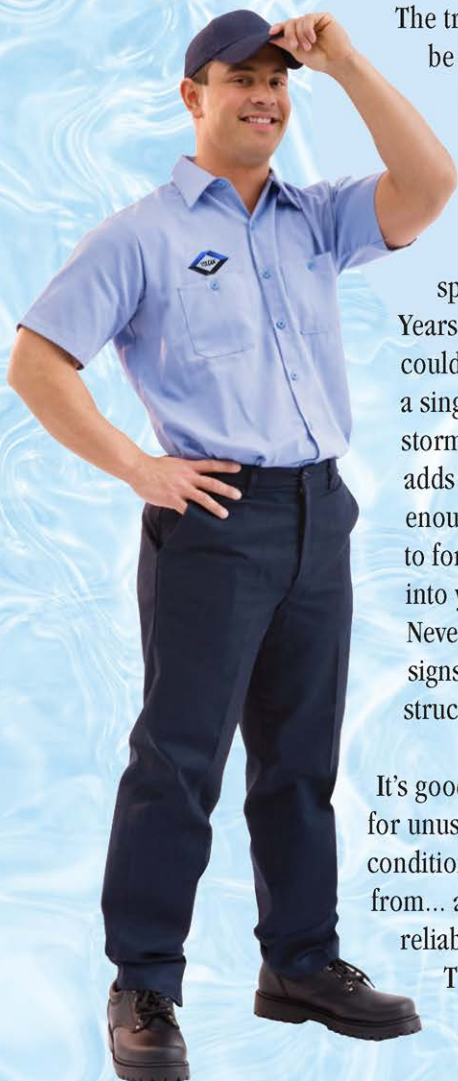


Welcome to the dry world of Vulcan Basement Waterproofing.

Good News.

If your home or buildings are troubled with water-damaged basements, the problem can certainly be solved. Don't be dismayed by an inexperienced or amateur water-proofer, who tells you otherwise. Disregard all claims that basement problems cannot be corrected after a house is built.



The truth is that the vast majority of basements can be waterproofed at any time. Water can be effectively controlled by modern techniques.

Take comfort in knowing that more than 65 years of Vulcan waterproofing skills and technology will safeguard your home. First consider how problems start; leaks do not sprout overnight.

Years of wet weather could pass before a single rain-storm finally adds just enough pressure to force water into your basement.

Never ignore these early signs of water. Delays could lead to major structural damage and costly repairs.

**Vulcan
can solve 99%
of all wet
basement
problems!**

It's good practice to routinely inspect your basement for unusual presence of water. When detecting such conditions, ask yourself: where is the water coming from... and why? If the answers are unclear, call a reliable waterproofer in your area.

The Vulcan experts.

Without cost, a Vulcan waterproofer will thoroughly inspect your basement for any number of causes responsible for leakage. You'll be honestly advised about all aspects of basement waterproofing. Such integrity has made Vulcan the most trusted nationally-known name in its field.

**Vulcan:
the most trusted
nationally-known name
in basement
waterproofing**

Other reasons why?

Basement waterproofing, year-round, is our only business - not just a wet season task other companies may schedule at their convenience. We're there when needed with unequalled know-how and experience. Help preserve your home's comfort and value by talking to Vulcan.

More than 500,000 homeowners, government agencies and America's largest firms have discovered the Vulcan advantage throughout our first sixty years of service. Their satisfaction is your guarantee of superior service at reasonable costs. Vulcan should be your first line of defense in protecting what you most cherish - the health and lifestyle of your family and the house you live in.



**The world's oldest, largest,
most experienced basement
waterproofing specialist**

How to check your basement for water damage.

A wet basement signals trouble ahead.

If the condition is not arrested as soon as possible, you could eventually face huge bills for repairing or replacing foundations, walls and floors. What's more, water poses health and electrical hazards. It needn't happen if you stay alert.



Step 1

Check carefully for the appearance of any of these 8 major danger signs that suggest your basement is being undermined by water.

