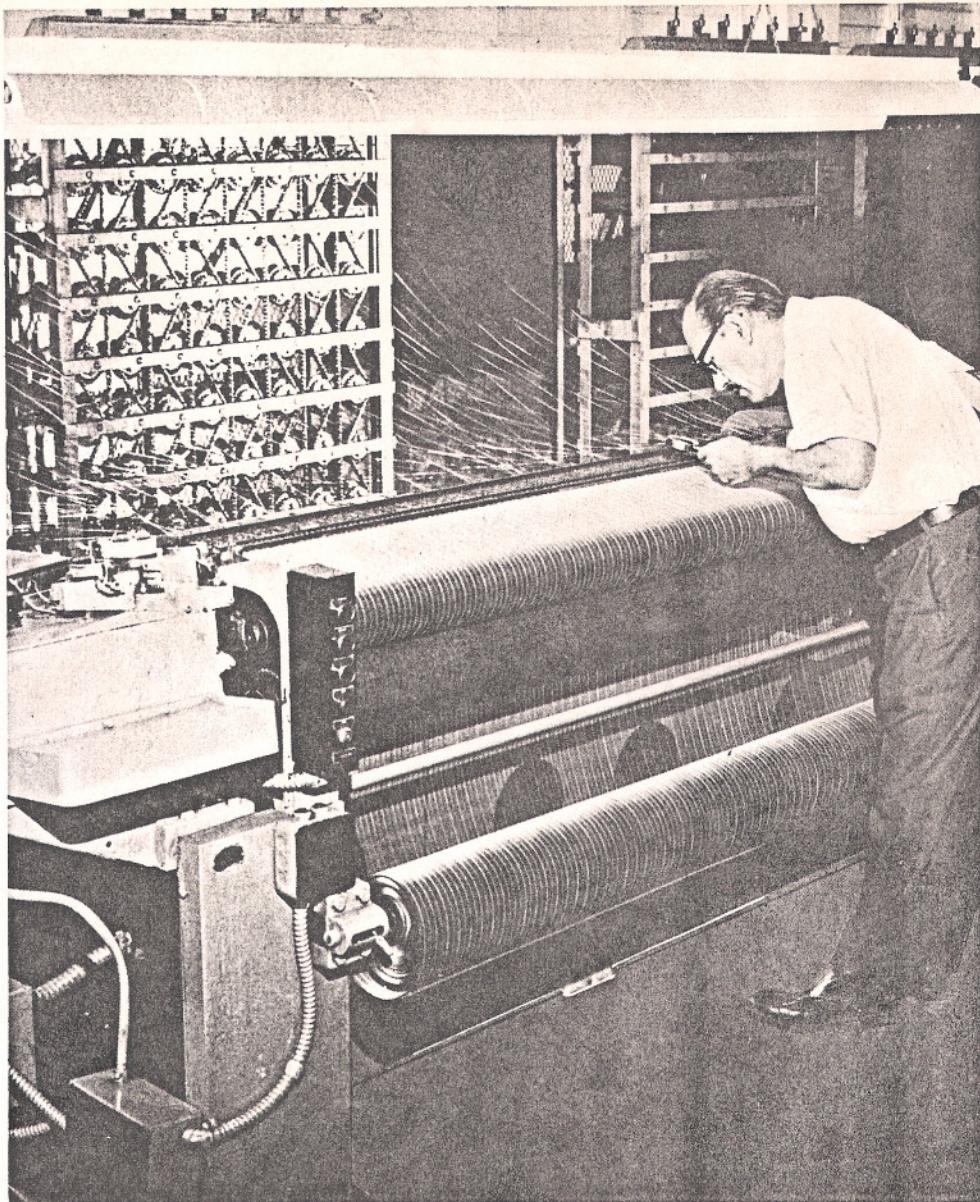


This machine is working overtime to conserve expensive energy.



The Energy Shortage. We began preparing for this situation nearly 40 years ago when we developed an automatic weaving machine to produce the first miniature bronze louvered exterior shading device—KoolShade. Today this device is foremost on the list of effective energy-savers. A battery of these unique machines are now working overtime producing KoolShade Solar Screens in our plant in Fajardo, Puerto Rico—the only plant of its kind in the world.

Solar Heat-Gain. Funneled through conventionally shaded sun-exposed windows, the sun's hot rays penetrate into buildings. These rays create solar heat-gain and can increase the building's air-conditioning load by 50% or more—running up excessive power bills and needlessly wasting energy.

Shade Saves Power. KoolShade reduces solar heat-gain through glass to a far greater degree than any known window shading device in common use today—48% more effective than tightly drawn, heavy drapes behind $\frac{1}{4}$ " heat-absorbing glass; 69% more effective than white venetian blinds behind clear plate glass. It is the most economical and efficient sun-shading system which still permits a high degree of outward visibility and admits finely diffused natural day-lighting.

Solar Heat-Load Survey. We will provide, at no charge, a computerized report on the savings possible in operating air-conditioning systems through the use of KoolShade. These surveys are prepared for individual commercial or institutional buildings, or for architects or engineers, and are a most effective procedure in analyzing

the waste of increasingly costly energy.

Technical Report. We also offer copies of the timely and important paper, "Energy Conservation and Economy Through Sun Control"; prepared by John I. Yellott, Fellow of ASME and ASHRAE, and Member of Technical Committees and Task Group on Energy Conservation.

Write. To expedite your solar heat-load survey and/or obtain Mr. Yellott's report, please address: Rea E. Duncan, President, KoolShade Corporation, PO Box 210, Solana Beach, CA 92075.

KOOLSHADE[®]
SOLAR SCREENS

This energy-saving information is available to you by returning the