

AMERICAN RADIATORS AND CONVECTORS



AMERICAN-Standard
HEATING PLUMBING
Serving the Nation's Health and Comfort

PLAINTIFF'S EXHIBIT

ASI-1071

03928

Warmth that Satisfies!

WITH AMERICAN-Standard RADIATOR HEATING

You can bid farewell to cold floors, icy drafts, and chilly corners in your home. For AMERICAN-Standard Radiator Heating blankets every room with smooth, healthful, uniform warmth. It brings you the heating comfort you want. It helps ward off the colds and similar ailments that lurk in an improperly heated house.

SUN-LIKE RADIANT HEAT

AMERICAN-Standard Radiator Heating does all this because it provides the two kinds of warmth essential to comfort. First, it heats by radiation, much as the sun warms the earth. A constant stream of heat rays flow straight from the radiators to the living zone of each room, warming everything in its path. The occupants, as well as the floors, walls and furnishings, are thoroughly warmed by the same temperate rays, and the discomfort caused by the body losing heat to colder surroundings is eliminated.

GENTLY CIRCULATING CONVECTED HEAT

At the same time, the air in the room, as it comes in contact with the radiator surfaces, is warmed by convection. Heated air, being lighter in weight than cold, rises and causes the heavier cold air to fall. This action creates a steady and gentle circulation of warmed air that permeates the rooms and adds the final touch for complete comfort.

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THE SUNRAD
for radiator comfort supreme

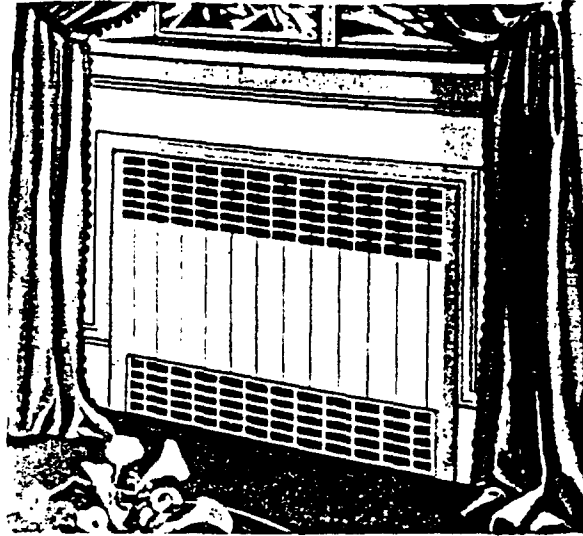
But you can't get the comfort and let the cold wind chill your bones. With Sunrad Radiators to you, you can enjoy a room that's draft-free and cozy. And all the benefits that the American Radiator & Standard Sanitary Corp. can give you.

CONVECTION

Show how the air in the room is warmed by convection. Heated air, being lighter in weight than cold, rises and causes the heavier cold air to fall. This action creates a steady and gentle circulation of warmed air that permeates the rooms and adds the final touch for complete comfort.

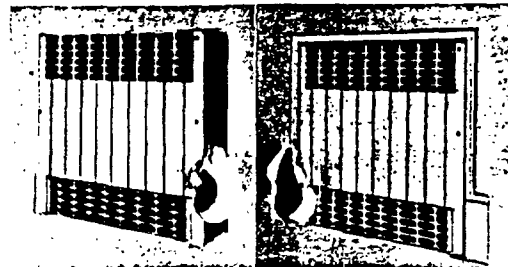
(See straight arrows from front panel of radiator showing air being pushed up and then falling back down into room as convection heat is spread.)

AMERICAN SUNRAD RADIATOR



SUNRAD - Free Standing

Free standing, the Sunrad is a trim, modern unit that takes up surprisingly little installation space. Clean outside and easy to keep clean inside, it is ideal for new or remodeled homes.



SUNRAD - Recessed

Recessed and painted to match walls or baseboards, the unobtrusive Sunrad delights the homeowner and the most exacting decorators as well. Perfect for any installation requiring fine appearance, cleanliness, and good heating.

