



home heating

THE MODERN,
LOW-COST WAY
TO

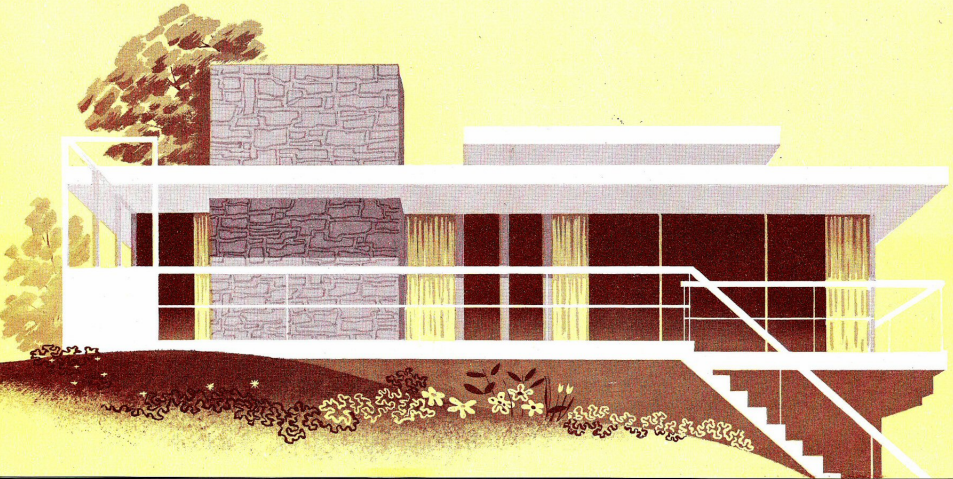
home heating comfort

IN THAT NEW HOME you're going to be so proud of, there'll be nothing quite as important as the heating system you install. Here—where comfort begins—you'll want *automatic* heating equipment you can depend on.

For satisfaction, economy, and dependability throughout the years, insist on General Electric home heating. It's completely automatic . . . and it's manufactured by one of the leaders in home heating. There's a G-E unit for *every type* of heating system—steam, vapor, hot water, radiant panel, or warm air. No matter which G-E unit you choose you'll get amazing economy and reliable service . . . real *luxury* comfort all winter long.

G-E BOILERS AND WARM AIR
FURNACES—for Oil or Gas!

G-E AIR-WALL HEATING . . .
radiant heat **plus** forced
warm air heat from
a standard G-E Furnace!



new, greater comfort

FOR WARM AIR HEATING . . .

an amazing new system of distributing heat

from a standard G-E furnace!



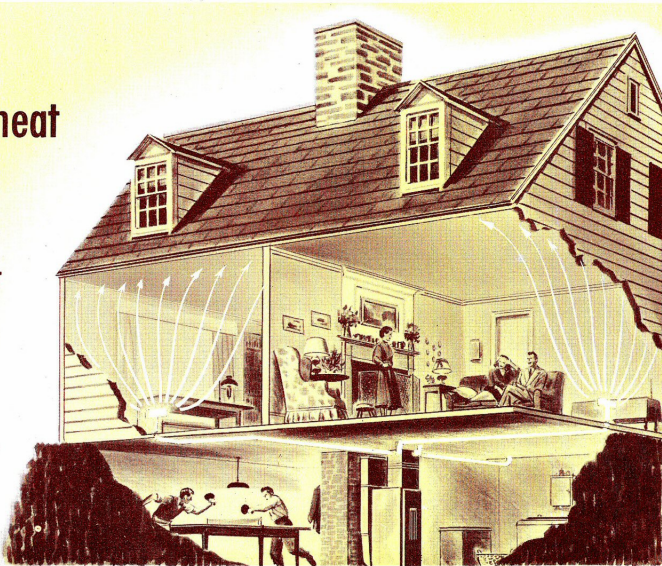
AIR WALL

HEATING

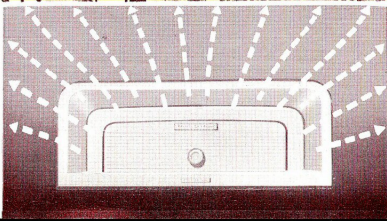
2 types of heat
in **1**

**FORCED WARM AIR HEAT
PLUS
RADIANT HEAT**

A G-E warm air furnace . . .
the G-E thermostat . . . small
diameter ducts . . . and the
unique G-E *Air-Wall Register*
. . . team up for greater
comfort and savings in fuel.



