by reducing painting bills, and saving on heating and cooling fuel costs.

Increase in resale value

Certainly, it will add to the resale value of your home, for most aluminum siding today comes with warranties of up to 40 years.

Consider that if it costs \$6000 to put new aluminum siding on an old, peeling house and \$2000 to repaint the existing wood siding every four years, a homeowner would recover his original investment in eight years, if it needs painting now.

Over the past three decades, aluminum siding has remodeled more than 11,000,000 older houses and, in recent years, due to the need to conserve energy, much of this remodeling is done with insulated aluminum siding.

Many types available

Before you invest in siding, however, it is wise to be aware of the different kinds of insulation available, and thus be able to judge which will do the best job for your particular house.

Insulating systems are measured by thermal resistance values (R values). The higher the number, the better the insulation properties.

Aluminum siding over a 1/2" isocyanurate board foil faced on both sides is particularly effective with an R factor of 5.

Also effective are polystyrene insulated aluminum siding and aluminum siding over a polystyrene backer board and a layer of foil.



INSULATED ALUMINUM SIDING can make you more comfortable and help you conserve energy. It comes in factory-laminated backer board, as drop-in inserts placed behind the aluminum siding, or in panels installed under the new siding.

Aluminum siding over a layer of foil has an R value of only 1.1, and uninsulated siding of any kind rates an R value of less than one, of little insulating value.

To ensure air tightness, the caulking around windows and doors must be done properly before trim and accessories are added to the siding.

Before you make your final selection of siding, make sure it is the right style and color for your home in its entirety, and that it will blend well with neighboring houses.

The long and short of it

Pre-finished aluminum siding can be used either horizontally to accentuate the long, low lines of a house, or vertically to minimize an overlong horizontal sweep or accent gables of colonial architecture.

When installed skillfully, it is virtually impossible to distinguish from wood without going up and touching it. New colors and textures add to this effect.

The baked-on colors on aluminum siding come in a wider range than finishes on other siding, such as vinyl plastic.

Seek reputable contractor

Remember, too, that no matter how good the siding, it must be installed by a reputable remodeling contractor for it is his expertise that will give you the best possible re-siding job for your investment.

Decorative carpet squares are a springtime "panacea"

In most cases, you can't have your cake and eat it, too. For example... when it comes to flooring, you sometimes have to choose between a "look" and a "feel."

With a new product on the market, however—there is a cure-all. Although it looks like a handsome parquet wood floor, it is, in fact, a soft cushiony carpet.

And the neat thing about it is that the project is neat—one that you can handle entirely yourself in a few hours—with the finished installation hard to detect from one done by a pro!

The high-style pattern developed by Armstrong Cork Company is called "Random Parquet" and is available nationally at most home centers. The cost: only 79¢ per 12" x 12" square, packaged 10 to a carton.

Extremely durable bonded fiber—polypropylene (sometimes called olefin)—makes up the carpet pile; this material withstands a lot of kiddie and pet traffic.

The Honey Teak color is an easy-to-live-with wood tone compatible with whatever other woods there may be in a room.

These squares solve the decorating dilemma for those who like wood's natural look but also want the comfort of carpeting.

There is no question about it—a carpeted floor is easier for young children to play on and Mother will find herself considerably less foot-sore at the end of a busy day.

Resistant to moisture, mil-



NO EASIER SPRING PICK-UP is there than a carpet-square put-me-down! "Random Parquet" squares from Armstrong offer a decorator styled parquet wood-floor look with the softness underfoot that only carpet has. Available 10/pack at 79¢/square, these 12" x 12" carpet squares are simple to install, with no messy adhesive or clean up. Full illustrated instructions come in every pack. Available at local home center stores.

dew and rot, carpet squares come with their own high-density foam back that is approved for installation above or below grade.

Installation is as simple as it looks in the photograph. You just press into place after establishing room-center guide lines.

Detailed instructions, e.g., how to handle room perimeters, are included with clear diagrams in every package.

