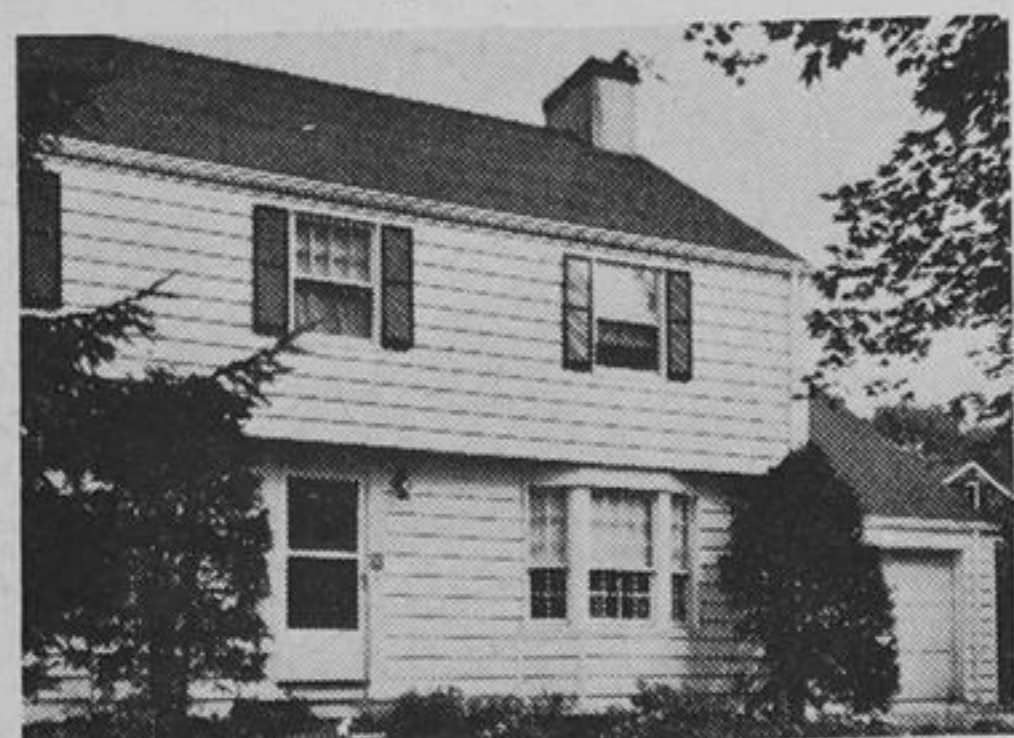




FALL HOME IMPROVEMENT GUIDE

Vinyl siding is super tough protection



Cheerful look

An occasional wiping with detergent and water keeps vinyl siding fresh and bright as the day it's installed.

Almost impervious to weather and aging, immune to termites and vermin, incapable of attracting lightning or interfering with television and radio reception, pigmented throughout and not just on the surface so that its color is locked-in and always fresh-looking, solid vinyl is obviously a superior siding material.

The result of modern scientific research, vinyl siding was developed specifically to overcome the defects inherent in conventional sidings.

Take wood, for example. A traditionally

acceptable material, it is still used in the form of shakes, shingles, clapboard and batten-board. The inherent defect of this material is its inability to resist the effects of weather and aging without costly periodic painting and maintenance.

Heroic measures are often needed to protect it from rot and deterioration. Termites destroy it. Water causes it to swell and lose strength, with deformation and ultimate collapse as the final result.

Vinyl siding is designed to overcome these defects. It has the appearance of traditional clapboard in 8 in. or 4 in. horizontal form, or 8 in. vertical form.

Pre-formed with high accuracy, with nailing slots at one edge and a locking flange at the other, easily sawed and cut, it may be attached to the side of the house as easily as wood.

Since the flange edge overlaps and covers the nailed edge, the nailheads never show; a neat craftsmanlike appearance.

Since the color is part of

the vinyl itself, it never needs painting. A simple scrubbing with detergent and water will remove streaks, stains, dust and dirt marks and restore the like-new appearance of the vinyl.

How does vinyl siding compare with aluminum

siding? Unlike aluminum, which is a metal and a conductor of electricity, vinyl is a non-conductor and is actually used for insulation in the electrical industry. It doesn't need grounding and cannot cause interference with television or radio

signals. Sidings made of aluminum can be dented. Vinyl siding bends and flexes under impact and then returns to its original shape.

The paint on aluminum siding is only skin-deep. A scratch easily penetrates

to the bare metal. Corrosion may take place.

Not so with vinyl. Scratches are practically invisible as the color of the vinyl is the same throughout.

Corrosion does not occur since vinyl is

basically inert and does not react chemically. It is so inert, in fact, that it is used in the form of plastic pipe resistant to the most corrosive liquids!

Vinyl is elastic and will not echo the sounds of rain and hail as will metallic sidings.

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