The G-E Air-Wall Register—Notice the pattern of heated air from the unique G-E register. It blankets the cold walls of the rooms in your home . . . and warms them so they actually radiate heat!



Only G.E. OFFERS SUCH A COMPLETELY ENGINEERED AND COORDINATED HEATING SYSTEM

Greater Comfort, complete freedom of furniture placement, and quieter operation . . . you get them all from new G-E *Air-Wall* Heating—the most important home-heating development in years! No special furnace is needed. G-E *Air-Wall* Heating teams up with the time-tested, standard G-E Warm Air Furnace, for either gas or oil. G-E *Air-Wall* employs new small-diameter ducts and the unique new G-E register to bring you greater comfort and fuel savings!



YOU GET THESE ADVANTAGES FROM **G-E AIR-WALL** HEATING



Benefits of 2 types of heat! The new G-E *Air-Wall* Register, a product of G-E research and engineering, is generally placed just above the baseboard. It directs air up and out in front of the wall . . . warming the cold surface so it radiates heat. You get better forced warm air heat, too. The air pattern cuts down natural cold drafts which normally creep down cold walls.



Freedom of furniture placement! You can sit directly in front of the *Air-Wall* Register and feel no draft . . . no uncomfortable hot blasts.



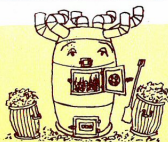
Balanced heat in all rooms! You can accurately adjust heat flow to each room in the home by simple adjustment of the damper on each duct, with minimum disturbance to the "balance" of heat to other rooms.



Even floor-to-ceiling temperatures! The wall of warmed air diffuses quickly with other air to give even temperatures throughout the room. Warmer floors, too! In the morning, you feel no cold air that has settled overnight in the ducts.



Quiet! Small *Air-Wall* ducts dampen furnace noise more readily than large ducts. *Air-Wall* Register design with insulated dampers also helps to reduce noise.



Beauty in the basement! Do more living, less head-bumping in your basement. *Air-Wall* ducts are small and neat. G-E furnaces are compact and handsome. And, of course, you get heat that is completely automatic and warmed air that is both filtered and humidified. *Air-Wall* operates with the G-E Warm Air Furnace—oil or gas.

Only General Electric offers such a completely engineered heating system from furnace to the rooms in your home.

FOR STEAM, VAPOR, HOT WATER,
OR RADIANT PANEL HEATING SYSTEMS



oil boilers

**MODERN DESIGN gives you
luxury comfort with low, low fuel costs**

Here is the famous G-E Oil Boiler—a completely coordinated heating unit . . . planned, designed, and built to give you the most heat . . . at the least cost . . . from every drop of oil you burn. It's packed with engineering features that spell greater home comfort and economy for you! If you're planning on oil heat, the General Electric Oil Boiler is the perfect answer!

**WHY G-E OIL BOILER
SAVES YOU MONEY—
GIVES MORE COMFORT . . .**

G-E burns all the oil! The G-E burner nozzle mixes oil and air in a special mixing chamber, then *atomizes* the oil bubbles into millions of quick-flaring particles, which burn completely!



G-E "turn-back flame" gives more heat, clean heat! The down-burning flame turns back on itself, and you get long 2-way flame travel . . . with the greatest amount of heat. Flame burns *clean* because it *burns all the oil*. No soot or oil smell.



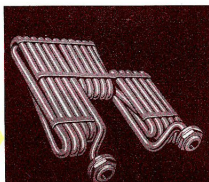
Quick heat! G-E steel combustion chamber walls permit rapid transfer of heat from flame to water and extract all possible heat from fast-burning oil, quickly! The G-E Oil Boiler requires only a minimum amount of water . . . so there are no extra gallons to soak up heat.



G-E "heat trap" design saves fuel! Maze-like flue passage is at bottom, so less heat is lost up chimney. Heat goes to home longer during shutdown periods, too!



**NOW—INSTANTANEOUS DOMESTIC
HOT WATER ALL YEAR LONG!** You get hot water all year long from G-E's new built-in instantaneous hot water coil—right from the same unit. Coil is available as an accessory.



ATTRACTIVE!

