IDEAL BOILERS & RADIATORS

ADVERTISEMENTS

CIBSE Heritage Group
IDEAL BOILERS AND RADIATORS

The name “Ideal” was first used on heating products manufactured by the National Radiator Company in the United States, which was established in 1902. The firm constructed an English factory in Hull beginning in 1906 and traded as the National Radiator Company. It was using the Ideal name on its products from 1920 and possibly before.

In 1934, a public company was formed to acquire the business of manufacturing Ideal boilers and radiators from National Radiator Company. This UK Company was reformed as Ideal Boilers & Radiators.

In 1938, it was exhibiting Ideal boilers, radiators, Rayrads and a variety of accessories for central heating and hot water supply. It also displayed a range of vitreous china sanitary ware.

By 1948, the Company was controlled by the American Radiator & Standard Sanitaryware Corporation. The name was changed to Ideal Standard in 1953.
It’s just as well to start right. The house that promises the greatest ultimate satisfaction is the one fitted with Ideal Warming. That means you can keep the whole house beautifully warm from one fire in the kitchen, while plenty of hot water is always ready day and night for baths and domestic use. No other method will give you the same constant comfort and convenience at such low daily cost for fuel. Ideal Warming is equally suitable for old or new houses; it is simple in operation and perfectly safe.

Send for Booklet ZH4, post-free
See our Display at the Ideal Home Exhibition
STAND No. 46, GROUND FLOOR, GRAND HALL.

**IDEAL BOILERS & RADIATORS LIMITED**
Ideal Works, HULL, Yorks.
Showrooms:
LONDON: Ideal House, Great Marlborough Street, W.1.
BIRMINGHAM: 35 Paradise Street, also at HULL.

1935
The 'Ideal' Way
Healthful Warmth Day and Night

The comfort of Ideal Warming is constant. Going to bed, and getting up in the morning, the same pleasing warmth surrounds you. All day long the house is kept warm and free from damp—safeguarding you against winter ailments. In addition, you are always sure of an abundance of hot water for baths, etc., a dual, trouble-free service at the lowest possible daily cost.

Ideal
Boilers & Radiators

Ideal Warming is suitable for old or new houses—large or small. It is simple in operation and perfectly safe, burns smokeless fuels, prevents frozen pipes.

An initial payment and monthly instalments can be arranged.

WRITE FOR IDEAL BOOKLET, Z.H.I.

Ideal Boilers & Radiators Limited

Ideal Works, Hull, Yorks.

Showrooms—London: Ideal House, Great Marlborough Street, W.I.
Birmingham: 35 Paradise Street. Also at Hull.
This Indirect Cylinder was originally designed by us after exhaustive tests in our thermal research laboratories.

Although widely copied, the 'Ideal' Indirect Cylinder remains pre-eminent in quality and efficiency. Correct proportions of heating surface to capacity, according to the type of fuel-burning appliance with which it is to be used, is an important feature.

Available in copper or galvanized steel. 'Ideal' Copper Indirect Cylinders are made from high-grade copper with every joint brazed. Galvanized Cylinders are made from specially selected mild steel sheets of high tensile strength, welded throughout and galvanized with virgin spelter of 98.5 to 99 per cent. pure zinc. All inner heaters are tested before assembly into the cylinder bodies which are finally tested after completion.

Specify 'IDEAL' and ensure complete satisfaction.
In the recent Low-Cost Housing Design Competition, sponsored by The Builder, it was highly significant that the Ideal Neofire was incorporated in the winning design.* Since the aim of the designers was to provide accommodation for five people for a capital outlay of under £1,000, the Ideal Neofire installation obviously contributes greatly to reducing constructional costs, since only one flue is required for the whole house.

The Ideal Neofire operates in the living-room as an open fire and will heat three other rooms by means of radiators fed from the highly-efficient boiler incorporated. This complete house-warming service is obtainable, together with all the hot water needed for baths and domestic use, for the same fuel consumption as an ordinary open fire heating one room. Coal, coke or anthracite may be used and the average rate of burning is about 2 lb. per hour.

VITREOUS CHINA
For schools, hospitals, factories and public buildings

'Standard' Sanitary Appliances made of vitreous china are completely non-absorbent, cannot craze and will not discoulour or stain. They will remain perfectly sanitary under the most wearing conditions and are eminently suitable for installations subjected to hard usage.

Schools, hospitals, factories and public buildings all over the country are being assured of the highest standards of hygiene and durability in their washrooms by the installation of 'Standard' Sanitary Appliances.

The illustration shows a range of Surrey Lavatories fitted on wall brackets.

IDEAL BOILERS & RADIATORS LTD., IDEAL WORKS, HULL
Introducing

The IDEAL No. 1 ‘Autocrat’

- Over 800 gallons of really hot water for only 1 cwt. of coke a week.
- Provision is made for the use of a gas poker to simplify lighting.
- Needs stoking only twice a day. It keeps the kitchen comfortably warm too.
- An easily operated rocking grate is fitted which includes a device for dumping the whole of the contents of the firebox into the ashpan. (Patent applied for)
- Ash cannot escape into kitchen during the rocking grate operation.
- Control knob on front of boiler regulates the temperature of the water.

