

Guide For 1965

'Operation Facelift' Raises Home Value

When it's time to plan remodeling projects, "Operation Facelift" should be one of the first on the list, say building experts. Applying a new "face" to a home's exterior, with the use of siding, does more than add lasting beauty.

By making a house safe against the elements, siding outside provides protection inside, thus guarding the appearance and value of any interior renovations and improvements. Then, too, an exterior remodeling job is an investment for the future and a real enhancement of property values.

"Operation Facelift" might begin with the choice of siding materials. Among its advantages are: no warping, rotting, rusting or cracking and no danger from termites. In addition, it is available today in a variety of finishes and colors.

Easy to maintain, too, and long-wearing, is asbestos-cement siding. A fireproof, weatherproof substance made from a mixture of asbestos fibers and portland cement, it is resistant to rot, rust, decay, chemical fumes or corrosive salt air, and hardens through exposure.

It's made in a selection of shapes and textures, and in a range of colors.

Thin masonry veneers are often used in combination with other types of siding. They include brick, stone and simulated stone. Here, too, color and pattern choice is excellent.

Durable and easy to handle, plywood siding is becoming a popular resurfacing material. Speed of application is one of its advantages, as it comes in large panels.

Never, but NEVER Such



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