The G-E Oil Boiler is small and compact with a handsome blue-grey finish that's as easy to clean as your refrigerator. You'll be proud to display it to guests. Complete boiler is enclosed in one attractive jacket.

G-E SUPER-SENSITIVE CONTROLS AND SAFETY FEATURES FOR COMPLETE DEPENDABILITY

CONVENIENCE AND FUEL-SAVING—



Select temperature you want with attractive G-E Room Thermostat.



Optional G-E Day-Night Time Switch automatically sets back temperature at night, turns it up in the morning.

SAFETY—



G-E Flame Detector shuts down unit within 5 seconds in case of flame failure.



G-E Limit Switch shuts down unit if pressure or temperature gets too high.



G-E Master Control electrically coordinates all starting and running.



G-E Flue Pressure Switch shuts off unit in case of undue pressure in flue passages.



G-E Low Water Cutoff stops burner if water level is too low.



FOR LONG LIFE—G. E. gives you welded steel boiler construction, and the entire G-E unit—boiler, burner and controls—is designed, manufactured and "packaged" as a completely coordinated heating plant. General Electric stands behind the entire unit!

"Many home owners report fuel savings up to 50%!"

FOR WARM AIR SYSTEMS



oil warm air furnaces

**NEW ECONOMY
... NEW COMFORT**

General Electric Warm Air Furnaces bring you something new in automatic home heating! They're the result of years of G-E research and study in controlling the conditions of the air you breathe. They bring you greater comfort...at less cost!

**HERE'S WHAT THE
MODERN G-E
WARM AIR FURNACE
DOES IN YOUR HOME...**

Heats! Economically warms the air to temperature you desire.



Humidifies! Healthfully moistens the air you breathe, relieving the dryness that's so unpleasant in the winter.



Filters! Keeps air cleaner, cuts housekeeping by filtering all air through replaceable panels of spun glass wool which remove dust and dirt.



Circulates! Moves air gently throughout every room in the house for your greater comfort.



Summer comfort too! Even in the summer, your G-E Oil Warm Air Furnace gives you greater comfort. During hot weather the blower may be kept running alone, gently circulating air throughout the house.



**WHY YOU
SAVE MONEY**

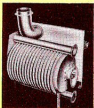
G. E. burns all the oil! The G-E Furnace uses famous G-E "Atomizer" method of burning oil. All the oil goes to heat your house, because every drop is shattered into millions of microscopic particles which burn completely.



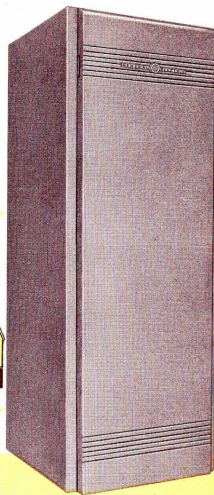
G-E "turn-back flame" gives more heat because the hot gases from the burning oil stay in the heating chamber longer.



Quick heat! The heat transfer element is made of rugged steel with external finned surfaces for high heat transfer rate. When burner is on, heat is transferred *rapidly* to the air moving to the rooms of your home. When burner is off, there is less stored heat to be lost up the chimney.



Designed for use with G-E Air-Wall Heating or with standard forced warm air systems.



**G-E SUPER-SENSITIVE CONTROLS
AND SAFETY FEATURES
FOR COMPLETE DEPENDABILITY**

CONVENIENCE AND COMFORT—



Attractive G-E Room Thermostat allows you to select temperature you want.



G-E Fan Switch automatically starts fan when the furnace has warmed up. Fan continues to run after burner shuts off to take advantage of heat still in the furnace.

SAFETY—



G-E Master Control—with electric precision—times the sequence of operations during start-up.



G-E Flame Detector shuts down unit in case of failure.



G-E Limit Switch shuts off flame if furnace temperature rises too high, allows it to start again when temperature drops sufficiently.



G-E Automatic Shut-off Valve prevents oil flow when unit is not operating.

ATTRACTIVE, COMPACT! The G-E Oil Warm Air Furnace is small and smart-looking. The handsome grey finish will blend with any decorative scheme. You'll be able to have a basement that's as clean and attractive as any part of the house. You get additional living space.



G-E Oil Warm Air Furnace is a completely coordinated design with no waste space. It is completely factory-built and tested, shipped to you as a packaged unit.

