



It's so

IMPORTANT...

DON'T LEAVE YOUR HEATING TO CHANCE!

To be right, heating must be planned

No longer do we build a house and then look for a means of keeping it warm. Engineering skill and just plain common sense have taught us to do just the opposite! Today we take the many factors into consideration that affect the heating of our homes and apply them to our basic building plans. Thus, the heating system, as an integral part of our home, functions more efficiently, more dependably, and more economically. Better living through better planning—that's what we mean by planned heating.

...planned for the type of home you have in mind

Will your home have two stories? Or will it ramble? Is it going to have a basement? If so, how large? What about picture windows, stair wells, etc.? All these, and more, are factors your qualified heating dealer must take into consideration before you make your choice.

...planned for the size of home you have in mind

The selection of a heating system, and of a particular unit, depends largely upon the heating job called for in the years ahead. A poor selection will result in either an overworked unit or one that is out of proportion to what you need. The inevitable outcome is needless expense or less heating satisfaction for the winters to come.

...planned for the locality in which you'll build

Climate will have to be taken into consideration as it will affect heat loss, length of heating season, and temperature ranges. Moreover, comparative costs of gas, oil and coal are determined by local availability. Your qualified heating dealer can advise you on these points to help you make a wise choice.

...planned for the price you have in mind

The cost of your heating system is almost entirely determined by all the other factors mentioned on this page. Keep in mind that the best advice you have heard is to install a quality unit. Heating is an investment, not a bargain basement item. A quality unit will pay for itself again and again over the years.

...planned for the kind of heating you prefer

Once you have taken all the above factors into consideration, you are ready to make your choice—*tempering it with any strong personal preferences* you may have. Remember—you expect to live with your heating system for many years—so make certain it's what you really want! If you have any strong likes or dislikes, talk them over with your qualified heating dealer and your builder. Careful pre-planning can overcome many obstacles. Above all—get the right kind of installation . . . get the right heating unit . . . and all the joy and comfort of modern, planned heating will be yours in the many, pleasant years ahead.



LOOK FOR WATERBURY DESIGNED HEATING WHEREVER BETTER HOMES ARE BUILT

...first let's consider the simplest of modern heating systems

The gravity warm air method of home heating is by far the least expensive to install and offers a real economy of operation. However, this type of installation is practical only in homes that meet the following qualifications.

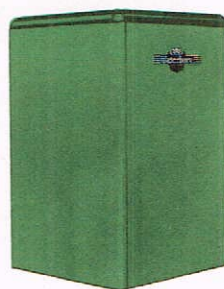
To begin with, the general layout of rooms must be fairly compact with the furnace and chimney located near the center of the basement. The size of the rooms should be average to small and should not number more than 4 to 5 on the first floor.

If your plans agree with those general specifications, you can go ahead with the installation if you so choose. Gravity warm air heat is designed especially for your type of home.

The advantages of gravity heating systems are self-evident. The relative compactness of space allows a simple, extremely economical method of introducing warm air into the rooms above the heating plant. The lighter, heated air flows upward, out of the registers and into the rooms. Heavier, room temperature air flows downward through the grills to be heated. The result is an automatic circulation of air. By the same token, the simplicity of the system makes for an economical installation, thus cutting the original cost to a great extent.

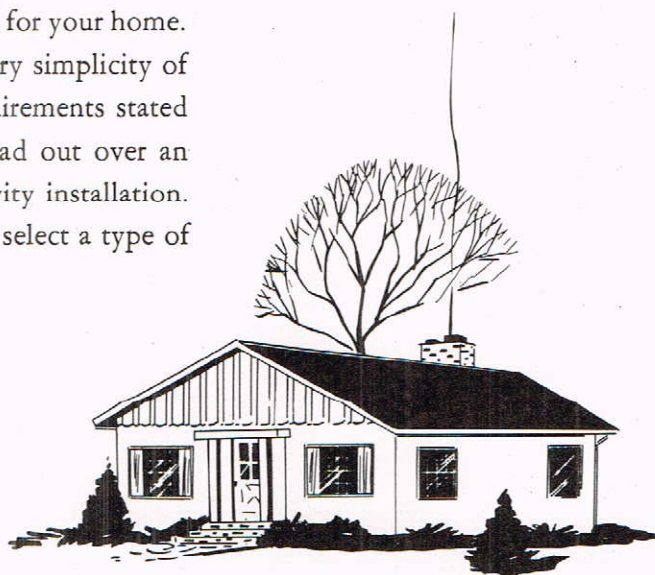
Before you go ahead with the installation of a gravity system, take the matter up with your authorized heating dealer. He'll look over your plans and tell you whether or not this type of heating would be practical for your home. It is important that you take this precaution, because the very simplicity of the system restricts it to just those homes meeting the requirements stated above. A large home, or one in which the rooms are spread out over an unusually wide area, cannot be heated adequately by a gravity installation. It would be wiser, and more economical in the long run to select a type of heating from those discussed on the following pages.