- Wet spots on walls
- Cracked walls in basement or crawl spaces
- Cracked floors
- Efflorescence
- Peeling paint
- Warped paneling
- Fungus, rot or mildew
- Insects and bugs



*Setting superior standards
for basement waterproofing*

Step 2

Even if none of the above problems seem to exist, continue with a more detailed inspection of your basement walls.

- **Poured concrete walls**

efflorescence (a whitish powder) could indicate seepage and porosity that tend to worsen.

- **Wall surfaces**

Search for vertical or horizontal cracks. Some may have fully penetrated the wall, opening routes for water entry - depending on local water table and soil conditions.

- **Construction joints**

Explore for openings where walls and floors meet. Such gaps can admit water and insects, as well as lead to cracked floors.

- **Mortar joints**

Inspect mortar joints especially around below-grade piping and conduits when leakage appears, your floor space could be rendered unsafe for storage, carpeting or laundering use.

- **Structural points**

Examine corners where frames butt against foundation walls. These junctures are often uneven, resulting in gaps.

- **Efflorescence**

It's appearance warns that water seepage is threatening your foundations and that cracks will endanger your floors.

- **Water pipes**

Check them for excessive condensation.

- **Masonry block walls**

Look for signs of staining in the block closest to the floor. This could mean water is building up inside the wall and deteriorating the block's integrity.

As you see, water can invade your basement in many ways. The potential penalties are unpleasant and costly. Delayed action leads to damaged stored articles, unwholesome wetness, cleaning inconvenience, termites and bugs, and the loss of usable space. Furthermore, finishing or remodeling your basement becomes impossible.

Treat your basement with the same care and attention as you do your living room. Heed these danger signals. If they occur, or when you're in doubt, ***call Vulcan for an obligation-free inspection.*** You'll learn how Vulcan, the professional waterproofer, can best correct the problem.



*Setting superior standards
for basement waterproofing*

How Vulcan can solve your leaky basement problems.

Whether your basement is in deep crisis or seems free and clear,

invite in a Vulcan specialist.

An expert inspection before investing in basement remodeling is good preventive medicine.

And, the security of knowing is **only** a phone call away.



We respond promptly and at your convenience; Vulcan is on call year-round to answer your waterproofing needs. The Vulcan professional will check every inch of your basement. All significant findings will then be discussed in detail. You will be clearly informed of the causes behind all signs of water damage. You will also learn the implications of minor danger signs that normally escape the untrained eye.



*Setting superior standards
for basement waterproofing*



*Safely controlling
water seepage at the
source with speed
and reliability*

The outside of your home will also be checked.

Your Vulcan expert will explore for defects in your below-ground foundation walls - for cracks and crevices that admit subsurface water into your basement.

Any of the following conditions could promote decay that might, in time, force you to replace foundation walls and floors:

- Poor soil conditions around walls, caused by construction workers who backfilled the surrounding area with soil containing broken concrete or timber. The result: pockets filled with water that exert pressure against walls.
- Hydrostatic effects from water buildup whose constant pressure eventually leads to water penetration.
- Capillarity within porous walls and floors that absorb water from the surrounding soil.
- High water table, resulting from underground water which rises with rain,

snow or the tides. Below-grade cracks and voids in building foundations and walls expose your home to yet another peril. They are avenues for invading armies of termites and insects on the attack.

Your free Vulcan survey and analysis offers you an opportunity to find exactly how damaging the water along your foundation has become. You may confidently base your decision on the detailed estimate we leave in your hands.

In choosing Vulcan, you'll find our techniques remarkably quick and efficient. We control water seepage completely - at the source - without excavating or injuring your plantings, lawn, sidewalk or driveway.

No job is too large or too small for our teams of trained technicians. Furthermore, Vulcan's pledge of quality is written into a Service Guarantee for your added protection.