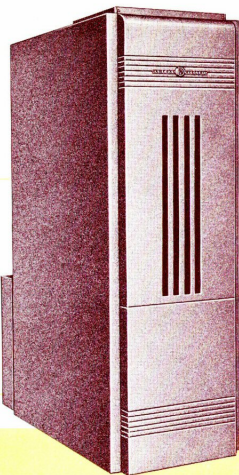


gas warm air furnaces

Dependability and Convenience . . . Economically

The General Electric Gas Warm Air Furnace does *more* than merely give you comfortable, automatic warmth. It makes summer spend the winter in your home! It's an extremely simple and compact unit that's easy to install. And it's completely modern!

Designed for use with G-E Air-Wall Heating or with standard forced warm air systems.



HERE'S WHAT THE G-E GAS WARM AIR FURNACE DOES IN YOUR HOME . . .



Heats! Economically warms the air to the temperature you desire.



Circulates! Moves the warmed air gently throughout all the rooms in your home, for more even temperatures.



Humidifies! Healthfully moistens the air to relieve the dryness that's so unpleasant in wintertime.



Filters! Keeps air cleaner by forcing all return air through replaceable glass wool filters which strain out dirt and dust. You keep a cleaner house, with less dusting and vacuuming, lower cleaning bills.



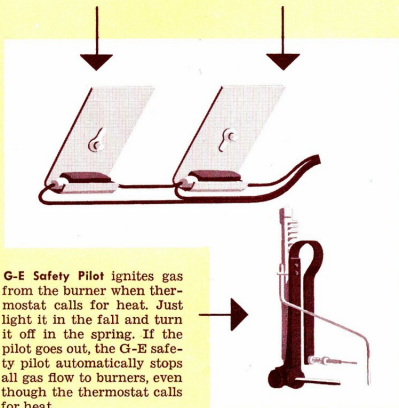
Summer comfort, too! Even in the summer, your G-E Gas Warm Air Furnace gives you greater comfort. During hot weather the fan may be kept operating alone, gently circulating air throughout the house.

for dependability and convenience . . .

G-E Fan Switch automatically turns on fan when air in the unit reaches a comfortable temperature — turns it off after burner has stopped

and temperature in unit has cooled.

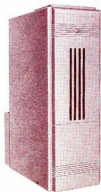
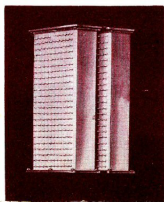
G-E Limit Switch automatically maintains normal operating temperatures.



G-E Safety Pilot ignites gas from the burner when thermostat calls for heat. Just light it in the fall and turn it off in the spring. If the pilot goes out, the G-E safety pilot automatically stops all gas flow to burners, even though the thermostat calls for heat.

HOW G-E GIVES YOU ECONOMICAL HEAT . . .

Here's the famous G-E pin-point heat transfer surface. It quickly warms the air which passes over the "pin-points." G-E design gives you a compact unit that furnishes more heat from less fuel.



ATTRACTIVE! The blue-grey finish of the G-E gas furnace blends beautifully with any decorative scheme. Small, compact!

Completely Coordinated Unit with no waste space. The G-E gas furnace is tailor-made to solve your home heating problems.

FOR STEAM, VAPOR, HOT WATER,
AND RADIANT PANEL HEATING SYSTEMS

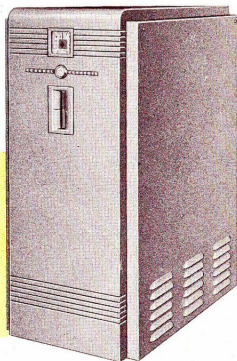


gas boilers

QUICK, QUIET...

ECONOMICAL GAS HEAT

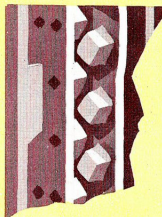
The new General Electric Gas Boiler *comfort-conditions* your home. It's small and compact, gives you clean, trouble-free heat... gives you maximum heating value from the gas flame.



Completely coordinated design!

No waste space.
Tailor-made to solve your home heating problems.
Quick and easy to install.

Dependability and convenience with these G-E automatic controls!

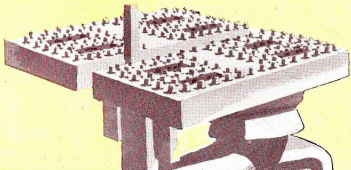


quick heat!