THE IDEAL COMBINATION OF RADIANT AND CONVECTED HEAT

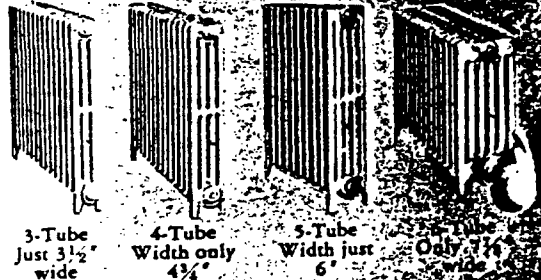
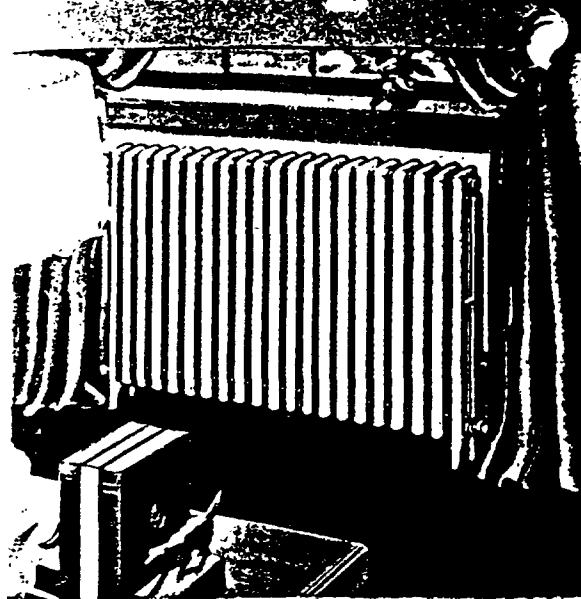
MODERN - ATTRACTIVE - SPACE SAVING

While the Sunrad provides the ultimate in comfort by direct radiation and the circulating warmth of convected heat, it has many other features to recommend it. It is neat and attractive in appearance. With its extremely compact design and high heat output it is particularly adapted for complete or partial recessing. When its smooth surfaces are painted to harmonize with the color of the walls, it is so inconspicuous that guests will wonder where the heat comes from.

NEEDS NO SEPARATE ENCLOSURE

The Sunrad needs no separate enclosure. With its cabinet-like exterior, paneled front and unobtrusive grilles, the Sunrad is a complete unit that heats right and looks right in any room.

AMERICAN ARCO RADIATOR



3-Tube
Just 3½"
wide

4-Tube
Width only
4¾"

5-Tube
Width just
6"

6-Tube
Only 7¼"
wide

HEATS FASTER OCCUPIES MINIMUM SPACE

Arco is the little radiator that does a big job. Small and compact, it occupies nearly one-third less space than ordinary radiators of equivalent heat output. Yet it delivers plenty of heat. Slim Arco Radiators give you more room for rugs and furniture without sacrificing any of the good heating that means so much to health and comfort.

ATTRACTIVE DESIGN

The Arco's slender tubes are responsible not only for its high heat output, but also for its graceful appearance. Simple, correctly proportioned design makes the Arco attractive—and so inconspicuous you are conscious of it only as a source of comfortable heat.

FINE FOR RECESSING

Because of its compactness, the Arco Radiator is fine for recessing. Narrower models can be completely recessed, and all can be enclosed with smart American Enclosures.

FOR LARGER BUILDINGS

The Arco is a favorite for larger buildings too. Its design blends with formal surroundings, and its high heat output and rugged cast iron construction assure comfort and durability.

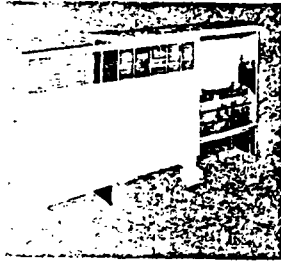
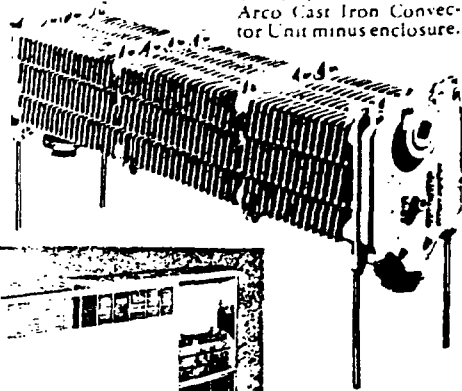
FOUR WIDTHS - FOUR HEIGHTS

For practically any heating requirement, Arco radiators come in four heights—19", 22", 25", and 32"—and in four widths, as shown at left.

