

AMERICAN RADIATOR COMPANY

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

40 WEST 40TH STREET
NEW YORK

November 24th, 1937

TO ALL WHOLESALERS:

We have news for you now that is front page stuff so far as the heating industry is concerned!

It's a new American Radiator product - The Arco Radiator Booster that gets as much as 100% more heat from radiators without increasing their size.

A portable inexpensive fan device which can be attached to a radiator, plugged into an electric outlet and blows the warmth into the room. Ideal for those times when you want a little extra heat from a radiator that normally is ample!

Simple? Yes, but no one has done it before. It's a brand new, unique idea and every radiator-heated home in the United States should be in the market for one.

Consider the times when this new Ventilorad - the Arco Radiator Booster - will come in handy!

In bedrooms of elderly people. Nurseries. Bathrooms during bathing and dressing. For people who are "always cold" even in a warm house. Sick rooms. Any bedroom at getting-up time. Dining room at breakfast time. For those days when a cold makes you feel chilly. To warm a bedroom quickly for an unexpected guest. To warm a room quickly when the heating plant is just started. In rooms which have ample radiation except in unusually cold weather. You just carry the Arco Radiator Booster where you want it, attach it, and get heat at once.

So many are its uses, so low its cost and so instantly and easily can it be applied to any radiator-heated home that you should find the Arco Radiator Booster a profit-maker from the start.

Have your salesmen begin at once to sell their trade. The market for the Arco Radiator Booster is tremendous. Thousands of electric heaters (hot spots) are sold annually. You see them on display in drug stores, hardware stores and department stores. The Arco Radiator Booster takes the place of the electric heater, does a better job, lasts longer and means additional business for your customers and for you.

It's something new - something novel - something that "clicks" at once something easy to sell.

Attach it to a radiator in your own showroom, for a live demonstration that will create interest, draw prospects and make sales. Put a sign in your window calling attention to the "extra heat without an extra radiator" display inside. Be sure you include the Booster in any advertising you do.

We attach an attractive circular describing the new product, which may be had in quantities from your nearest American Radiator Branch and which should be in every salesman's kit. Be sure they appreciate that the Booster has sales appeal and quick sales possibilities such as is attached to few of the other items they offer. And be sure they feature it on every call they make on the trade.

We know that you and your salesmen, like ourselves, will be boosters for the Booster from now on!

Sincerely yours,



Vice President
General Manager Sales

A.R.Herske

PRICES AND TERMS

To The Trade:

Model 333	\$11.95
Model 334	19.25

To The Wholesaler:

Lots of 12, immediate shipment, Trade Price
Less 15%.

Introductory Discount - Lots of 6, immediate shipment,
Trade Price Less 7½%.

Terms:

Cash discount: - 2% 10 days.

Freight: - F.O.B. Terminal Plant, Buffalo, N. Y.

● VENTILORAD

Arco Radiator Booster

Extra heat without
an extra Radiator



The Arco Radiator Booster assures luxurious warmth and comfort in your bedroom or bathroom at getting-up time. Just snap the button when you step out of bed for instantaneous heat!



Older people and little children need extra warmth. Now you can supply this heat to their rooms whenever needed, without adding more radiation, by means of the Arco Radiator Booster.

Many an older radiator system gives ample heat nine-tenths of the time. It's just those special occasions when a little extra heat will mean real, genuine comfort. And now there's a way to have that extra warmth when you want it and where you want it—easily, inexpensively, without adding radiators or making any change in the heating system.

All you need is the new specially designed Ventilorad—the Arco Radiator Booster. This novel device that clamps to the radiator or slips beneath it can be carried from room to room and attached to any radiator in your house as extra warmth is desired.

Wherever you plug it into an electric outlet and snap the switch, the Arco Radiator Booster instantly lives up to its name. It speeds up the circulation of air through the radiator . . . fans the warmth into the room. You can have generous heat quickly in the early morning in your bedroom or bath, to make getting up a pleasure. Put it in the nursery on bitter cold days to keep the youngsters cozy. Or attach it to the guest room radiator when grandmother comes to visit. An amazingly simple, practical, low-cost way to get more heat . . . quick heat from your radiators!

Some of the ways you'll use the Arco Radiator Booster:

- Dining room at breakfast time
- For people who are "always cold"
- For days when a cold makes you chilly
- To warm a room quickly for an unexpected guest
- Sick rooms
- To warm a room quickly when the heating plant is started
- In rooms having ample radiation except in unusually cold weather

PORTABLE RADIATOR ATTACHMENT

Increases Heat Output Up to 100%

Plug In Anywhere.

The Arco Radiator Booster is a portable device which will increase the output of a radiator as much as 100 per cent, depending on the size of the radiator.

MODEL NO. 333. Consists of two propeller-type fans, mounted in an attractive ivory enameled jacket, which draw air through the grille and discharge it through the radiator. The unit is attached to tube-type radiators by means of brackets which hook over the top of the radiator between the sections. Two sets of insulated brackets are furnished. One set for use on radiators with tubes $1\frac{1}{2}$ " on center, the other for radiators with tubes $2\frac{1}{2}$ " on center. The unit may be used on radiators from three to six tubes in width. One size only. A toggle switch is mounted at the side of Model 333 and is furnished with 6' of rubber insulated wiring with rubber plug. Motor is self-oiled.