One of the cleanest jobs a do-it-yourselfer can undertake, this

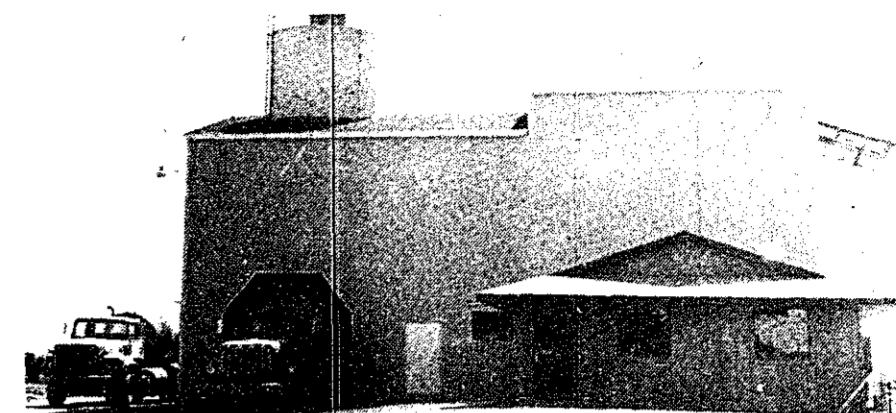
one has virtually no mess and minimal cleanup.

With no additional adhesive or padding to buy, it's only a matter of scrap and paper throw-away.

As for satisfaction—probably no other project can compete with carpet-square installation for instant and long-term gratification.

For a quick pick-me-up this spring—a remedy for winter blues—carpet squares are better than sulphur 'n molasses!

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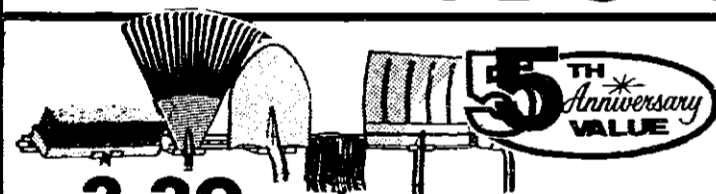
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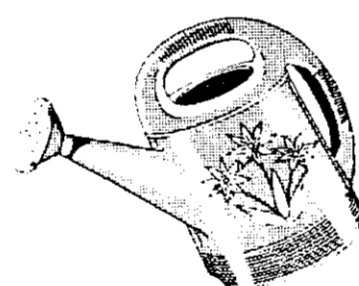


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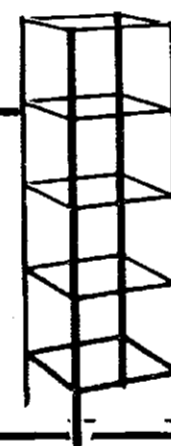
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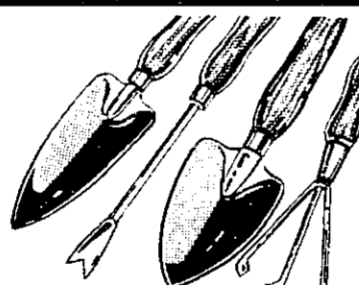
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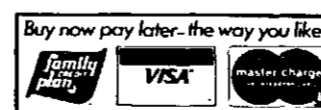


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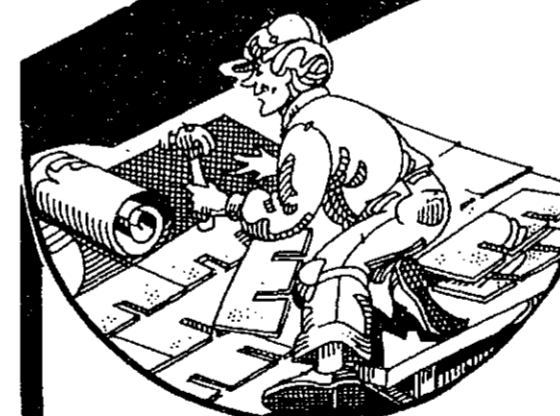
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