ARCO CAST IRON CONVECTOR for concealed installation

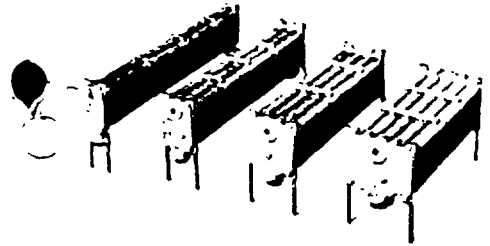
STEAM OR HOT WATER

(Below) An assembled Arco Cast Iron Convector Unit minus enclosure.

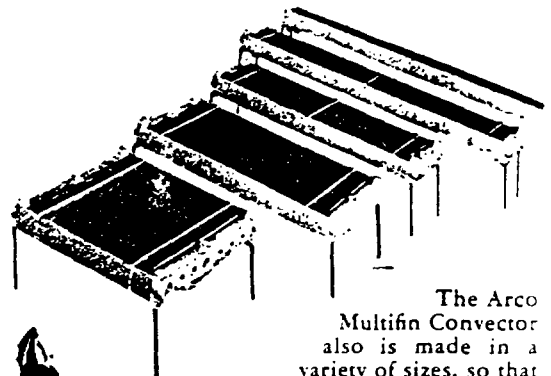


(Left) Arco Cast Iron Convector is completely concealed within an AMERICAN Enclosure.

The Arco Cast Iron Convector is a unit of assembled sections with integral fins for maximum heat transfer. It is installed in appropriate AMERICAN Enclosures (as illustrated) and heats by convection. As the air flows over the Convector in the enclosure, it is uniformly heated and circulated to every nook and corner of the room, for maximum comfort.



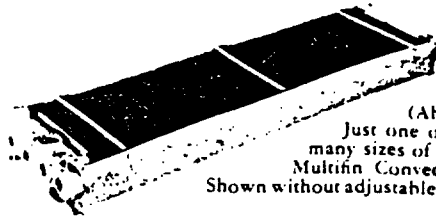
Flexibility is an outstanding feature of the Arco Cast Iron Convector. The individual sections which comprise the Convector can be assembled into units of desired capacities to fit allotted installation space. The Convector is available in four widths shown above.



The Arco Multifin Convector also is made in a variety of sizes, so that it is adaptable to many variations of building construction. Comes in five widths as illustrated above.

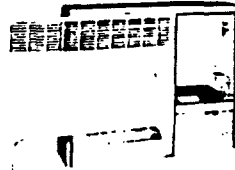
ARCO MULTIFIN CONVECTOR

for all systems except one pipe steam



(Above)
Just one of the
many sizes of Arco
Multifin Convector.
Shown without adjustable legs.

(Right) Arco
Multifin Con-
vector com-
bines good
heating with
smarter styling
when enclosed
in a modern
AMERICAN En-
closure.



Among non-ferrous convectors, the Arco Multifin stands out in quality, efficiency, and dependability. It consists of a series of correctly proportioned copper tubes, surrounded by non-ferrous fins scientifically sized and spaced to assure high heat output and rapid heat transfer. The Arco Multifin is made for concealment within a streamlined AMERICAN Enclosure, and provides cozy warmth on the same principle as the Arco Cast Iron Convector described at left.

AMERICAN ENCLOSURES



You can see at a glance the attractiveness of AMERICAN Enclosures. Their smart simplicity of line graces any room, harmonizes with any mode of treatment. And their smooth panels lend themselves so well to decoration.

But there's more to AMERICAN Enclosures than meets the eye. Not only do they conceal the convector from view, but they also conduct the proper amount of air over the convector's surface for best heating results. They make a clean, enduring installation.