Recycling warm air down keeps bills from going up

Of course you're looking for ways to save heating dollars this winter. Conserve energy and save money without sacrificing comfort by installing a Nautilus HeatRecycler.

COURIER-JOURNAL

If you have ever climbed a step ladder to change a ceiling light bulb or reached for something on a top cupboard shelf, you've noticed the tremendous temperature difference between your ceiling and floor level.

It's no wonder, the difference may be as much as 20 to 30 degrees. Heat rises. Your ceiling air is too warm, your floor air is too cold and the air in between provides varying degrees of temperature and comfort. This is heat strat-

Raising the thermostat only wastes more energy and increases this heat stratifica-

The new Nautilus HeatRecycler—its name implies its function—draws hot ceiling air down and dis-charges it into the cold floor area setting up natural convection air currents. The hot air rises and breaks through the cold air layers.

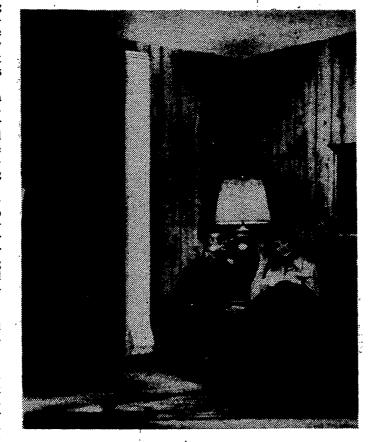
The rising air stream starts the surrounding air in motion and gentle warm air movements gradually spread throughout the entire room.

By mixing the layers of air, a more even, comfortable room temperature is achieved. The 20 to 30 degree ceiling to floor difference from before can be reduced to 4 or 5 degrees. (See diagram.)

For example, if you lower the thermostat from 70°F to 65°F and the outside temperature is 30°F, a savings of fuel cost up to 12½ percent would be possible while maintaining room comfort control that is higher than the thermostat setting.

The potential energy savings amounts to 6 to 24 cents per day. The unit is designed to be used in a 15 X 15 foot room in your home.

It is recommended that a unit be used in every 15 X 15 foot room for real energy sav-



SINCE HOT AIR RISES, your ceilings may be warm while the floor is still cool. The ingenious HeatRecycler, made by Nautilus, simply recycles the warm air-equalizing room temperature and taking a load off your heating system.

ings. Contemporary in style and engineering, the installit-yourself HeatRecycler is a streamlined 7 foot 4 inch tall

Made of extruded plastic, the unit is quickly snapped together, mounted on a wall and plugged into any electrical outlet.

The HeatRecycler's attractive neutral finish blends well with pastel wall coverings, or you may paint or paper it to match the room's decor. You'll hardly know it's there.

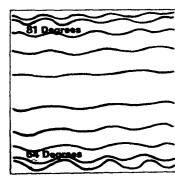
Compatible with any type home heating system, the HeatRecycler uses only 8 watts of power and costs less than 25 cents a month (assuming a national residential

electrical rate of 4 cents per kilowatt hour) to operate.

The homeowner or apartment dweller looking for a way to keep the family room or any room where youngsters play on the floor comfortably warm this winter can solve this problem with a new Nautilus HeatRecycler.

Most energy conservation efforts require your cutting back on natural resources in one way or another. Give yourself a break.

Invest \$39.95 (suggested retail price) for the new HeatRecycler manufactured by Nautilus Industries, Hartford, Wisconsin. In fuel savings alone the unit can more than pay for itself in one heating season.



HEAT STRATIFICATION – COLD DRAFTY FLOORS – WASTED ENERGY. HEAT STRATIFICATION

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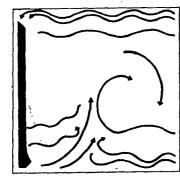
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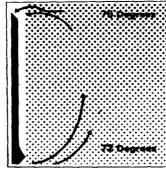
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HEATRECYCLER MAINTAINS COMFORT—SAVES ENERGY



If you're under-insulated, you're overspending on fuel.



Heating is the single greatest use of energy in your home. When you reduce the amount of energy used for heating, you will conserve energy and lower your fuel bills.

One of the ways to accomplish this is adding adequate insulation in your home. Insulation is simply a material that is resistant to heat flow, and should be used wherever the flow of heat needs to be minimized.

Heat always moves from warmer to cooler; and it moves through the air, and through solid objects such as walls and floors. This is called heat loss and refers to the amount of heat that moves out of a home. Insulation slows down this heat loss. Thus by adding insulation in the attic, basement, and to exposed walls, you can make a significant reduction in your energy consumption.

There are many types of insulation available. And some forms of insulation can be installed easily and economically by the homeowner. A complimentary copy of our booklet, "If You're Under-Insulated, You're Overspending on Fuel," is available at your request. This booklet will advise do-it-yourselfers on the proper methods of installing various types of insulation materials.

Send for a copy today, and see how you can reduce the amount of fuel used in your home.

RG&E Dept. 34 89 East Avenue,	CJ-10/77 Rochester, New York 14649
Please send me	your Insulation Do-It-Yourself Booklet.
Name	
	(please print)
Address	
City or Town	
State	Zip