For a prompt and courteous consideration of your heating problems, call your nearest authorized Waterbury dealer.



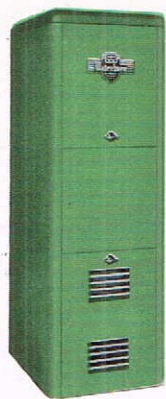
Beautiful design—faultless performance—proven dependability... the Waterbury gravity furnace. Models for gas, oil and coal.

GRAVITY WARM-AIR HEAT



MORE THAN 43 YEARS OF PLANNED HOME HEATING BY WATERBURY





The Waterbury gas or oil fired DownFlo is designed especially for floor panel heat. Models available for the smallest perimeter installation on up to the largest panel heated homes.

*... or perhaps your plans call for
the latest in heating systems*

A panel heated home presents an entirely different conception of heating comfort. Because it is something different, it has become a subject of great controversy wherever heating is discussed. A look at what it is, and how it works will help you to decide for yourself—with the aid of a good heating engineer—whether or not it is suitable for your new home.

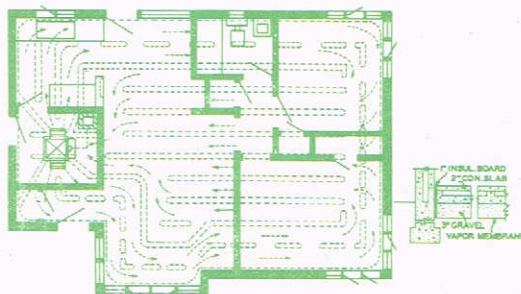


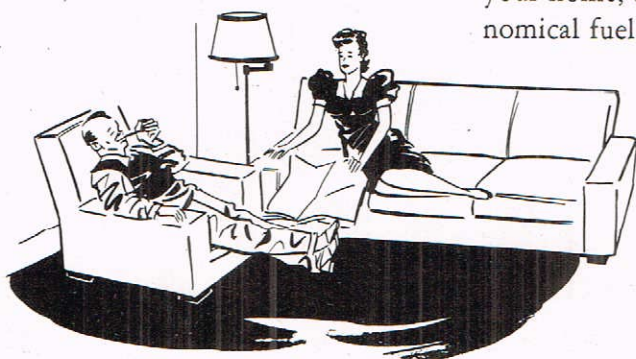
DIAGRAM OF PANEL INSTALLATION

PANEL HEAT

What Takes Place in a Panel System

Warm air is circulated through ducts in floor (as shown in this particular diagram) or in ceiling, giving uniform radiation of heat rays to all objects and occupants in the room. This radiation effect makes possible a feeling of comfort at lower than ordinary temperatures. The state of comfort without obvious heat is the closest approach yet to perfect indoor comfort, the final goal of warm air heating research engineers. However, some people like to feel "extra warm," and sometimes sharp outdoor temperature changes call for additional heat immediately. For these requirements—plus the advantages of humidified, filtered air and summer circulation—many heating engineers recommend that warm air registers be built into the panel. Direct warm air heating can be introduced into any room simply by opening the register!

Panel heat has proven itself ideal for the slab type or basementless home. Though the adoption of panel heat *does* add to the cost of construction of your home, it provides uniform heat for all parts of the house with an economical fuel consumption.