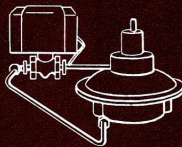
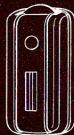
... because General Electric engineers have designed a highly efficient heat transfer unit. Unique, diamond-shaped, cast-iron projections break up the hot gases and force more heat, quickly, to the water-backed surfaces of the boiler and then into the rooms of your home.

quiet heat that's clean!

All burners in the G-E Gas Boiler are designed and sized to burn completely the specific type of gas used in your area. That means you get even, smooth ignition and quiet-burning flames. Careful attention to gas combustion design details throughout the boiler maintains the inherent cleanliness of gas as a fuel.

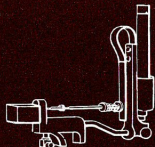


G-E Room Thermostat permits you to set and hold the desired room temperature.



G-E Governor regulates gas pressure, automatically turns gas off when house has reached proper temperature. If there is a power failure, gas flow can be controlled manually.

G-E Low Water Cutoff Assembly—stops gas supply when water level drops too low, prevents the burner from starting until water level is brought up to proper level.



G-E Thermostatic Safety Pilot ignites the gas when thermostat calls for heat, turns off gas if the pilot goes out.

TROUBLE-FREE! Many case histories on file back the reputation of the G-E Gas Boiler for reliability. They show years of continuous, trouble-free operation. Here is a unit that assures you of clean, comfortable, even, automatic heat!

ECONOMY! Take advantage of all the benefits of gas as a fuel with the G-E Boiler. It delivers maximum heating comfort at low fuel cost.

GOOD LOOKING! The clean, blue-grey finish of G-E Gas Boilers blends well with any decorative scheme. When you own one, it's easy to change your cellar into a basement playroom.

before you build

Check these G-E Automatic Home Heating Features—

- Lower fuel costs
- Space-saving compactness
- Clean, quiet heat
- Automatic comfort controls
- Safe, dependable operation
- Fast, even heat
- Long-life construction
- Attractive, durable cabinets
- Reliable, coordinated design
- Fast, easy installation

For low cost, dependable steam, vapor,
hot water, or radiant panel heating—

G-E OIL AND GAS BOILERS

For dependable, economical
warm air heating—

G-E OIL AND GAS WARM AIR FURNACES

For greater comfort with forced
warm air and radiant heat—

G-E AIR-WALL HEATING

Further information may be obtained from any of the General Electric Company District Offices listed below:

ATLANTA 3, GEORGIA
410 Red Rock Building
Tel: Walnut 9767

BOSTON 15, MASS.
700 Commonwealth Avenue
Tel: Commonwealth 6-5722

CHICAGO 54, ILLINOIS
The Merchandise Mart
Room 1127
Tel: Delaware 8510

CINCINNATI 2, OHIO
617 Vine Street
Room 1328
Tel: Parkway 3431

CLEVELAND 14, OHIO
925 Euclid Avenue
Room 524
Tel: Main 0564

DALLAS 2, TEXAS
903 Ross Avenue
The Norman Building
Tel: Central 4182

DETROIT 2, MICHIGAN
General Electric Supply Corp.
680 Antoinette Street
Tel: Trinity 5-9400

KANSAS CITY 6, MISSOURI
106 West 14th Street
Suite 2510
Tel: Victor 9745

LOS ANGELES 15, CALIF.
1233 South Hope Street
Tel: Richmond 9371

NEW YORK 22, NEW YORK
570 Lexington Avenue
Tel: Plaza 5-1311

PHILADELPHIA 22, PENNA.
1405 Locust Street
Tel: Pennypacker 5-9000

PITTSBURGH 22, PENNA.
535 Smithfield Avenue
Tel: Atlantic 6400

ST. LOUIS 8, MISSOURI
3824 Lindell Boulevard
Tel: Lucas 2778

SALT LAKE CITY 9, UTAH
200 South Main Street
Tel: 4-1891

SAN FRANCISCO 6, CALIF.
235 Montgomery Street
Tel: Douglas 3740

SEATTLE 4, WASHINGTON
211 James Street
Tel: Seneca 8300

WASHINGTON, D. C.
806—15th Street, N. W.
Tel: Executive 3600

GENERAL  ELECTRIC

AUTOMATIC HEATING DIVISION

5 Lawrence Street • Bloomfield, New Jersey