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SHARE THIS COUPON WITH YOUR FAMILY AND FRIENDS**

**.....ACT NOW, LIMITED TIME OFFER!!**

**BRING THIS COUPON TO EITHER  
BARABOO OR MADISON SHOWROOM**

Applicable toward the purchase of a  
fireplace or stove, furnace/heat pump

**...SAVE 10%...**

**Expiration Date: 7/15/08**

# TOP HAT TIMES

## HEATING COSTS ARE OUT OF CONTROL!!!!

**Spring/Summer  
2008**

**Special Points  
Of Interest:**

Heating Cost  
Comparisons



Inside this issue:

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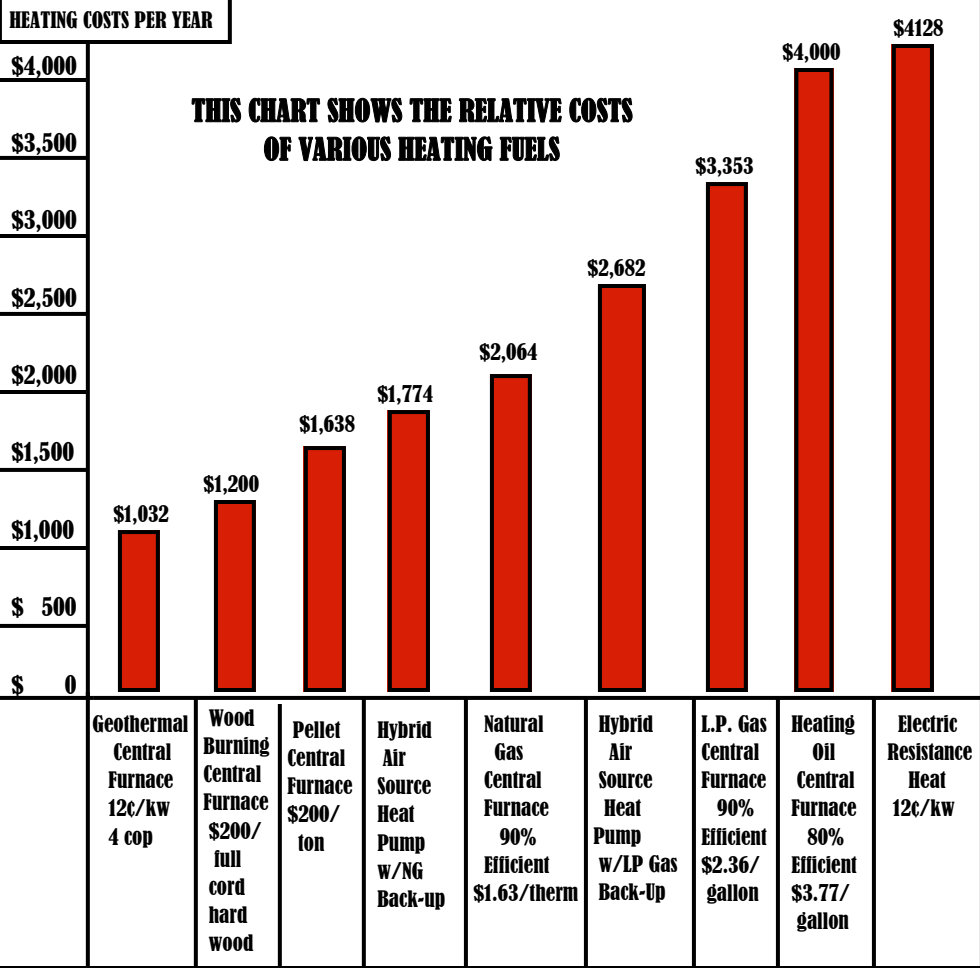
Make Your  
Purchase Now 3

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**TURN THE PAGE  
AND LEARN HOW TO SAVE**

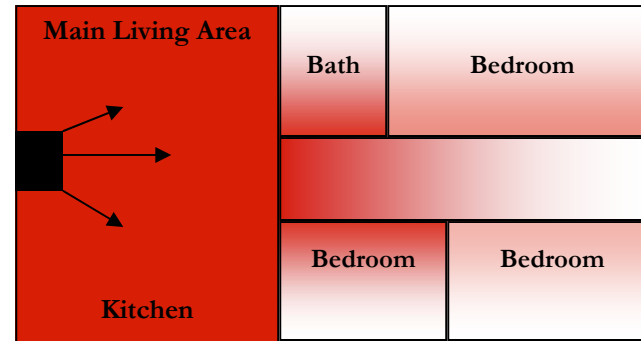
# CENTRAL HEATING COSTS



There are many ways to save. We can help you to determine what will work best for you. The above chart is accurate using a central furnace in the house. Additional savings beyond what is shown above can be achieved by zone heating as described on the next page by using a high performance fireplace, stove or fireplace insert .....

# INSTEAD OF USING YOUR FURNACE — ZONE HEAT WITH A WOOD, PELLET OR GAS APPLIANCE

Zone heating can save 30-50% on your heating bills. Zone heating with pellet, wood or gas can help reduce fuel consumption, conserve energy and save dollars while maintaining comfort. You can stay warm where you spend most of your time.



This home layout illustrates how zone heating works; heat will slowly move towards the back of the home, leaving the bedrooms cooler for sleeping.

The red indicates how the heat will disperse, keeping you comfortable where the heat is needed most.

## MAKE YOUR PURCHASE NOW!!!!

**PRODUCT AVAILABILITY** - With the heavy sales volume during the fall and winter months, inventory of our products quickly diminishes, creating long waiting times for installation while waiting for new product to arrive.

**INSTALLATION** - Get your unit installed now and be ready for the next heating season. Early planning assures you that your new product will be ready to use when the weather turns cold.

**MATERIAL COSTS** - Pricing of products is unpredictable due to the rising costs of raw materials, such as steel and fuel for transportation. By purchasing your product now, you can be assured of getting the best price available.