Let your Authorized Waterbury Dealer help you by making a heating layout for your new home. He is glad to be of service.



LOOK FOR WATERBURY DESIGNED HEATING WHEREVER BETTER HOMES ARE BUILT

...for your modern basementless home

Newer still is perimeter heat, becoming more and more popular with the builders of small, basementless homes. By laying warm air pipes in the floor along the outer wall of the home, a uniform floor temperature is maintained. Registers in each room, leading off the pipe, provide gently circulated, heated air all through the house. This system is possible only in small homes built on slabs.

If you have decided upon panel or perimeter heat, the only caution necessary is to make sure you obtain the services of a qualified heating supplier. If he agrees to make the installation, you can rest assured that there is sufficient heating research data and engineering facts behind his decision to guarantee real comfort in the future, the kind of comfort that can come only from modern, designed heating.

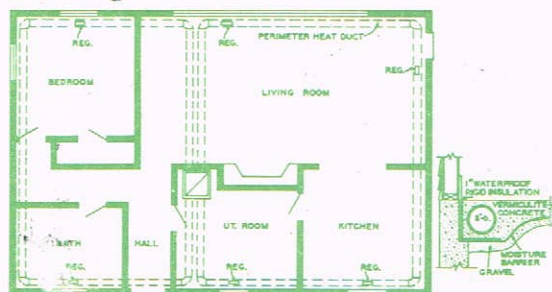


DIAGRAM OF PERIMETER INSTALLATION

These Modern Types of Heating, Properly Engineered, are Successful

Undoubtedly, shortly after the first moment you decided to build, the subject of panel or perimeter heat entered the picture. Since then, the idea (1) has been accepted wholeheartedly by all members of the family (2) was rejected on the spot (3) has ever since been subjected to great controversy, getting criticism and praise from every direction.

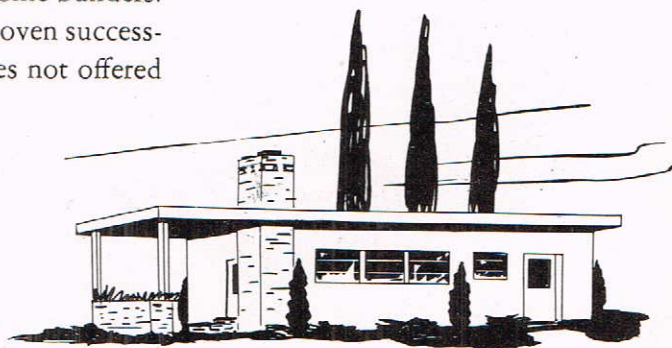
First of all, panel heat, though not new, is different—out of the ordinary. It presents some unknown factors to the average citizen. Add to that the claims of skeptics, now developed into full-grown rumors, and you have enough doubts to discourage all but the most imaginative of home builders. The fact of the matter is that properly installed panel heat has proven successful, and in certain types of homes will provide many advantages not offered by other systems.

For the latest facts on panel and perimeter heat—see your local Waterbury dealer—his advice will help you avoid mistakes.



The smaller Waterbury Down-Flo units are designed especially for perimeter heating.

PERIMETER HEAT



MORE THAN 43 YEARS OF PLANNED HOME HEATING BY WATERBURY





The Waterbury Air Conditioner for perfection in modern home heating. Models for gas, oil and coal.

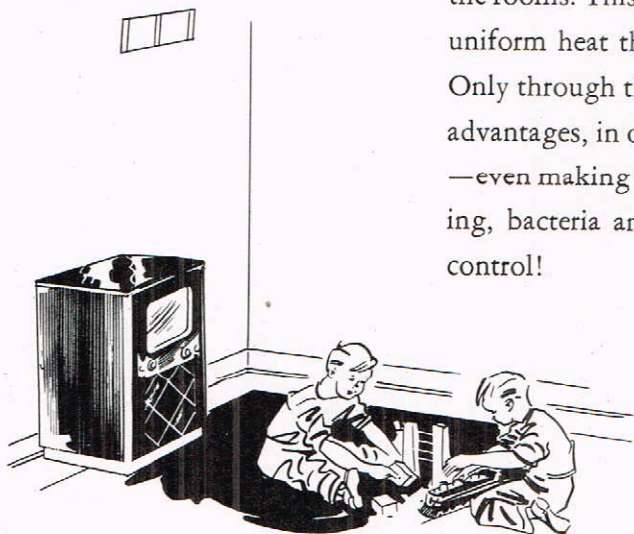
*... here's heating preferred by
the majority of today's planners*

