

Spring Home Improvements Are a Wise Investment

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ONE OF THE BEST HOME IMPROVEMENT INVESTMENTS can be the addition of durable solid vinyl siding from CertainTeed Corporation. The product comes with a 50 year limited, non-prorated warranty, offering the homeowner years of virtually maintenance-free living at a very low cost per year of service.

Home remodeling is on the increase this year

Home remodeling expenditures will near the \$60 million mark in 1983 to make it a record year for improving the old homestead, according to the National Association of the Remodeling Industry (NARI).

Of that figure, 66 percent will be installed by professionals and, according to Department of Commerce estimates, about half that amount will be added by do-it-yourselfers.

Economy isn't major factor

And, it will happen this way even if the economy fails to complete its apparent turnaround, says NARI.

NARI is the association of the professionals. It includes remodeling contractors, distributors, manufacturers, utilities and the trade press, representing all facets of residential and light commercial renovation. It combines the memberships of the former National Remodelers Assn. and the National Home Improvement Council, which merged last year.

NARI President Neil Kelly, an Oregon contractor, and Board Chairman Sam Graziano, a New Jersey distributor, agree that the condition of the economy will not be a major factor in 1983 growth.

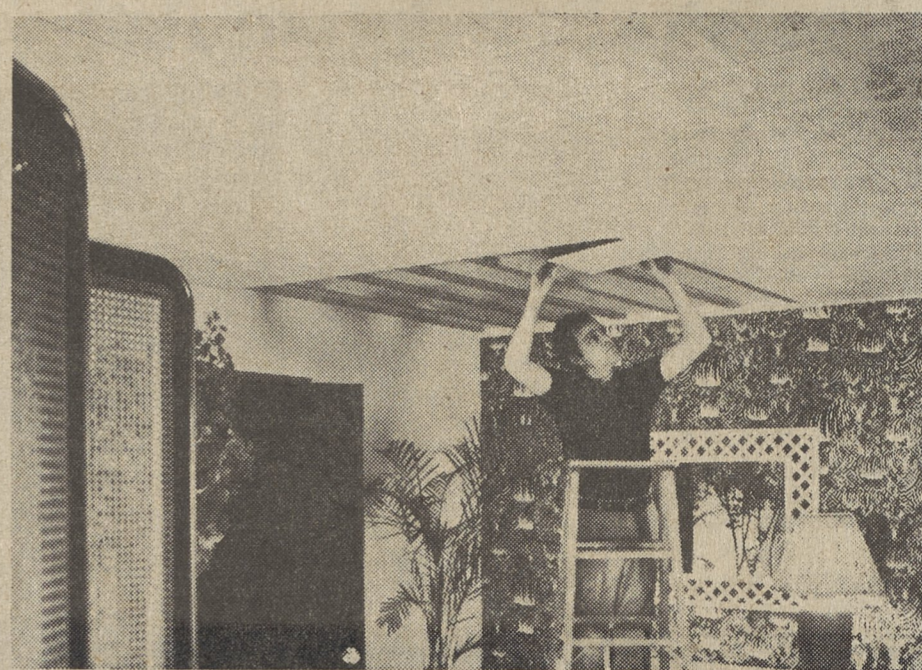
"The folks need to improve their homes. It's as simple as that," said Kelly. "Over the last few decades as inflation rates increased, homeowners tended to move into new homes to reflect their own progress. The higher prices of new homes now inhibit that solution, so the answer for the '80s is home improvement."

Graziano voiced NARI's expectations of an improved economic climate in 1983: "It obviously has started to turn around," he said, "with the dropping of the prime interest rate, home mortgage rates and consumer loan rates. That will stimulate action in the remodeling sector. It should also stimulate new home buying, and that is good for the remodeling industry."

When to remodel

"It is not generally realized that 10 percent of all homeowners do some remodeling within the first two years after they buy the home, and within the first six years nearly a third of them do some significant remodeling."

According to Elaine Murray, executive director of NARI, the \$40 billion spent through professional remodeling contractors will go for purchase and installation



SPECIAL VINYL COATING on these Armstrong ceiling tiles makes them resistant to staining from smoke, grease and other common household agents. Light pass with a damp sponge easily removes any dust or dirt. Do-it-yourself tiles can be stapled, cemented or clipped to the old ceiling.

Vinyl-coated ceiling puts an end to spring repainting ritual

If the need to repaint the kitchen ceiling pops up with annoying frequency on your spring cleaning agendas, maybe you don't have the right kind of ceiling.

In a busy kitchen where something always seems to be cooking, the ceiling can take nearly as much basting as the food. Grease splatters there, smoke drifts there, moisture collects there. After a winter of heavy-cooking holidays, the ceiling's appearance could make you lose your appetite.

So periodically, homeowners remedy the situation—temporarily—by slapping on new paint. This year you

might try a different, longer-lasting approach. Put up a pre-finished ceiling that comes with a special coating to resist staining. It'll cost a bit more time and money initially, but could save more of both in the long run.

Made by Armstrong, these ceilings have a vinyl surface that offers nothing for grease and grime to cling to. A swish of a damp sponge removes soil with ease.

Vinyl-coated ceilings come in a choice of designs and do-it-yourself installation methods.

You can get foot-square tiles that are easily put up by one of

three different methods: cementing, stapling or clipping to the old ceiling.

Or you can choose 2'x4' panels that are inserted in a metal grid hung from the old ceiling. The grid can be suspended low enough to conceal eyesores like pipes, wires and ducts. And pre-assembled fluorescent fixtures can be fitted into the grid slots for energy-efficient, relocatable lighting.

Besides active kitchens, vinyl-coated ceilings are ideal for busy bathrooms, home workshops, kids' rooms—anyplace where the ceiling gets harsh treatment.

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TOUCH OF NOSTALGIA CAN SAVE ENERGY, TOO!

Spring is just the time for a home improvement that will save energy and help make the heat of summer more bearable. It will also improve the looks of a room by adding a touch of nostalgia.

What is this magical improvement? It's a ceiling fan.

Nichols-Kusan, Inc., which manufactures Old Jacksonville ceiling fans, points out that because of the fan's cooling effect, a homeowner can turn the thermostat up higher and still feel comfortable.

Though the use of a ceiling fan in hot weather doesn't actually lower room temperature, the constant breeze from the overhead fan improves circulation and makes the room feel cooler.

Old Jacksonville ceiling fans offer two energy-saving features: a motor reversing switch for climate control and a solid-state variable speed control. The motor reversing switch can be set to create a direct breeze in summer or an indirect flow of air in winter.

The variable speed control regulates the amount of electricity used by the fan. Even at top speed, the ceiling fan never uses more than a 100-watt light bulb.

Since they come with step-by-step instructions and all the necessary hardware, Old Jacksonville ceiling fans are easy to install. They carry a 15-year limited warranty against factory defects and can be mounted on any eight foot ceiling. Optional extension kits are available for raised or vaulted ceilings.

For a copy of a free brochure showing the various styles of ceiling fans, write Old Jacksonville Ceiling Fans, Nichols-Kusan, Inc., P.O. Box 1191, Jacksonville, TX 75766.

A combination wood storm door with interchangeable glass and screen panel, points out the National Woodwork Manufacturers Association, can provide added thermal protection as well as enhance the beauty of your home's entryway. Available in a variety of styles, there's a combination door to complement any architecture.

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