Ingersoll Steel & Disc Division

Borg-Warner Corporation

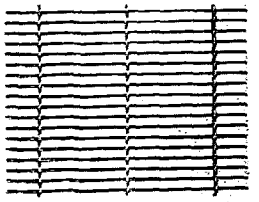
310 So. Michigan Ave., **Chicago, Illinois** **Distributors in the Principal Cities**

INGERSOLL

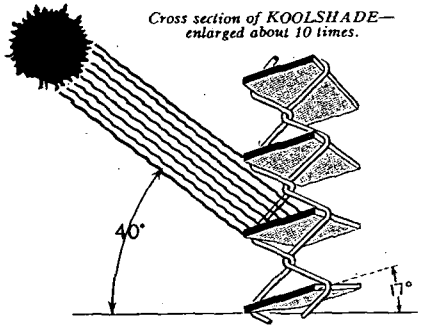
KOOLSHADE*

A Metal Fabric That Screens Windows Against Solar Heat . . . Reducing the Cooling Load

KOOLSHADE contributes four important advancements to summer air conditioning: (1) It reduces the cooling load by stopping up to 81 per cent of the Solar Heat *outside* the window glass. (2) It forestalls complaints by minimizing extreme sun load conditions especially in severely exposed rooms. (3) It provides automatic shade . . . non-adjustable and free from the uncertainties of the human element. (4) It maintains lower temperature in non-cooled rooms. KOOLSHADE does this by stopping the direct sun rays *before* they strike the window—as illustrated below.



Actual size photo showing visibility thru KOOLSHADE as superior to 18 mesh screen.



Cross section of KOOLSHADE—enlarged about 10 times.

It's all a matter of angles and spaces: KOOLSHADE is made of horizontal flat bronze strips woven together every half inch vertically with bronze wire. The horizontal strips are held at a FIXED angle of 17 deg, with the indoor edge higher than the outdoor edge. Attractive in appearance when installed. Clear vision. Gives sun exposures the effect of soft "north light." Strong and enduring. Made in widths up to 72 in. Low in first cost and maintenance.

For Full Information, write for our Brochure HG100 "It's Cooler in the Shade."

*Trade Mark

Automatic Shade! Acting like a miniature Ventian Blind, KOOLSHADE fully stops the direct heat rays when the sun is 40 deg or more above the horizon—which means in the heat of the day in all seasons. Sun heat is kept outside the room—but cool, softly diffused light abundantly enters. FIXED adjustment; needs no attention.

• *Framed and installed like ordinary full length insect Screens—(and keeps out the insects too!*



KOOLSHADE
SUN LOAD 19 PER CENT

SOLAR RADIATION TRANSMITTED THROUGH SHADED WINDOWS



Awnings in Use Sun Load 22 Per Cent to 28 Per Cent | *Outside Venetian Blind or Shutter Sun Load 22 Per Cent* | *Inside Venetian Blind Sun Load 58 Per Cent* | *Half-Drawn Shade Sun Load 68 Per Cent*

Aluminum Aircell Insulation Co.

Curtis Bldg., **Detroit, Mich.**

INSULATION FOR

Air Conditioners
Brooders
Buildings
Chicken Houses
Dairy Barns
Fruit Storage
Homes
Hot Houses
Incubators
Refrigerated Rooms



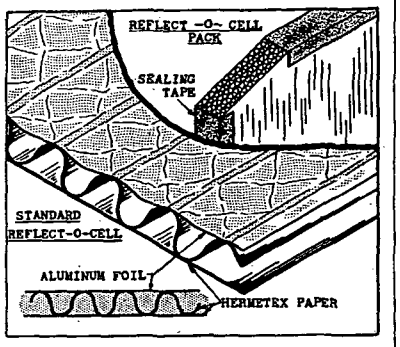
Licensed under Patents: 1,757,479—1,890,418—1,934,174 others pending

INSULATION FOR

Automobiles
Beehives
Busses
Floral Shipping Boxes
Heaters
Ovens
Ranges
Shipping Containers
Trailers
Trucks

	Heat Transmission Btu/Hour/sq ft/F			Reflect-O-Cell Saves per cent	
	Not Insulated	1 layer Reflect-O-Cell	2 layers Reflect-O-Cell	1 layer Reflect-O-Cell	2 layers Reflect-O-Cell
Wood Stud Wall—4 in. studs	0.26	0.13	0.09	50	65
Open Attic Floor	0.69	0.19	0.12	69	82
Wood Shingle Roof (no lath and plaster)	0.56	0.18	0.10	68	81

Thermal Efficiency determined at the University of Detroit under humidity conditions prevailing in actual use and also at the University of Toronto, Toronto, Canada.



REFLECT-O-CELL is the modern insulating material based on the famous Dewar Principle of insulation, the outstanding example of which is the efficient Thermos Bottle.

Light in Weight, not depending on thickness nor density, REFLECT-O-CELL employs this Dewar Principle by means of its polished Aluminum Foil backed by corrugated Hermetex paper. (Hermetex paper was formerly used ALONE as an insulator by leading refrigerator manufacturers).

The Structure of Reflect-O-Cell permits both surfaces of the foil to reflect radiant heat.

Moisture Sealing, which effectively reduces summer dehumidifying load and winter humidifying requirements by preventing vapor pressure losses.

Windproofing all studding spaces similar to metallic window weatherstrip effect.

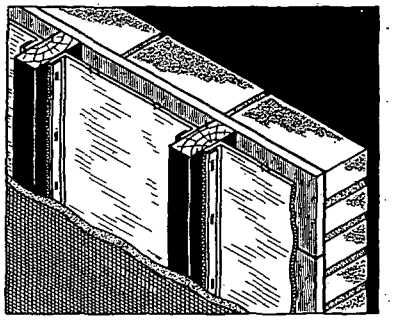
Soundproofing provided by high hysteresis air cell construction.

Especially Indicated for exposed application to eliminate air-conditioning shock and to reduce cooling load.

REFLECT-O-CELL is used in the production of insulated Buses, Trucks, Trailers, Ranges, Heaters and others. Similar satisfactory service has also been rendered in residences, industrial buildings and processing equipment.

REFLECT-O-CELL is supplied in conveniently scored continuous Roll Sheets or in Packs and is easily installed between wall studs, ceiling joists and roof rafters by stapling through its flanged edges.

Weighs only 38 lb per 1000 sq ft.



Single layer wall application.
Also installed in two layers.