PLAINTIFF'S EXHIBIT

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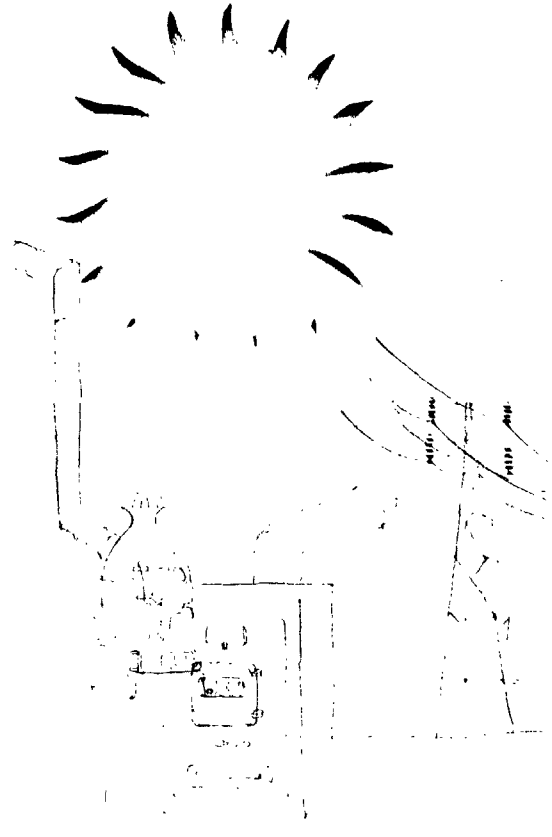
NEW THERMALUX ELECTRIC HEAT

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until now...



man's efforts to keep himself and his family warm have been associated almost entirely with fire and the burning of some kind of fuel. Years ago, it was wood, then coal and gas came into the picture.

Fuel-burning systems involve many things that homeowners have come to take for granted, such things as fuel storage tanks, pipe lines, air ducts, furnaces, filters, blower fans, burners, and pilot lights. These always exist with a fuel-burning system.

Remember the coal bin and the stoker? They're gone now, replaced by more modern, more convenient fuels and equipment that provide more home comfort with less effort and attention.

But the replacements for the coal bin and stoker are fast being outmoded by a new "fuel" and heating system that is even more modern and efficient—electricity.

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ELECTRICITY—FIRST CHOICE AMONG FUELS

The idea of using electricity to produce heat is not new. In fact, some of the early-model space heaters heated a room with a red-hot coil of wire.

In spite of early disadvantages, electric heating *does* represent a big improvement over previous home heating systems. It eliminates the burning of any kind of fuel and the dirt, soot, and cleaning problems involved. Electric heating is flameless and absolutely clean. It's more convenient, too. Saves the space previously taken up by a furnace.

But what about those disadvantages? No idea is perfect, particularly in the early stages. As good as electric heating was from the very beginning, it had problems. Some heater elements were unsightly. They caused hot spots or concentrations of heat. And they had to be either shielded or placed out of reach of children.

Probably the biggest objection, however, against electric heating was the cost of electricity. And this objection is fast disappearing, because electric rates are dropping while dwindling fuel supplies are forcing the costs of oil and gas up. In addition, extensive research in insulation and electric heating is resulting in new systems that fully utilize the potential of electricity to provide even better heat—and greater comfort—for your home.

and now there's new efficiency for electric heating

amazing Thermalux Electric Heating

HOW IT WORKS

THERMALUX Electric Heating System is a cableless ceiling heating system that employs the principle of radiant heating. Heat radiates gently, comfortably, throughout the room from a series of panels in the ceiling. Each panel contains a single, large-area wireless resistor. These panels provide the exact amount of heat you need for comfort while operating at 100 degrees—almost as low as natural body temperature.



This uniform, lower operating temperature results in greater efficiency, no discomfort or "hot-head" effect, cuts heating bills, is extra-safe and brings a new concept in comfort.

your whole heating system goes in when the ceiling goes up







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what you can expect



IN PERFORMANCE WITH YOUR NEW THERMALUX ELECTRIC HEATING

Your THERMALUX Electric Heating System will serve you efficiently and dependably for the lifetime of your home *without replacement or maintenance worries.*

THERMALUX is a quiet servant. Completely quiet. No banging or gurgling radiators, no popping of expanding air ducts, not even the rush of forced air.

THERMALUX Electric Heating responds silently but quickly to the touch of the control. With separate control for each room, you get the added efficiency of custom comfort, making each room in your home exactly the right temperature to meet your needs.

SAFEST KNOWN HEATING SYSTEM

One of the most attractive features of THERMALUX performance is safety. Without exception, it's the safest system for heating your home. There is no fuel, no flame, no danger of explosion. Normal operating temperature is much lower—and much safer—than that of other electric heating systems. All this, plus the fact that THERMALUX Panels are built with and protected by incombustible gypsum for the kind of fire safety every home deserves.

