

ARCO RADIATORS

Bring your home

MODERN CHARM



plus Window Warmth

DESIGNED BY W. & J. SLOANE

PLAINTIFF'S EXHIBIT

12171

ASI-1119

YOUR WINDOW ENSEMBLE GIVES HEAT AS WELL AS LIGHT



WHAT is half so pleasant as to be inside looking out when it's cold and blowy outdoors . . . when heat from the radiator makes your window a cozy nook.

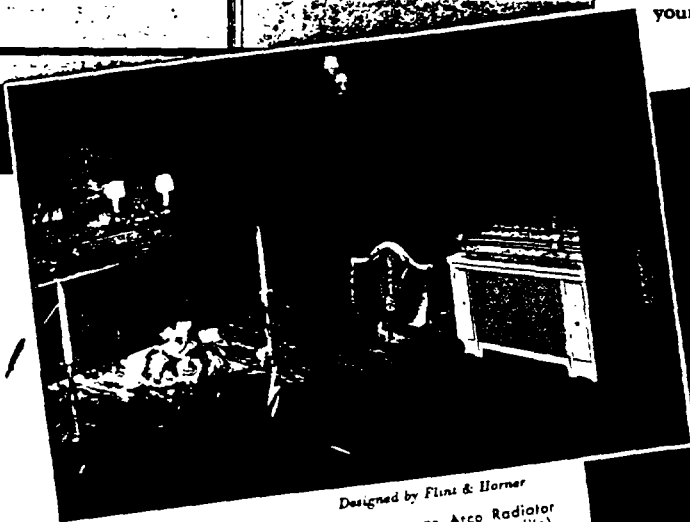
Then you are glad that your window ensemble is complete . . . gives you heat as well as light, air and sunshine. Your Arco Radiator sends a rising column of warmed air to shut out the cold. Transforms those shivery window caves with comfortable, genial warmth. Makes it as warm and snug around the window as anywhere else in the room.

Every Window a Picture

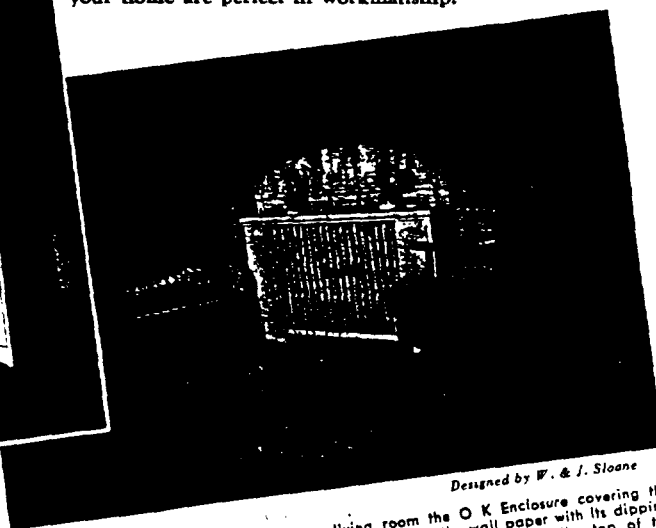
See how gracefully the Arco Radiator lends itself to your decorative scheme. It's always in good taste, in modern or period rooms. Recess the Arco under the window if you wish, or frame it with one of the scientifically designed, beautifully made Arco Enclosures. Both Arco and enclosure can be painted to harmonize with the woodwork or walls, bringing new charm as well as comfort unexcelled to your rooms. The small size of the Arco often solves the space problem when a larger radiator would crowd the rugs or hinder a satisfactory arrangement of the furniture.

Made in the World's Biggest Radiator Plant

Arco Radiators are made in the biggest radiator factory in the world—American Radiator's Bayonne Plant, Bayonne, N. J. Every Arco Radiator is tested twice at 120 pounds water pressure. Castings are gauged and checked to detect slightest flaw in dimensions or surfaces, an assurance that the Arco Radiators installed in your home are perfect in workmanship.



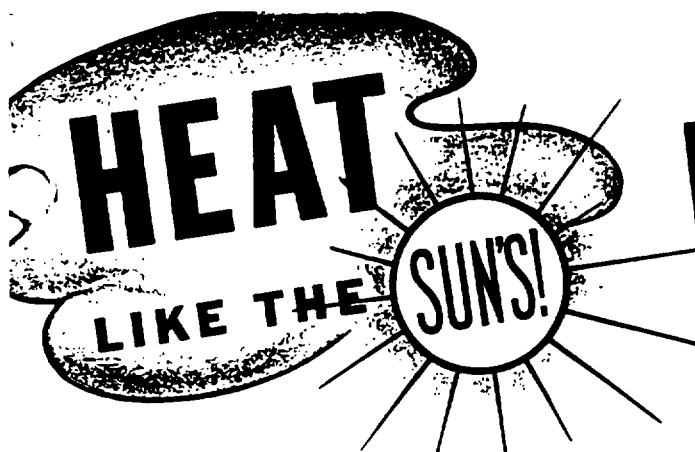
Designed by Flint & Horner
The designer of this attractive dining room chose an Arco Radiator with a cream colored O K Enclosure (with "Union Jack" front grille). The figured wallpaper and silk drapes combine to make a charming background for this complete window ensemble.



