



HOW TO KEEP DOWN WITH THE JONESES.

Most people who want to save energy feel they're faced with a dilemma. They're fed up with paying inflated utility bills. But at the same time they're reluctant to spend money for home improvements necessary to lower them.

We'd like to show you how these home improvements can actually pay for themselves.

Take ceiling insulation for example. If you install it yourself, it can save enough money on your fuel bill to pay for itself in as little as five years.

An automatic setback thermostat, which automatically turns down your heat at night and back up again in the morning, can pay for itself in two years.

And an energy-efficient refrigerator can save enough money on your fuel bill over its lifetime to cover its entire original cost. Even though it probably costs more to purchase than a refrigerator that doesn't save energy.

There are all kinds of these new energy-saving products on the market. Everything from insulating blankets for your water heater to special electronic ignition replacement kits for the pilot light on your furnace.

Because they save energy, these products not only pay for themselves, they end up putting money back in your pocket.

If you're really serious about lowering your fuel bills, you'd be

wise to invest your money in energy-saving products.

Who knows. With the money you save keeping down with the Joneses, you may be able to keep up with them.

U.S. Department of Energy.
**IF IT SAVES ENERGY,
 IT'LL PAY FOR ITSELF.**

I don't want to pay any more on my utility bills than I have to. Send me information on energy-saving products.

Name _____

Street or P.O. Box _____

City _____

State _____

Zip _____

Send coupon to:
 Technical Information Center
 P.O. Box 62, Oak Ridge, TN 37830 B

Department of Energy advertisement designed to motivate consumers to accept energy efficient products.

Source: U.S. Department of Energy

cooperation in research, production, transportation, marketing, and use. In February 1985, after he had been appointed Secretary of Interior, Hodel dedicated the Field Test Laboratory at the Solar Energy Research

Institute in Golden, Colorado. The new laboratory, Secretary Hodel noted, reflected the Department's support of state-of-the-art research and development in solar energy technology.¹⁰⁷