

Long-Term Guarantees on Materials Can Save Money

A homeowner who undertakes a home improvement project today can assure his own satisfaction with the job by specifying building materials that carry long-term, manufacturer-backed guarantees and warranties.

The trend toward longer and more comprehensive guarantees for building products is part of the growing practice throughout American industry to assure customers longer service, lower maintenance and greater satisfaction from the products they buy.

Factory guarantees and warranties are now available in many categories of building products, including ceilings, doors, plumbing, fireplaces, floor coverings, insulating glass, heating systems, insulation, kitchen appliances, wall paneling, paint, roofing, exterior siding, wall-board, windows and many others.

The significance of these guarantees to the homeowner is illustrated by the fact that he can now obtain asphalt roof shingles for either a new

home or for re-roofing that will last the life of the mortgage on the house.

Heavyweight asphalt shingles — those weighing 290 pounds or more for each 100 square feet of roof — carry a written guarantee, bond or warranty from the manufacturer covering the home owner against defects in materials up to 25 years.

The new long-term guarantees available with heavyweight asphalt shingles mean the homeowner is less concerned with roof repairs, maintenance or replacement. They are also a good sales point when selling a house.

The longer roofing guarantees were made possible by the trend toward heavier weights of asphalt shingles. The National Bureau of Standards says the heavier the shingle, the longer its life expectancy. In actual use, heavyweight shingles can be expected to last twice as long as standard weight shingles.

There are 23 manufacturers producing heavyweight asphalt shingles today, as against only five three years ago.

Since heavyweights are thicker, they have a more pronounced shadowline when applied to a roof. Their extra weight also makes possible deeper textures. And, like other asphalt shingles, heavyweights are available in a

wide variety of colors. Opaque mineral granules, which are colored by a ceramic process and embedded in the asphalt, also lengthen the life of the shingles and increase their fire resistance.

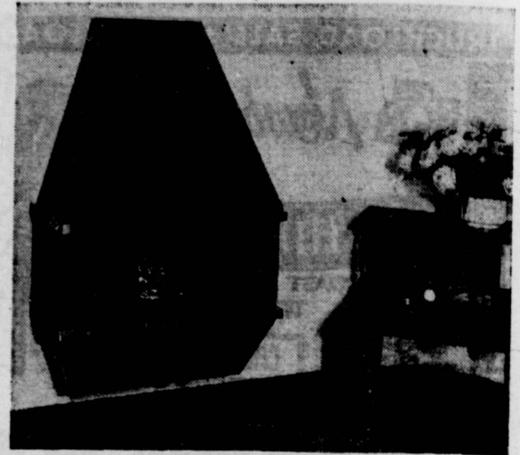
The labor cost for installation of heavyweight shingles is approximately the same as for standard, weight shingles.

In addition to seeking the protection of longer guarantees, homeowners who are selecting new roofing should look for the label of the Underwriters Laboratories which is placed on roofing materials that meet the UL's standards for fire and wind resistance.

Shingles bearing the UL fire-resistant label are resistant to flame exposure and spread of flames and possess no flying brand hazard. Self-sealing asphalt shingles — those with a factory-applied adhesive which, when exposed to the sun's heat, seal down the shingle tabs to prevent them from lifting when buffeted by high winds — bear the UL label.

COLORS CONFLICT

Highlight flower beds and climbers with screens and trellises stained a natural wood shade or allowed to weather to a soft silver. White paint is good, too, but color on garden structures conflicts with flower and foliage hues.



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BE WEATHER WISE

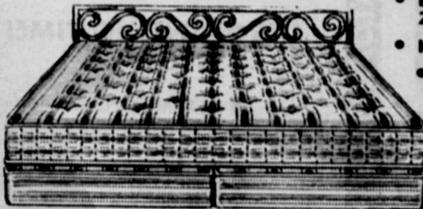
Wood is not afraid of weather. But install it so rain will drain off or evaporate. And keep it up off the ground unless it has been chemically treated. It will serve outdoors for many decades, even without a finish.

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