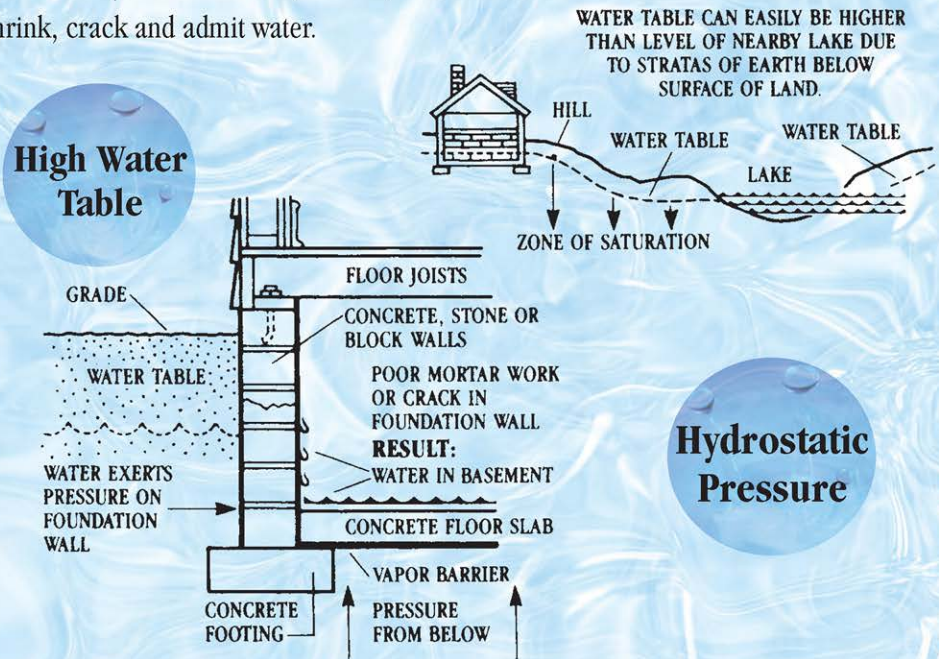
Put Vulcan to work for you... curing big or small problems.

Basement waterproofing by Vulcan is a science and art that pioneered industry standards. Our methods set the pace with today's complex world of building construction and protective maintenance. Our techniques are as effective for a one-family home as they are for a towering commercial building. When the foundation is built, exterior basement walls are usually encased in tar, membrane and polyethylene film. These barriers will eventually stretch, shrink, crack and admit water.

Vulcan provides a system for controlling water seepage while preventing hydrostatic pressure build-up in and around foundation walls.

Vulcan takes nothing for granted. We approach each job as a unique challenge which demands the most appropriate and cost-effective solution. We receive many testimonials which praise the ingenuity and versatility of Vulcan's expertise.

A case in point:





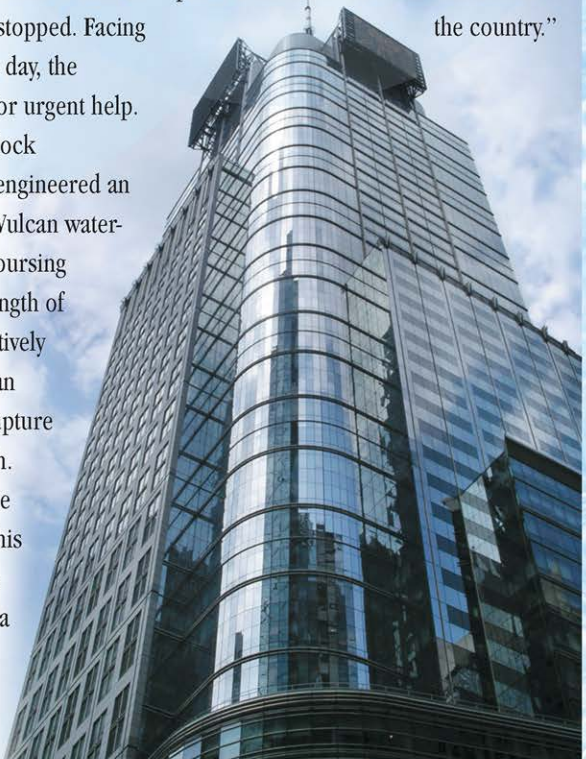
Vulcan saves a skyscraper

Problem. The excavation for a multi-million dollar office building in New York City struck an underground stream 32 feet below street level. Water pouring into the site was removed by high pressure pumps which also drew sand and silt from under adjoining sidewalks and streets. A cave-in threatened and work was stopped. Facing a loss of \$10,000 for each day, the contractor called Vulcan for urgent help.

