

ALL COMPACT ROOM HEATERS ARE NOT THE SAME!

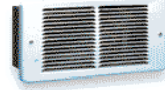
DEC SERIES	PAW SERIES	WHF SERIES	W SERIES
PREMIUM ENERGY SAVER	BEST	BETTER	GOOD
ENERGY EFFICIENCY			
99.4%	98.6%	97.9%	95.8%
WARRANTY			
10 YEAR	5 YEAR	2 YEAR	1 YEAR
MOTOR			
WAVE SAVER ENERGY SAVER	C-FRAME BETTER	C-FRAME BETTER	C-FRAME GOOD
FAN			
WHISPER QUIET BEST	WHISPER QUIET BEST	SOUBRELL CASE BETTER	IMPULLER GOOD
ELEMENT			
COMMERCIAL BEST	COMMERCIAL BEST	OPEN COIL GOOD	OPEN COIL GOOD

STEP UP TO ENERGY SAVINGS...

Save up to 28% on electricity costs with an Electronic Line Voltage Thermostat— for Baseboard, Fan Heaters, and Ceiling Heat!



PROGRAMMABLE THERMOSTAT
• Save an average of \$34.21 per year over typical bi-metal thermostats.



Save even more when you combine an electronic line voltage thermostat with a DEC Series Heater...



DEC SERIES HEATER
• Energy Efficient Motor
• Lasts four times longer
• Uses 75% less energy
• Longer service life, 10 YEAR WARRANTY!
• Save an average of \$21.90 per year over typical In-Wall Fan Heater



For a combined total savings of up to \$56.60 per year!

U.S. Government Web Site of the Month...

Did you know the U.S. government is online? In fact, there are over 20,000 government web sites covering nearly every topic you can imagine. Here's one that could help you:

Begin planning for retirement by computing your estimated benefits from the Social Security Administration. The web site www.ssa.gov also provides information on getting a Social Security number and reporting earnings.

Go with the King - In Stock at JLF

Real Life Dilbertisms....

These are real quotes from Dilbert-like managers.

- "What I need is a list of specific unknown problems we will encounter."
 - "Doing it right is no excuse for not meeting the schedule."
 - "E-Mail is not to be used to pass on information or data. It should be used only for company business."
- "This project is so important, we can't let things that are more important interfere with it."



Word of the Month...

Studies have shown that your income and wealth is directly related to the size and depth of your vocabulary. Here is this month's word, so you can impress your friends. You may even be able to fatten your wallet!

Indolent \in do lent\ (adjective)
Meaning: lazy; lethargic and not showing any interest or making any effort.

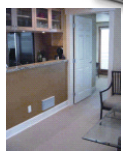
Sample Sentence: The college student was "indolent", as she did not study all weekend.

SPOTLIGHT ON PRODUCTS PAW PIC-A-WATT

The PAW Series is one of the legends in the electric heating industry. A trend setter at the very least, the Pick-A-Watt feature has not only set the standard for flexibility, but created a whole new class of fan heaters for quiet operation. And now we have raised the standard again with the most attractive grill called ultra (Patent Pending), and a new energy wise motor addition called the Decade. These products are unique to the King line, and are worth a closer look.



Ultra Grill



Decade Motor

Pic-A-Watt with King In stock at JLF

How day to day items changed Expenditure Change from '04-'05

Expenditure Category	Relative Importance	Percentage Change July 2004-July 2005
All Items	100%	3.2%
Food and Beverages	15.3%	2.2%
Shelter	32.7%	2.5%
Home Fuels and Utilities	5.0%	8.1%
Household Furnishings and Operations	4.4%	0.6%
Apparel	3.8%	-1.8%
Transportation	17.4%	6.3%
Medical Care	6.1%	4.2%
Recreation	5.7%	0.4%
Education	2.9%	6.5%
Communication	2.9%	-2.4%
Personal Care Products and Services	2.9%	2.4%
Tobacco	0.8%	4.8%

SPOTLIGHT ON PRODUCTS SMART LIMIT PROTECTION™

Our new smart limit protectors do not only sense the outlet air conditioner, but also sense the intake air condition, providing complete control of the running condition of the heater in its environment. Either limit has the capability to trip and protect the consumer from overheat conditions. They are electrically turned off and can be reset by simply turning off the thermostat.



WHF Series Shown Above

W Series



King Electric Heat in stock at JLF

