

WINTER'S COMING — TIME FOR HOME IMPROVEMENTS

Fall's the time to spruce up the home

Americans are investing more in home improvement

Homes across America are growing. Not that they are being built bigger; they're being remodeled bigger—and better. This past year, \$46.3 billion was spent on home improvements, according to Jack Anderson, president of the National Home Improvement Council.

While inflation inhibits the building of new homes, and raises prices and mortgage costs on those that are being built, homeowners are viewing America's existing housing inventory with renewed admiration. They recognize their homes for the investment they are and feel secure in adding to that investment.

"This is the thirtieth consecutive year of growth for the home improvement industry," states Anderson, who also heads Alcoa Building Products, Inc., "and every indication points toward continued growth." The practice of "selling-up" is giving way to the psychology of "don't move—improve," as homeowners realize that additions, alterations and major replacements can transform a home to match a lifestyle.

Energy costs, too, are encouraging home improvements. Homeowners facing rapidly escalating fuel bills are updating their homes' energy efficiency through remodeling, often combining projects of aesthetic and practical nature.

"In addition to providing comfort and decreasing energy expenses, such improvements can often increase the resale value of a home," adds Anderson.

Add to this the fact that approximately 34 million single family homes in the U.S. are at least 17 years old, and you have the additional demand to substantiate Anderson's expecta-

tion that the industry will grow another 10 percent in 1981.

As with all burgeoning professions, there are a few fly-by-night operators masquerading as reputable home improvement contractors.

To determine whether a contractor is a qualified professional, the National Home Improvement Council, largest professional association in the remodeling industry, recommends that homeowners contact at least three professionals with established places of business.

Make sure the contractor is financially stable, willing to supply the names of satisfied customers and, as an added precaution, check with your local Better Business Bureau or Chamber of Commerce.

Demanding the highest standards of workmanship and ethical conduct is your right, according to the Council. NHIC members, for example, are pledged to follow a strict Code of Ethics, assuring consumers of "the highest standards of frankness, integrity and responsibility."



MORE FREE TIME—That's what you get with CertainTeed solid vinyl siding. Once you install the tough, durable siding material, the hard labor of scraping and repainting your home becomes a thing of the past. In addition, your home will have that just-painted look year after year, enhancing its appearance and value.

Don't forget the roof!

If the shingles or shakes on your roof show a great deal of wear, as evidenced by splits, breakage, curled edges or an extreme loss of the protective granules found on asphalt shingles, it's time to re-roof your home.

Fortunately for today's homeowners, there is a wide array of materials, colors, styles and textures to choose from when re-roofing. This choice lets homeowners enhance the appearance of their home and control costs.

Among the most popular roofing materials, reports the

National Home Improvement Council, are asphalt composition shingles and wood shakes or shingles.

The sooner you repair or replace a damaged roof, the less likely your home is to suffer expensive structural damage, warns NHIC.

The trade association, which has chapters in most states, reminds homeowners that although re-roofing involves considerable expense, a high quality roofing job can last up to twenty-five years, which should be considered when choosing materials and a contractor.

Is home improvement lingo confusing to you?

Ever wonder if you and your home improvement contractor are speaking the same language?

New techniques and technologies have created some confusing terminology. To help keep the public from being puzzled, the National Home Improvement Council has prepared the following glossary:

Berm—a bank of earth, usually piled against a wall for natural insulation.

Conduction—the unaided transmission of heat.

Convection—the transfer of heat by circulation of a fluid.

Double Glazed Glass—two panes of glass positioned in a frame allowing the air space between them to form an insulating barrier.

Heat Gain—heat acquired from direct sunlight or from heat given off by people, appliances or equipment.

Heat Loss—the loss of heat in a space due to heat escape through windows, walls, floor and roof by conduction, convection or radiation.

Insulation—material used to prevent heat gain or loss.

Rehab—an abbreviated form of rehabilitate; to return a structure to productive use by making improvements.

Remodel—to update a structure by altering its interior or exterior.

Restoration—to restore a structure to its original state, paying particular attention to architectural and design details of the period in which it was built.

Retrofit—to modify a structure so as to incorporate energy-saving features.

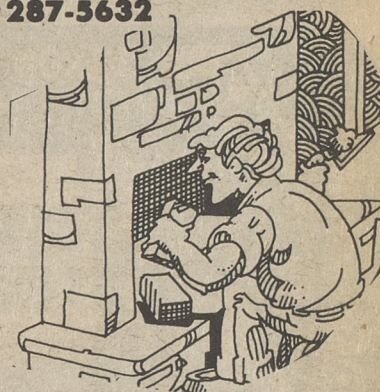
R-Value—a number measuring material's ability to resist the flow of heat through it. The higher the R-value, the better the insulating quality.

