

Long-lasting beauty, protection are offered by vinyl siding

If you're tired of spending your summer weekends at the top of a ladder with paint brush in hand but still want the natural beauty of wood, the decision to re-side your house should get you back to earth.

Re-siding with vinyl is a decision more and more homeowners are happy they made because it offers the perfect blend

of natural beauty, toughness, and low maintenance. Vinyl siding, like Alcoa Building Products' Super V[®], is made of impact-modified polyvinyl chloride.

Scratches don't show

The real beauty of the material is that the color is blended

all the way through. And that means scratches don't show and colors hold true. Another beautiful aspect of vinyl is its resistance to rust, corrosion, dents, peeling, and it will not rot.

Low-maintenance exterior

Although a good rain will

usually keep the surface clean and bright, a garden hose plus a little light detergent is all that's needed in the maintenance department.

For all of its toughness and low maintenance, vinyl still offers a natural beauty that can complement almost every decor. Alcoa's Super-V, for example, is available in a Country Oak pattern, a deep formed graining designed to simulate a

wood-like appearance.

The White, Primrose Yellow, Desert Gold, Almond and Willow Green colors are compatible with Alcoa's line of gutters and downspouts, soffit and fascia,

columns, shutters, railing, trim and exterior doors.

The long lasting beauty and low maintenance of vinyl is sure to bring any homeowner down off his ladder—for good.



THE HOMEOWNER LOOKING FOR the beauty of wood and a maintenance-free home exterior will find both in vinyl siding like Alcoa Building Products' Super-V[®].

Re-discovered: a fan for all seasons

Back in the good old days, a ceiling fan was used to gently stir the air in an ice cream parlour or to cool a barber shop or remove smoke from a bar room.

These fans enhanced the charm and grace of the stately homes in Charleston, Mobile and New Orleans. No correctly furnished home was without a fan in each room.

Now, during these energy-conscious days, the ceiling fan has been re-discovered! Not only can you feel more comfortable sitting under a fan, but it now has been found that a ceiling fan can improve the effectiveness of an air conditioning system. And, in some cases, even replace it.

Studies show that a fan can

reduce the effective temperature of a room by 6-8 degrees. For example, an air conditioner can be set at 82 degrees and, by using a fan, the comfort level is the same as if the air conditioner were set on 74 degrees.

On a hot day, this could mean running the air conditioner only half as often, or not at all in many parts of the country where the weather is moderate.

But, modern technology has also improved on this great idea and the fan can now be used effectively in winter also. Fasco Industries, a recognized leader in the air moving industry, has added a reversing feature to its "Parlour Fan."

During the wintertime, this lets the fan redistribute the

heated air normally trapped at the ceiling level. This warmed air is moved gently across the ceiling and down the wall without creating a draft.

By re-using this heated air that is normally lost, the furnace thermostat can be lowered while maintaining the same level of comfort. So, you are increasing the effectiveness of your heating system while also saving energy. Best of all, the fan uses the same energy as a 100-watt light bulb.

Available in 52" and 38" sizes, the Parlour Fan by Fasco boasts nine popular finishes, including Antique Brass, Light fixtures, Tiffany-styled shades and tulip globes are all available as accessories.



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TAKE CARE WHEN CHOOSING A CONTRACTOR

No one would buy a car or a house blindfolded, so why is it that so many homeowners do just that when choosing a contractor to remodel their home?

A number of questions should be asked and answered before a homeowner considering a remodeling project hires a contractor.

To avoid the disappointment of a poorly done job and assure increased value and pleasure, the National Home Improvement Council suggests following these basic rules when selecting a contractor:

- Employ a contractor with an established place of business, preferably in your locality.

- Check for adequate financial references.

- Get references of satisfied customers and check on them personally by phone. If your city has a Better Business Bureau, check to see if there is an adverse file on the contractor. In lieu of a BBB, check with your local Chamber of Commerce.

- Observe carefully how precisely he "sizes up" your proposed project, take note of his suggestions and discuss them thoroughly with him. Don't be rushed, and avoid snap judgments—either pro or con.

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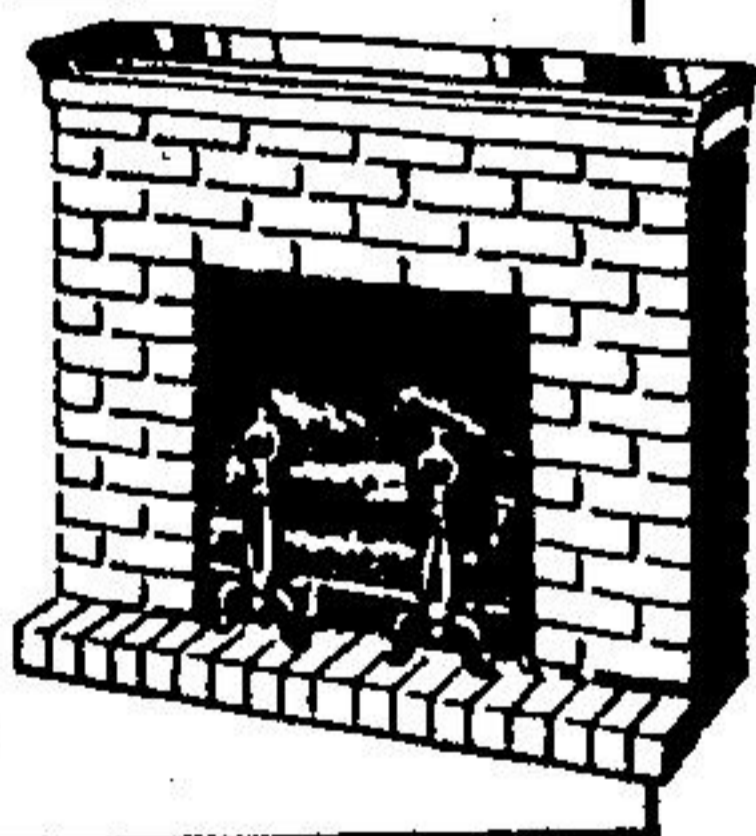



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