Designed by W. & J. Sloane
In this early American living room the O K Enclosure covering the Arco Radiator is ivory-tinted to match the wall paper with its dipping sailboats. Ivory flannel glass curtains hang just to the top of the enclosure, which is framed by sea-blue homespun draperies.



OK ARCO ENCLOSURES KEEP WALLS AND DRAPERIES CLEAN . . . Make Rooms Look Smart



How good it feels . . . the health-bringing heat of the sun pouring down . . . warming you through to the bone. And right in your own home you can have this same radiant heat—from Arco Radiators. The Arco gives two kinds of heat: Warm, upward-moving air to shut off drafts from the window; and radiant heat, pouring like the sun's rays from the front of the Arco into the lower part of the room. This is the heat that warms you when you're sitting down . . . keeps ankles, knees and feet warm . . . protects children playing on the floor . . . warms the walls and furnishings. It's the kind of heat that drafts can't blow away. Heat like the sun's. Dependable . . . comfortable . . . healthful.

The Little Radiator that gives More Heat

American Radiator technicians have proved it is not mere size in a radiator that counts, but the design of the radiator surface. Result: Now you can keep a room supremely comfortable with a slender little radiator whose width is only half the length of a woman's foot, and only knee-high. The three-tube Arco is only 3½ inches wide. It is so designed that every square inch of cast iron contributes heat. And because of its small size this radiator, whether used on warm water or steam systems, is exceptionally quick to heat up.

Arco Covers



The Arco Cover provides a convenient and attractive flat top on which bric-a-brac, flowers, or other objects may be placed, and also serves as a protection

to curtains and draperies. Sturdily built for lasting and satisfactory service.

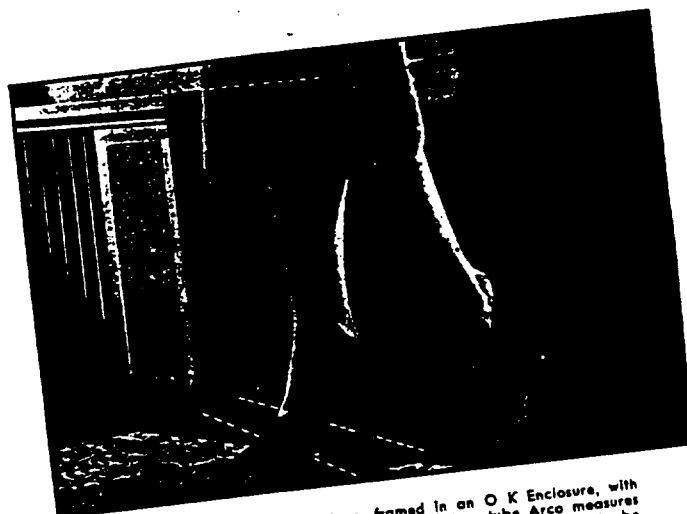
Convenient Time Payments

Arco Radiators can be installed in existing homes on the Better Finance Plan of American Radiator Company. No down payment. No red tape. Up to 3 years to pay.

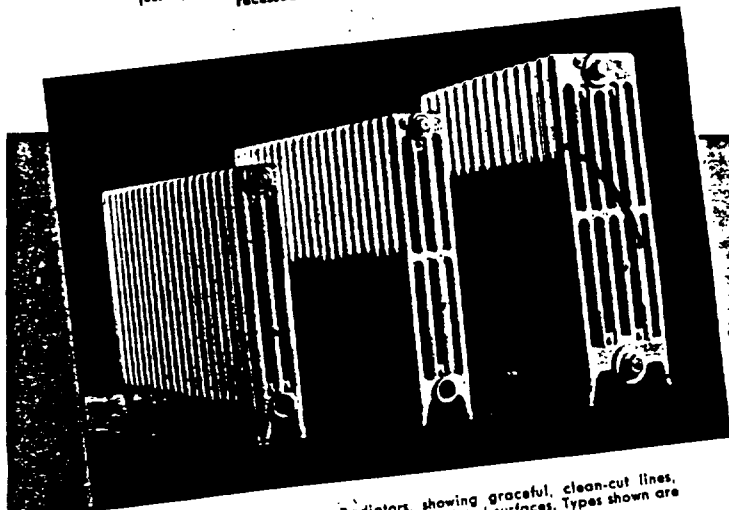
Ask your Heating Contractor to tell you how easily and inexpensively you can modernize your heating on this Better Finance Plan.



