

# THE JLF JOURNAL

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## WHICH OF THESE COSTLY FINANCIAL MISTAKES DO YOU MAKE?

Does paying bills, making investments, and saving for the future always seem to leave you short on cash? Most people worry about money, and money management can be a constant struggle. The good news is that you are not alone in your money management frustrations. In response to a recent survey showing that young Americans are less financially educated than in previous years. JLF Electrical Sales has developed some money management principles that can help all of us.

1. Know your take-home pay. This is the amount left after all mandatory deductions. Before you borrow, compare your total payment obligations with the income that you will have available to make payments. Never financially commit to more than you can repay.
2. Map out your financial future. Most people have no financial plan at all. List your financial goals and a plan to achieve them. Remember to always pay yourself first. Make regular depos-

its into an account specifically designated for long-term financial goals.

3. Start saving as soon as possible. Remember that your savings are determined by the interest that you earn and over the period you have saved. "Money doubles by the Rule of 72" To determine how long it will take your money to double, divide the interest rate into 72. For example, an account earning 6 percent interest will double in twelve years (72 divided by 6 equals 12)

4. Compare interest rates. Get rates from multiple firms in order to get the best value for your money. Remember that high returns equal high risk. Diversification of assets is the best way to take advantage of these great returns without risking your entire financial future.

5. Be sure that you are adequately insured. This is the only way to ensure that you will not be wiped out by an unexpected illness or an accident. The cost of insurance should be figured into your financial plan.

## JLF HEATING UP CHICAGO

**King Electric Heat** partners with **JLF Electrical Sales** to **Heat Chicago**.

From King Electric Heat's humble beginning in 1958 in a small southern suburb of Seattle, Washington, to King Electric Heat's 150,000 square foot state of the art manufacturing facility, King Electric Heat has established themselves as one the leading manufactures of electric heat in the United States, Canada and South America.

Electric heat today is still the cleanest, most dependable heating system you can buy and has the ability to heat single rooms at different temperatures, making it economical to operate. Given the 40% increase in

natural gas cost in IL for '05, electric heat will become a viable secondary source for additional heating. With that in mind, King Electric Heat manufactures a full line of electric heat products from wall heaters, baseboard heaters, radiant heaters and unit heaters as well as a full line of thermostat controls to meet all of your electric heat needs.

When you think of electric heat, the first thing that comes to mind is who should I use. Then you start thinking of who has local stock and who is knowledgeable to help you with your electric heat requirements. The answer to all of these questions is King Electric Heat and JLF Electrical Sales. JLF Electrical Sales factory

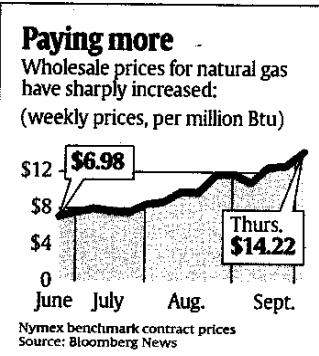
trained staff has the capability to answer all of your electric heat questions along with a fully stocked warehouse that can support you and your customers ever changing requirements.

So as winter approaches and the temperature starts to drop and your customers start looking for electric heat do not be caught out in the cold. Think of King Electric Heat & JLF for all of your electric heat needs. Remember **\*LOCAL STOCK IN ADDISON, IL\*** for same day pick up or delivery.

**When it comes to Electric Heat no one beats the King.....!!!**

## INDUSTRY INSIGHTS

- JLF now stocks a full line of King Electric Heaters
- JLF now stocking HMC Lugs in Chicago



By Julie Snider, USA TODAY

With record breaking natural gas expected this winter think Electric Heat. **King Electric Heat Stocked at JLF.**

## Inside this issue:

Which of these costly Financial Mistakes Do You Make

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U.S. Government Web site of the month

All Compact Room Heaters are not the Same!

Real Life Dilbertisms

Word of the Month

King - Spotlight on Products



JLF ELECTRICAL  
SALES, INC.  
1765-A Cortland Ct.  
Addison, IL 60101

Phone: 630-627-1722  
Fax: 630-627-1720

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[www.jlfelectrical.com](http://www.jlfelectrical.com)

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