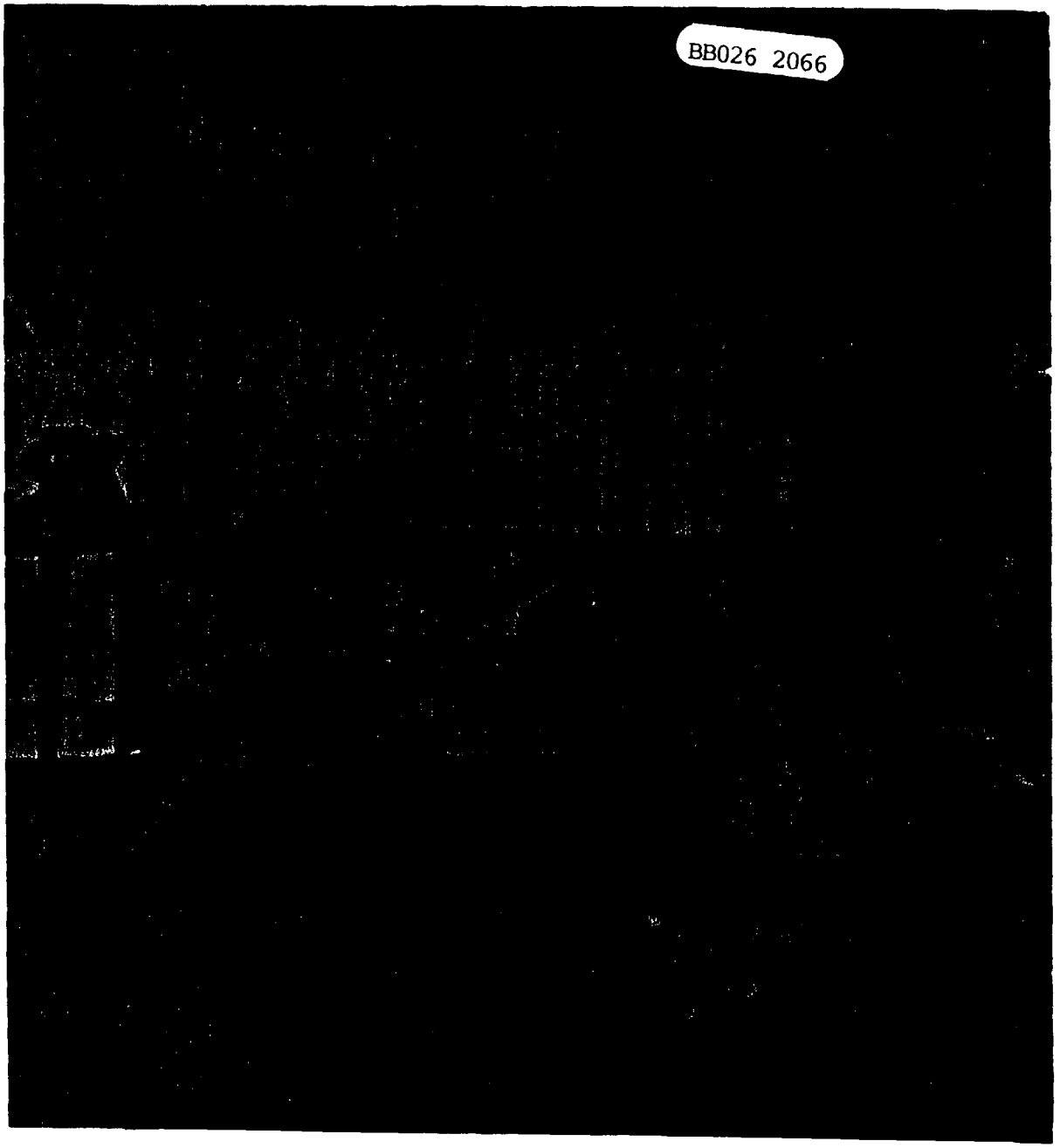
THERMALUX COSTS LESS TO INSTALL . . . AND OPERATING COSTS ARE LOWER THAN YOU THINK

With THERMALUX, your heating system goes in when the ceiling goes up. You eliminate the cost of the furnace, registers, sheet metal ductwork, fuel storage tank, piping—*and all the labor costs to install this equipment.* Obviously, it costs less to install a system that eliminates all this expense and serves double-duty as a ceiling, too.

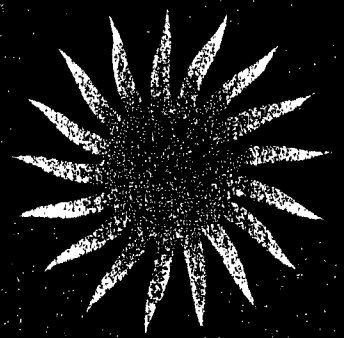
A study of electric heat operating costs also favors THERMALUX because of its operating efficiency. And rates for electricity have dropped drastically in the past 10 years, while gas and oil fuel rates have gone up. That's why you can now enjoy all the benefits of electric heating—safety, cleanliness, quiet and custom comfort—while being economy-minded, too.

THERMALUX

So efficient, electric heating is now your best buy



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THERMALUX ELECTRIC HEATING SYSTEM