

Reduce heat loss by installing efficient interior storm windows

Most Americans respond to the cry "Save Energy!" by thinking of their cars and homes. These are two of the largest single investments they make.

Many of them know that in saving energy, they are saving money. They may also know that the biggest chance of saving energy is by heating or cooling their home wisely. But they may not know that more heat is lost through their windows than any other way.

According to a government report (HUD-HAI-2), more than half the money we spend on heating or cooling our homes is lost through infiltration.

And, of all infiltration (the engineer's word for air leakage), 80 percent of the heat is lost through the windows of the average house. Heat is also lost by infiltration around doors, vents, cracks or other openings in the walls and roofs.

"Necessity is the mother of invention," somebody said. This era of the energy crunch has brought about the technical development of the interior storm window. These are window kits specifically designed to stop infiltration through windows.

That's because the rigid plastic sheet of the storm window is fastened directly to the inside window frame. This means that all air coming through cracks in the window or cracks around the window pane is completely blocked.

This high efficiency was demonstrated by Plaskolite, Inc., Columbus, Oh., a major manufacturer of storm windows. Laboratory tests showed its rigid plastic interior storm window, called the In-Sider, cut heat loss through an uninsulated window by up to 88 percent.

While these results may vary depending on the house, its site and the specific window involved, the savings during a cold winter can be substantial.

For example, during the very cold winter of several years ago, a house tested in Boston showed savings of \$252.20. A house in Philadelphia showed savings of \$88.05, and a house in Dallas showed savings of \$52.53.

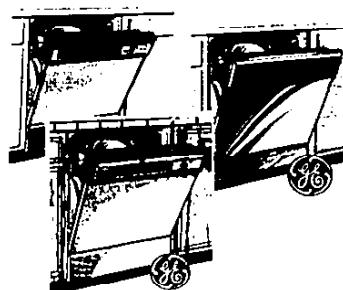
The In-Sider is not only one of the best ways to save dollars spent on fuel - it is also one of the simplest. It is made up of a rigid, clear plastic sheet fastened to the window frame by vinyl moldings. These moldings have a self-adhesive which tightly binds them to the window frame or wall.

The sheet and trim are easily cut to fit the size of any window. The trim snaps open and shut for simple installation and removal for summer storage.

It is light, easy to handle and to install. It's relatively inexpensive and comes in five standard sizes. More information can be obtained from Plaskolite, Inc., 1770 Joyce Avenue, Box 1497, Columbus, OH 43216.

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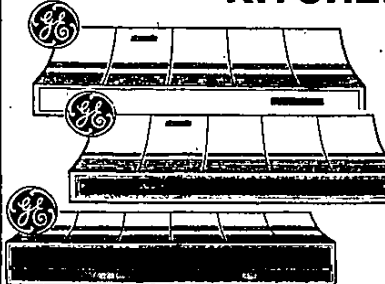
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