Suppose the plans for your home or your own personal preferences have eliminated both gravity and panel heating. Then you probably are looking for the features found in a forced warm air system. This is the most popular type of heating used in homes today. It is easily adaptable to homes of all sizes—large, average and small. Where rooms are large or are to be spread out over an unusually wide area, forced warm air is especially suitable. An explanation of this system, how it operates and what it can accomplish, will serve to point out its particular advantages and enable you to apply its principles to your own particular situation. You will then see why this method of modern home heating has become the most popular in recent years.

FORCED-AIR HEAT

What Takes Place in a Forced Air System

Air movement in this type of heating system is controlled by a blower mounted within the casing of the heating unit. Room temperature air is first drawn into the unit and is moved through filters which remove impurities such as dust particles and lint. It is then heated to the proper temperature. As the air leaves the unit, the proper amount of moisture is added, giving it an out-of-doors freshness. The now heated, filtered, and humidified air is forced up through the ducts, expelled from the registers, and moved gently through the rooms. This constantly circulating air provides a freshness and remarkably uniform heat throughout your home—and throughout the heating season. Only through the use of a forced warm air heating system can you secure the advantages, in one package, of humidification, filtration, and circulation. Yes—even making possible the future addition of equipment for automatic cooling, bacteria and pollen elimination—truly the ultimate in indoor climate control!



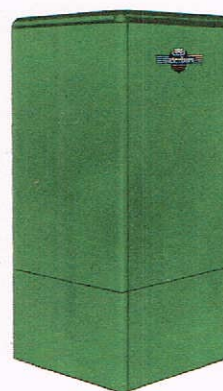
Your factory-trained Authorized Waterbury Dealer has been helping home builders for many years. May he be of service to you?



LOOK FOR WATERBURY DESIGNED HEATING WHEREVER BETTER HOMES ARE BUILT

*... it's often described as "the ultimate
in modern home heating"*

Perhaps your home will not have a basement, and you have decided against installing panel or perimeter heat. What then? The answer is that you can still have forced warm air heat without sacrificing valuable floor space in order to accommodate a large conventional air conditioning type unit. A hi-boy model air conditioner, such as the one shown at the upper right, is designed especially for basementless homes or homes with part basements where space economy is to be desired. In this type of unit, the blower compartment is located below the unit proper allowing the entire heating plant to be fitted into a surprisingly small amount of floor space—either in the basement or the utility room.



The Waterbury Hi-Boy.
Compact for space economy—
a complete air conditioner—
models for gas and oil.

Where to Find the Right Heating Unit for Your Home

Once you have decided upon the type of heating you will have in your new home, you are ready to have the system drawn into your plans. Here, your nearest authorized Waterbury dealer can be of great assistance. His long experience in modern home heating; his particular application of knowledge and skill on every installation; and careful factory training has earned for him the right to represent Waterbury in your area. Ask him for complete information about the Waterbury line—or, better yet, let him show you, firsthand, the complete line of Waterbury units. He has furnaces and air conditioners designed especially for the type of heating you want in your home. Wherever you live—whatever your heating needs, investigate Waterbury first. It's your assurance of modern home heating at its very best.

FORCED-AIR HEAT



Designed Heating BY Waterbury

Waterbury, in their complete line of modern home heating equipment, offers to you the assurance of making the one right selection of a heating unit for your home. You can make that all-important choice and be secure in the knowledge that you will enjoy efficient, dependable, and economical home heating. From Waterbury you gain the confidence of quality. If you don't know the name of your Authorized Waterbury dealer, just write to us. We'll supply you with all the information you need.

Remember!

IT'S WHAT'S UNDER THE CASING THAT COUNTS!

The **Waterman-Waterbury Co.**
1147 JACKSON STREET, N. E. • MINNEAPOLIS 13, MINN.