Solution. In round-the-clock consultation, our experts engineered an innovation of the proven, Vulcan water-proofing method. Water coursing along the entire 80-foot length of the building line was effectively controlled. Teams of Vulcan technicians secured the rupture to a 50-foot bedrock depth.

Result. In the words of the construction manager: "This is the first time the Vulcan method was used to solve a bad water condition in a new building foundation.

Within four days, construction was going full blast again. And the cost was only a small fraction of what other means would have run us. I'm certain that the Vulcan method for coping with hydrostatic conditions or underground streams will prove a boon to other builders across the country."



Vulcan experts guarantee waterproofing success.

Vulcan is alone in training its personnel in both office/classroom settings and in the field - at locations throughout the United States. Schooling is intensive, leading to certification as a Vulcan specialist adept at spotting early signs of possibly dangerous and costly water damage to foundations.

Course work includes hands-on instruction on applying the most suitable problem-solving methods. Our people also learn the principles and practice of preventive waterproofing - how to detect, interpret and correct the most elusive conditions before they erupt into major headaches.

Above all, the Vulcan Master Waterproofer is an accredited expert in knowing **WHY** the condition exists, **WHAT** produces it and **HOW** it can be eliminated most efficiently and at lowest cost. Trainees must pass a battery of rigorous tests before their first job



assignments. They must demonstrate an inclusive knowledge of expert Vulcan application technique. In addition, our technicians receive ongoing guidance in maintaining the highest levels of performance, as well as in Vulcan's latest methods and materials.



Your promise of excellence: the Vulcan Master Waterproofer



*Unequaled expertise in
preventive and corrective
waterproofing*

Vulcan's management team - nationally and locally - pursues a common aim: to sustain the proficiency that has built the largest, most reliable and most innovative waterproofing company in the world.

Basement waterproofing is a dynamic industry which must constantly refine procedures to defeat your silent enemy... the erosion and menace of water. Vulcan also realizes that our reputation rests squarely on the quality of our people.

Accordingly, we refuse to compromise. Vulcan's training programs are among the most thorough and costly given. Vulcan's managers are often on-the-job with field personnel, offering new solutions for old problems. Our managers are always on call, sharing years of waterproofing know-how with their nationwide staffs.

Rest assured with the Vulcan unconditional Service Guarantee

We honor our pledge of satisfaction through the Vulcan Service Guarantee. It's your warranty that we keep the promises we make, and our assurance you'll recommend Vulcan to friends and neighbors.



**Guaranteed
Satisfaction**



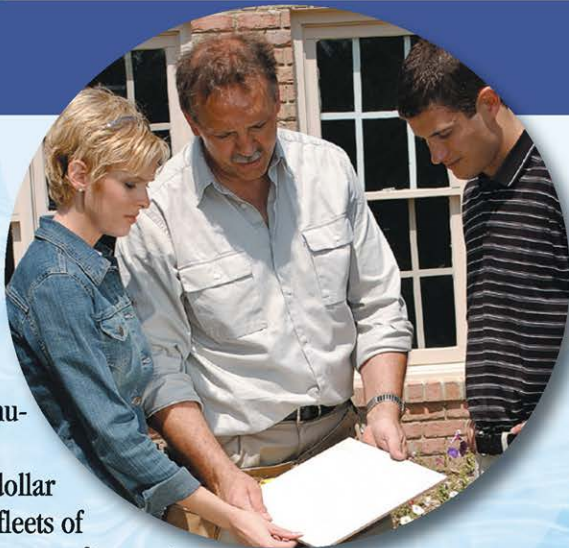
Since 1947, Vulcan has helped more than 500,000 homeowners

There's no better testament to our scope and competence than the 500,000 homeowners who have trusted Vulcan to secure their basements. Their stamp of approval is seen in our steady growth over the years to a national service with roots in communities like yours across the country.