BARBOSE MASONRY

123 Lehigh St., Shavertown, Pa.
Call 696-3261 or 287-5632

Specializing in
**BRICK & STONE
FIREPLACES**

Also specializing in all kinds of
masonry work for
**INDUSTRIAL, COMMERCIAL &
RESIDENTIAL**



Home wiring made simple

For most Americans, electricity is as mysterious as ESP.

But like most complex things, it is really simple when you understand it. The problem is to explain it in such a manner that it can be easily grasped by the average home handyman.

That's the basic premise behind "Wiring for the Do-It Yourselfer," a 100 page soft-cover booklet from General Electric Company that discusses home electrical projects in plain, easy-to-understand language and easy-to-follow drawings.

Full of helpful hints

This handy guide is packed with information, tips, draw-

ings and wiring diagrams that will help you understand more about your home's electrical system and how you can perform many jobs yourself.

Easy to follow

The clear, concise step-by-step text and pictures will enable you to troubleshoot power losses, add new circuits, replace switches and plugs, test your home's wiring, put in doorbells and chimes, install outdoor wiring and make sure you do each job safely using the proper tools.

This how-to booklet is available at nominal cost wherever General Electric wiring devices for the home are sold.

WINDOW FINISH NEARLY ENDS PERIODIC PAINTING

Window maintenance has been reduced considerably by the introduction of new easy-care products. Many wood windows, for example, are now available with a low-maintenance, exterior factory finish that all but eliminates the need for periodic painting.

BUILDING FOR THE FUTURE

YEAGLEY HOMES

HOMES TO SAVE YOU DOLLARS

LET US SHOW YOU HOW:

- 1. INSULATION**
R20 - Walls R37 - Ceiling R19 - Floors
- 2. ORIENTATION**
PASSIVE SOLAR HEAT CAN PROVIDE 50% OR MORE OF THE HEAT REQUIRED TO HEAT A HOME
- 3. DESIGN**
COORDINATE YOUR LOCATION USING PASSIVE SOLAR & EARTH BERMING TO PROVIDE LOW UTILITY BILLS

YEAGLEY HOMES
RTE. 309, MT. TOP, PENNA. 18707
PHONE: 717-474-5341
SATURDAY 10-2, M-F 9-5, OR APM'T.

The Winter-Wise Winterize With These.....

ENERGY SAVING SPECIALS!

FROM BACK MOUNTAIN LUMBER - YOUR ONE-STOP ENERGY SAVING CENTER

<p>Frost King PLASTIC STORM WINDOW KITS</p> <p>\$117 REG. \$2.15</p> <p>Four 3' x 6' heavy gauge polyethylene sheets with fibre molding strips.</p>	<p>Zonolite Vermiculite Attic Insulation</p> <p>Easy To Install Just Pour & Level</p> <p>3 CU. FT. ONLY \$4.09 REG. \$4.30</p> <p>energy saver insulation</p>	<p>Chimney Sweep SOOT DESTROYER</p> <p>38-OZ. POWERED CHIMNEY SWEEP</p> <p>\$179 REG. \$3.15</p> <p>Sprinkle on coal or wood fires to remove soot, improve draft. Helps prevent chimney fires by keeping your chimney clean.</p>	<p>OREGON</p> <p>ALUMINUM WOOD GRENADES™</p> <p>\$12.88 REG. \$19.95</p> <p>Splits logs into several pieces at once! Tapered nose penetrates log, side grooves hold it there. For all types of wood.</p>
<p>manco Insulating Water Heater Blankets</p> <p>• R-10—triples insulating value of water heater</p> <p>1797 LIST PRICE \$26.95</p> <p>One size fits all. Easy to install; measure, cut out and tape on!</p>	<p>Jmac CAULKING GUNS</p> <p>\$177 REG. \$2.69</p> <p>Drop-in cradle type caulk gun. For use with spouted or nonspouted cartridges. Corrosion resistant baked enamel finish.</p>		
<p>COPPER 1</p> <p>LOG-SPLITTING AXES</p> <p>Rotating levers transform downward stroke to powerful outward force that splits log. Ideal for splitting green or freshly cut wood.</p> <p>\$29.86 REG. \$39.95</p>	<ul style="list-style-type: none"> • Fiberglass Insulation For Every Need • Weatherstripping • Plastic • Chain Saws • Hand Saws • Fireplace Accessories, Screens and Enclosure Doors • Chimney Cleaning Brushes <p>HEATERS</p> <ul style="list-style-type: none"> • Quartz - Electric - Kerosene • Wood Burners • Burner Installation Needs • Stove Pipe 		

BACK MOUNTAIN LUMBER & COAL

HARDWARE & GIFT STORE

"Serving The Back Mountain over 35 years. One Stop Shopping Convenience."

MAIN HIGHWAY, SHAVERTOWN

Your **SEALSTAR** Dealer

STORE: MON. TO SAT 8-6; FRI. 'till 9 **PHONE 675-2127** LUMBER YARD: 8 to 3