SPECIFICATIONS:

Motor 110 Volts 60 Cycle A. C.
Electrical Consumption 60 Watts
Dimensions $17\frac{1}{4}$ " long, $9\frac{3}{4}$ " high, $4\frac{3}{8}$ " deep
Weight approximately 12 lbs.

MODEL NO. 334. This model is designed to fit under tube-type radiators which have a 3-inch clearance from the floor. It consists of a small motor-driven blower, the discharge of which is attached to a distribution tube. This tube is placed under the radiator and when the blower is in operation air is blown upwards through the radiator. Specially designed vanes in the discharge opening of the distribution tube produces a Venturi effect which increases the amount of air passing through the radiator. The unit may be inserted under the radiator from either end. Where insufficient clearance or existing piping connections make insertion under the radiator impossible, Model 334 may be placed directly in front of the radiator.

A leaf spring support under the blower housing and a rubber bumper under the end of the tube insure quiet operation.

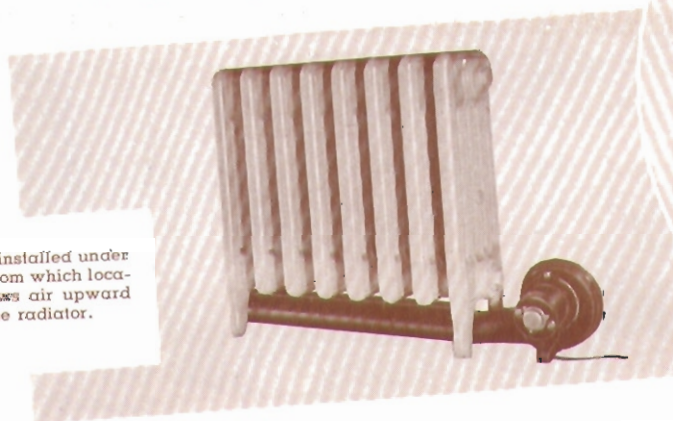
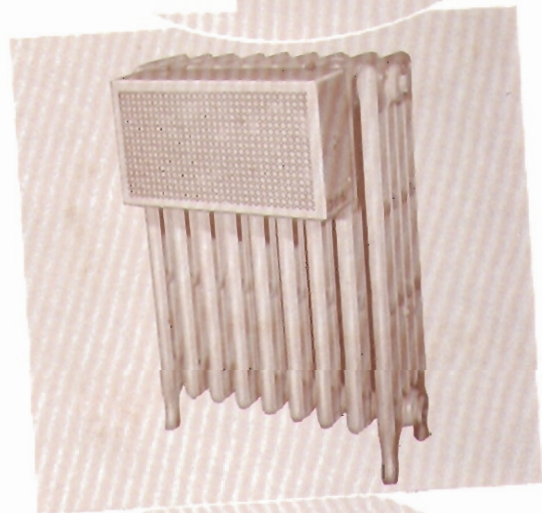
Six feet of rubber insulated wire with switch and plug are provided. This model is furnished in black enamel. One size only.

SPECIFICATIONS:

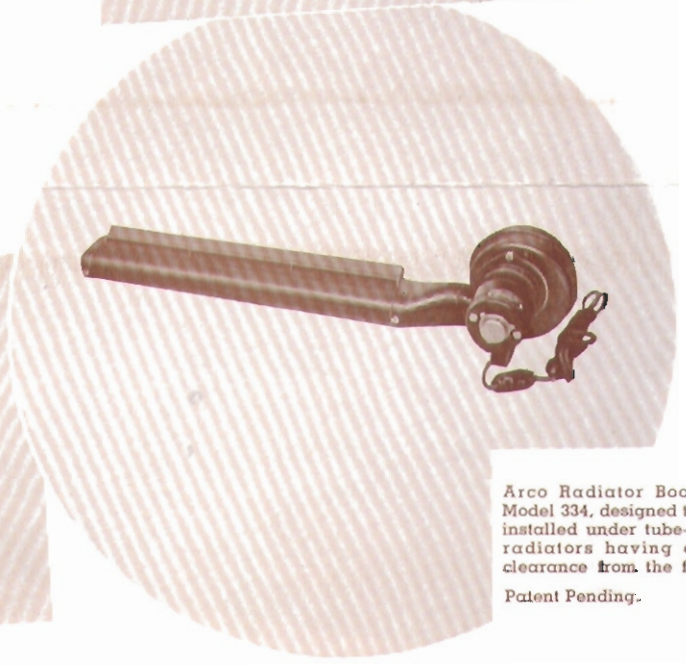
Motor 110 Volts 60 Cycle A. C.
Electrical Consumption 40 Watts
Length Overall $27\frac{3}{8}$ "
Length of discharge opening $17\frac{1}{2}$ "
Weight approximately $6\frac{1}{2}$ lbs.



View of Arco Radiator Booster Model 333. Below, Model 333 mounted on front of radiator. Patent No. 2069190.



Model 334 installed under radiator, from which location it blows air upward through the radiator.



Arco Radiator Booster Model 334, designed to be installed under tube-type radiators having a 3" clearance from the floor. Patent Pending.

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