

HEATING INVESTMENTS

WHY THE RIGHT OUTFIT IS NOT AN EXPENSE

Some Dollar-Saving Economies for Every Home

If all owners of homes would figure further than first cost, old-fashioned heating methods would be more rapidly abandoned. It is the fuel and repair costs that count—the constant expense that continues as long as the buildings stand. The average fuel saving by our heating outfit will pay 15 per cent to 20 per cent annually on the investment, and these dividends are perpetual. Thousands of home owners have reduced their fuel expense one-quarter to one-half by replacing an antiquated way of heating with an Ideal Boiler and American Radiators.

Increases property value

Real estate men will tell you that buildings warmed with American Radiators and Ideal Boilers will attract and hold best tenants at 10 to 15 per cent higher rentals; property sells quicker, and owner gets back the full cost of the heating outfit. Ideal Boilers and American Radiators are annually assisting to revive thousands of these non-productive old buildings, thus giving them new renting or sales value.



Burn cheapest fuels

In Ideal Boilers you can burn cheapest soft coal, slack or screenings, hard coal, pea coal, coke, lignite, gas, wood, oil, anything that will burn. All the heat excepting the small percentage necessary to obtain draft is delivered to the rooms and not stied up the chimney.

Priced for any purse

Ideal Boilers and American Radiators are more valuable to a building than almost any other feature, and the little larger first investment over cost of a cheap heating arrangement could be quickly made up by one of the useless inner doors, extra mops, mantels, fancy lamps that never lighted, etc. The buyer may pay 3 per cent interest on this difference between the cost of a furnace or stove, and a outfit of American Radiators and Ideal Boiler. But this difference invests in one of our steam or water heat outfits will yield many times as much annually in economy of fuel and/or, absence of repairs, and long-lasting value of the outfit. It is not the first cost of the plant, but the low cost of running it, coupled with durability, that makes an Ideal-American outfit the best investment.

How Much Heat?



The shaded portions of the rooms show how low inside a house is heated when a cold northeast wind is blowing.

For old buildings

It is not necessary to wait until you build a new house to enjoy all the benefits of an Ideal Boiler and American Radiators. They can quickly be put into an old cottage, house, garage, store, school, church, hotel, whether in country, town or city, with little annoyance or disturbance to occupants. They are made in sections which will pass through the cellar door of any building already erected, and can be made larger or smaller.

How you can find out

The best way to determine what the investment will be for your own building is to have a careful examination made of its exact heating needs. You will be surprised to learn that an Ideal-American Heating outfit will cost you far less than you had imagined. As it will cost you nothing to have an estimate of complete cost of the outfit, why not permit us to help secure this information at this favorable time? This will not obligate you in any way, and it will show you that an "Ideal Heating Investment" can be enjoyed with a small outlay of money. Stop paying the price of postponement.



Return COUPON for immediate action

Kindly fill in and mail this coupon today and you will get more definite information without any obligation whatsoever to buy.

OLD or NEW building? _____
about _____ feet long by _____ feet wide
and _____ stories high.
Brick, stone or frame? _____
How many rooms to be warmed? _____
Name of your local dealer _____

Name _____
Street address _____
Town _____ State _____
Date _____ 19 _____

Please write today to
American Radiator Company
(See address at extreme right)

Get radiator ready— a long winter ahead!



Winter's army is almost upon us. Defeat it for good and drive away chill dampness, dirt, wastefulness, and unhappiness with an IDEAL heating outfit. Thousands of homes not as good as yours, and thousands of people not as well off as you, are now enjoying the great benefits and savings of an *Ideally* heated home. Your *indecision* is the *only barrier* to your having

AMERICAN & IDEAL RADIATORS & BOILERS

Even if you don't buy an IDEAL outfit now *you are paying for it anyway* by suffering all the ills and bills of old fashioned, inadequate heating makeshifts.

IDEAL Boilers are the last word in scientific, economical heat makers. They never rust or wear out nor need repairs nor overhauling—our up-to-date factories turn them out perfect in every detail—air and gas tight and tested to withstand twenty-five times as much wear as they will ever be called upon. Also equipped with automatic regulation so that the heat may keep step with the weather. Many exclusive features!

A lifetime of lowest cost heating

AMERICAN Radiators are made plain or ornamental, in many attractive styles and shapes—to fit any conceivable space. Our name is cast on each IDEAL Boiler and AMERICAN Radiator—*your guarantee*—accept no substitute. As the "proof of the pudding is the eating," we ask you to consult also some of your house-owner friends who have IDEAL heating—their every-day experience will undoubtedly free your mind of indecision.

It's time now to think, plan, and *decide*. Fill out and mail the coupon to us and receive complete information and a copy (free) of our valuable book, "Ideal Heating." Don't put it off another day. Act now and get the full benefit of IDEAL heating from the very first day of frost!



Cottage A (see below)



Cottage B is heated with a No. 5-22-W IDEAL Boiler and 425 ft. of 38-in. AMERICAN Radiators, costing the owner \$270.

Cottage C is heated with a No. 5-22-W IDEAL Boiler and 450 ft. of 38-in. AMERICAN Radiators, costing the owner \$285. At above prices the goods can be bought of any reputable, competent fitter. This did not include costs of labor, pipe, valves, freight, etc., which vary according to climatic and other conditions.



Cottage C (see below)



Cottage D is heated with a No. 1115 IDEAL Boiler and 215 ft. of 38-in. AMERICAN Radiators, costing the owner \$125. At above prices the goods can be bought of any reputable, competent fitter. This did not include costs of labor, pipe, valves, freight, etc., which are extra and vary according to climatic and other conditions.

Sold by all dealers. No exclusive agents.

AMERICAN RADIATOR COMPANY

Write Department G-5
229 Fifth St., So., Minneapolis,
or 658 Hampton Ave., St. Paul

Public Showrooms at Chicago, New York, Boston, Worcester, Providence, Philadelphia, Wilkesbarre, Washington, Baltimore, Rochester, Buffalo, Pittsburgh, Cleveland, Cincinnati, Detroit, Grand Rapids, Atlanta, Birmingham, New Orleans, Indianapolis, Milwaukee, Des Moines, Omaha, Minneapolis, St. Paul, St. Louis, Kansas City, Denver, Seattle, Portland, Spokane, San Francisco, Los Angeles, Toronto, Brantford (Ont.), London, Paris, Brussels, Berlin, Cologne, Milan, Vienna.