Vulcan is today a multi-million-dollar enterprise with our own buildings, fleets of customized trucks and patented waterproofing equipment.

We continue to earn public acceptance by staying abreast of modern technology and doing only what we do best. Basement Waterproofing.

Call a professional company for professional results. Depend on a seasoned and stable company which stands behind a Service Guarantee that means what it says. Bank on an honest company which presents practical solutions for the smallest of problems. Rely on Vulcan for a no-strings-attached free estimate. You have everything to gain.



What homeowners continue to say about Vulcan basement waterproofing service

"Once again may I commend you and your organization for an excellent job. Both the service and the quality of work were exceptional." - S.R.H.

"The job was done by your waterproofer efficiently and without creating a mess. To be honest I was somewhat worried about my flower beds, however your

waterproofers were very careful and did not do any damage to them. Thanks to Vulcan we are now able to finish our basement without paneling, etc., the way we've wanted to for the past four years, but were unable to because of our water problem." - A.B.



*America's mass media
acclaim Vulcan services*

*"With the number of false promises
and phony operations existing today, I
thought it would be fair to let others
know that some conscientious firms
still exist in this fair land of ours."
- C.A.R.*

*"Although we have had several hard
rainstorms since the job was finished -
storms which in former years would
have flooded our basement in a short
time - we are now dry, thanks to
Vulcan." - T.M.B.*

*"I am happy to state that my basement
is completely dry now as a result of
your waterproofing. Please use my
name as reference for future potential
customers. I would be most happy to
tell them of your integrity." - T.C.*

For nearly three generations, Vulcan has earned the respect of the country's most skeptical critics - our nation's journalists. Vulcan is the source they most often consult for articles written on the subject.

Millions of people have read leading newspapers and magazines featuring stories from and about our company and

its accomplishments. Vulcan has long been in the public eye in such publications as Reader's Digest, The New York Times, Better Homes and Gardens, House Beautiful, Popular Science, Popular Mechanics, and Science & Mechanics, to name a few. Even your own local newspaper may have once carried our message.

Prestige gained through the national press has helped make Vulcan a household word. Most important, the faith placed by the media in our competence is your objective guarantee that we're equipped to do the job, and do it right. ***Vulcan... your choice of first resort.***

**We're not just
in the basement
waterproofing
business,
*We Invented It!***

How Vulcan can help the do-it-yourselfer

Not every problem demands the services of a professional waterproofer. Homeowners with reasonable “handyman” skills can often repair basement damages that are detected during free Vulcan inspections. For example:



- Rod ends can be temporarily sealed with a filler.
- Dripping pipes can be wrapped in insulating tape
- Dehumidifiers can control atmospheric dampness.

Problems with roof gutters and leaders are frequently responsible for leaky basements. When gutters sag or become choked with leaves, or when leaders clog and back up, overflowing water along foundation walls could enter your basement.

Leaders should channel water five or more feet away from the foundation of your house. To assure they do, attach plastic sleeves to the ends of the leaders. These flexible tubes may be coiled out of the way during dry weather.

As a courtesy, your Vulcan professional will gladly offer money-saving suggestions for do-it-yourself remedies for minor water seepage conditions.

A guaranteed Vulcan solution is at your fingertips

Call today 877-VULCAN8 to enjoy the Vulcan advantage. No basement waterproofer in the world can begin to deliver all these assurances and benefits:

- Thorough inspections free of cost or obligation
- An almost 99% certainty your problem is correctable
- An end to your water problems



- A free estimate and reasonable charges
- Responsive service on call the year-round
- The most highly-trained professionals in the waterproofing industry
- The most modern and effective techniques in the field
- Fast and efficient work without excavation
 - The comfort of a Service Guarantee
- The reliability of a sixty-year old company that has satisfied 500,000 demanding homeowners like you

Join hands in partnership with the protectors... with the only basement waterproofing service in the world that can say with confidence:

“Finally, you can put an end to wet, leaky basements forever.”