Aluminum siding marks 50th anniversary

billion annual industry Many homeowners
used to paint their
wooden houses every
tev years, but alumintum panels — first applied to a cement home
and garrer in Louisville, Ky, — provided
to the same of the same
alternative.

"It was a product
that can be product
that can be product
that can be product
that can be product
that a product
that a

time."
The development of aluminum siding paralleled the post-World War II rise in discretionary income, two-career couples and the spread of suburbia. People no longer had the time or desire to paint their homes every few years, Olbryh said.

This is mass pro-

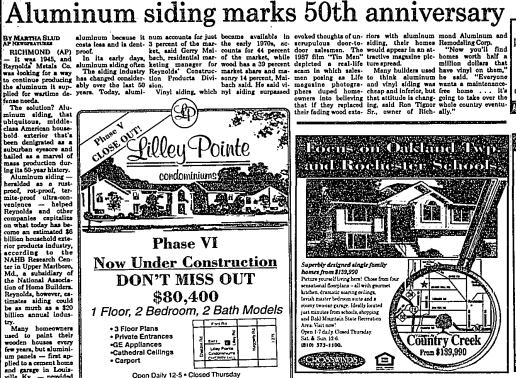
ry few years, Olbryan said.

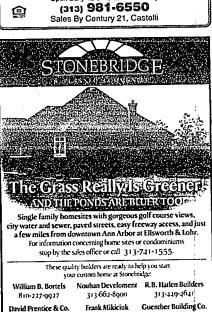
"This is mans production at its best. It serves a gonulne need," said Marshall Flahwick, a Virginia Tech humanities professor who specializes in popular culture. But mans-produced aiding also has a flip side, Flahwick said. "It doesn't have the warmth and grain of wood, nor does it have the continuity of brick," he said. "It depersonalizes the bones."

depersonalizes ...
Aluminum siding is
"just one sepect of
Americans' fascination with technology." said
James Kernwolf, se
professor of modern art
and architecture at the
College of William and
Mary, "Anything new
that made things easier just caught on."



LOOK WHAT'S

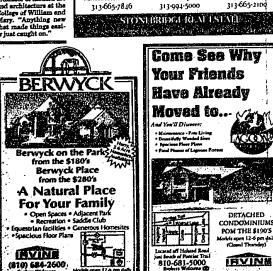




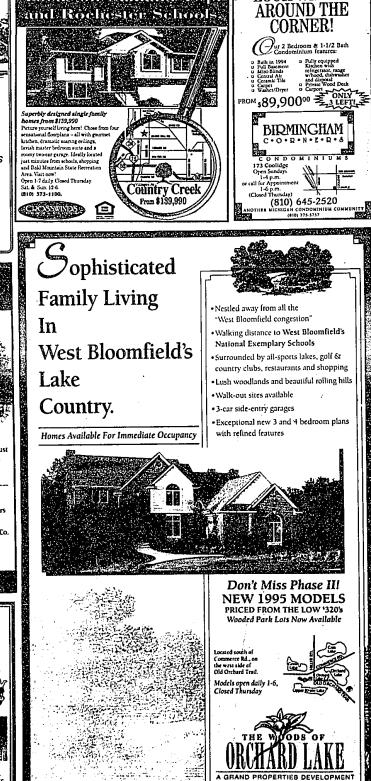
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