How good it feels . . . the luxurious warmth of the sun pouring over you. You can have the same kind of warmth . . . radiant warmth . . . in your home all winter long from Arco Radiators.



Compare the width of the Arco, framed in an O.K. Enclosure, with the length of a woman's foot. The enclosed three-tube Arco measures just 3½ inches from front to rear. The Arco is narrow enough to be recessed completely in the wall if you wish.



Close-up view of Arco Radiators, showing graceful, clean-cut lines, narrow widths and beautifully smooth painted surfaces. Types shown are 19 in. 3-Tube, 22 in. 4-Tube, and 25 in. 6-Tube.



IDEAL FOR NEW OR OLD HOMES

New home builders choose Arco Radiators for their ideal combination of small size, quick heat and low cost. Thousands of owners have modernized easily and inexpensively by replacing old-fashioned heating with these surprisingly small, slim, comfort-giving Arcos. Easily installed in existing buildings with little or no change in piping.

Made of cast iron, the material that has proved through years of fine service its undeniable excellence for heating installations. Rugged, long-lived. Prime-painted, as protection to iron and basis for finish coat. No dirt-catching imperfections. Very get-at-able for cleaning. 4 heights. 3 widths. Legs $2\frac{1}{4}$ inches, $4\frac{1}{2}$ inches or legless with wall brackets.

"OK" Enclosures—The "OK" enclosures, where used, permit ready access to valves through lift doors and are installed or taken down in a few minutes. They are specially made by American Radiator Company for every size Arco Radiator and are furnished in prime coat of gray paint.

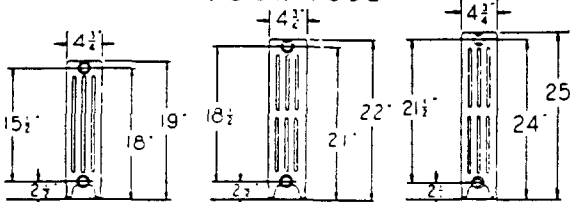
Union Jack pattern fronts and solid backs can be furnished, if desired, and hinged access doors can be substituted for lift doors.

"OK" enclosures are $1\frac{1}{4}$ " higher, $\frac{1}{4}$ " wider and 1" longer than enclosed Arco Radiator, allowing $5\frac{1}{4}$ " valve space at each end. Top or stool of enclosure overhangs $\frac{1}{4}$ " at each end and front.

Arco Covers—These covers are similar to tops of "OK" enclosures and are made in one piece to fit the Arco Radiator. They are $\frac{3}{4}$ " wider and 1" longer than radiator, allowing $\frac{1}{4}$ " clearance around sections.

RATINGS AND DIMENSIONS

FOUR-TUBE



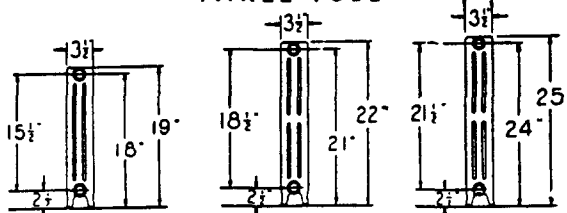
WIDTH $4\frac{1}{2}$ INCHES; CENTERS $1\frac{1}{2}$ INCHES

Number of Sections	Length Inches Per Section	HEATING SURFACE—BASED UPON THE STANDARD HEAT EMISSION OF 240 B. T. U. PER SQUARE FOOT PER HOUR		
		19-Inch Height 1.4 Sq. Ft. Per Section 0.933 Sq. Ft. Per Linear Inch	22-Inch Height 1.6 Sq. Ft. Per Section 1.067 Sq. Ft. Per Linear Inch	25-Inch Height 1.8 Sq. Ft. Per Section 1.200 Sq. Ft. Per Linear Inch
2	3	2.8	3.2	3.6
4	6	5.6	6.4	7.2
6	9	8.4	9.6	10.8
8	12	11.2	12.8	14.4
10	15	14.0	16.0	18.0
12	18	16.8	19.2	21.6
14	21	19.6	22.4	25.2
16	24	22.4	25.6	28.8
18	27	25.2	28.8	32.4
20	30	28.0	32.0	36.0
22	33	30.8	35.2	39.6
24	36	33.6	38.4	43.2
26	39	36.4	41.6	46.8
28	42	39.2	44.8	50.4
30	45	42.0	48.0	54.0

CONNECTIONS—Both steam and water extra heavy 1-inch malleable nipples at top and bottom. Can be supplied on special order with $\frac{1}{2}$ -inch legs, or without legs at no extra charge. For height of loop section only, subtract $1\frac{1}{2}$ inches from total height as shown above. End sections regularly supplied with 1-inch top tappings, $1\frac{1}{4}$ -inch bottom tappings, bushed if so specified.

RATINGS AND DIMENSIONS

THREE-TUBE

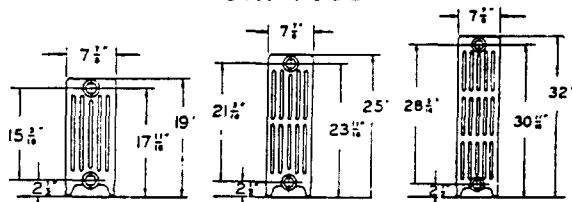


WIDTH $3\frac{1}{2}$ INCHES; CENTERS $1\frac{1}{2}$ INCHES

Number of Sections	Length Inches Per Section	HEATING SURFACE—BASED UPON THE STANDARD HEAT EMISSION OF 240 B. T. U. PER SQUARE FOOT PER HOUR		
		19-Inch Height 1.1 Sq. Ft. Per Section 0.733 Sq. Ft. Per Linear Inch	22-Inch Height 1.3 Sq. Ft. Per Section 0.867 Sq. Ft. Per Linear Inch	25-Inch Height 1.5 Sq. Ft. Per Section 1.000 Sq. Ft. Per Linear Inch
2	3	2.2	2.6	3.0
4	6	4.4	5.2	6.0
6	9	6.6	7.8	9.0
8	12	8.8	10.4	12.0
10	15	11.0	13.0	15.0
12	18	13.2	15.6	18.0
14	21	15.4	18.2	21.0
16	24	17.6	20.8	24.0
18	27	19.8	23.4	27.0
20	30	22.0	26.0	30.0
22	33	24.2	28.6	33.0
24	36	26.4	31.2	36.0
26	39	28.6	33.8	39.0
28	42	30.8	36.4	42.0
30	45	33.0	39.0	45.0

CONNECTIONS—Both steam and water extra heavy 1-inch malleable nipples at top and bottom. Can be supplied on special order with $\frac{1}{2}$ -inch legs, or without legs at no extra charge. For height of loop section only, subtract $1\frac{1}{2}$ inches from total height as shown above. End sections regularly supplied with 1-inch top tappings, $1\frac{1}{4}$ -inch bottom tappings, bushed if so specified.

SIX-TUBE



WIDTH $7\frac{1}{2}$ INCHES; CENTERS $1\frac{1}{2}$ INCHES

Number of Sections	Length Inches Per Section	HEATING SURFACE—BASED UPON THE STANDARD HEAT EMISSION OF 240 B. T. U. PER SQUARE FOOT PER HOUR		
		19-Inch Height 2.25 Sq. Ft. Per Section 1.5 Sq. Ft. Per Linear Inch	25-Inch Height 2.65 Sq. Ft. Per Section 1.966 Sq. Ft. Per Linear Inch	32-Inch Height 3.85 Sq. Ft. Per Section 2.566 Sq. Ft. Per Linear Inch
2	3	4.50	5.90	7.70
4	6	9.00	11.80	15.40
6	9	13.50	17.70	23.10
8	12	18.00	23.60	30.80
10	15	22.50	29.50	38.50
12	18	27.00	35.40	46.20
14	21	31.50	41.30	53.90
16	24	36.00	47.20	61.60
18	27	40.50	53.10	69.30
20	30	45.00	59.00	77.00
22	33	49.50	64.90	84.70
24	36	54.00	70.80	92.40
26	39	58.50	76.70	100.10
28	42	63.00	82.60	107.80
30	45	67.50	88.50	115.50

CONNECTIONS—Both steam and water extra heavy 1-inch malleable nipples at top and bottom. Can be supplied on special order with $\frac{1}{2}$ -inch legs, or without legs at no extra charge. For height of loop section only, subtract 1-inch from total height as shown above. End sections regularly supplied with 1-inch top tappings, $1\frac{1}{4}$ -inch bottom tappings, bushed if so specified.

AMERICAN RADIATOR COMPANY

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

40 West 40th Street, New York, N. Y.

Form No. 541—15M—5-38—C.P.