A NEW Thermostatic DOMESTIC BOILER with a famous name!

The No. 1 ‘Autocrat’, latest addition to the famous range of Ideal Boilers, is thermostatically controlled, of modern and pleasing compact design, in Cream and Black vitreous enamel finish, with jacket Cream stove enamelled. It is suitable for use with hot water storage tanks of 30 to 40 gallon capacity, and where hot water requirements are moderate this boiler has sufficient power to heat a radiator or towel rail. Designed and built with the advantages of 50 years experience by the original makers of the Domestic Boiler. Overall dimensions: Height to top plate 35 1/4”, Width 17”, Depth 18”. This Boiler may be seen in our London Showrooms at Ideal House, Great Marlborough Street, W.1, or seen and purchased at Builders’ and Plumbers’ Merchants’ Showrooms in all districts.

PRICE complete with Stoking Tools £23 (£25 inclusive)
(Extra for Ireland & Channel Isles)

Extra if boiler Bence-buffed (Heat resistant treatment for soft water districts)—£3.

For larger installations, we offer the No. 2 ‘Autocrat’—Illustrated leaflet available on request.

IDEAL BOILERS & RADIATORS LTD., IDEAL WORKS, HULL
My Ideal...

"I would not have believed that a domestic boiler could do so much and yet be so little trouble. Stoke it twice a day and set the thermostat on the front to the water temperature you require; that is all you need to do! It is very economical on fuel, and the rocking grate makes it amazingly simple to clear—you can also, when necessary, dump the incomprehensible material into the ashpan without raising any dust."

The Ideal No. 1 ‘Autocrat’ supplies really hot water—800 gallons from only 1 cwt. of coke a week, or up to 3 times this quantity according to the amount of fuel used. Where hot water requirements are moderate, this boiler has sufficient power to heat a radiator or towel rail. It is finished in Cream and Black enamel and the overall dimensions are: Height to top plate 25¼", Width 17", Depth 18½.

You can see this remarkable new boiler in our London showrooms, Ideal House, Great Marlborough Street, W.1, or at your local Builders' and Plumbers' Merchants.

IDEAL No. 1 ‘Autocrat’ DOMESTIC BOILER

PRICE complete with Stoking Tools
"£23"

Extra if boiler boiler-dressed (Rust resistant treatment for soft water districts)—£3 4s.
For you
in a dream
come true

The ELITE is
YOUR IDEAL
for whole-house heating!

All you could wish a boiler to be ... comes to life when you see the Ideal Elite! Graceful styling, attractive colours, handsome lines that satisfy the eye... the Ideal Elite gives you all these. And it's intelligent as it's elegant: heats all your radiators and water automatically. The Ideal Elite is surprisingly inexpensive, too. To find out how easy it is to own one, fill up the coupon and post it—today.

To: Ideal Boilers & Radiators Ltd, Ideal House, C1 Marlborough St, London W1
Please send the brochure on
Gas-fired boilers
Oil-fired boilers
Solid fuel boilers
Central heating systems
My name is _______________________
My address is _______________________

1960
You can have the plans for this bathroom—

You can have the plans for this bathroom simply by sending the coupon below to Ideal-Standard. The bathroom is the third to be commissioned by Ideal-Standard and was designed by Peter Henry—it is also the most luxurious and expensive in the range. ‘Standard’ bathroom suites are designed to provide you with a complete bathroom. The baths, washbasins, toilets and bidets are made to match each other in both style and colour. You can buy a whole suite—either item by item or complete—without the bother of having to match colours and designs—sometimes an almost impossible task.

And now ‘Standard’ are bringing you specially designed bathrooms like the one illustrated here—and the plans are available to you free. With the plans you also get a breakdown of the materials and accessories used, information on where to obtain these items and their approximate prices, plus constructional details and alternative colour schemes for each ‘Standard’ bathroom. So clip out the coupon now—a folder containing this information will be on its way to you in a few days.

THE PETER HENRY BATHROOM

The Peter Henry bathroom (12 x 12) is luxurious—but not as expensive as you might think. The bathroom is designed for either a fairly large new house or for a conversion in an older house. The pews and marble used are excellent if the wall surfaces are old and uneven—they also blend admirably with the larger bathroom equipment. The bath is the Master Classic, beautifully moulded and coated with high quality porcelain enamel. The impressive wash basin is the Princess in vitreous china—with a complete one-piece table surround—the bidet and water closet are from the Neo Classic range also made from vitreous china. All ‘Standard’ equipment is available in a choice of five colours—Ming Green, Ivoire de Medicis, Regency Blue, Coralina, Pearl Grey and White.
For you with your eye for beauty

The ELITE is

YOUR IDEAL

for whole house heating!

You never dreamed a boiler could look so irresistible. The elegant styling, graceful lines and cool, restful colours that mirror your tastes and your thoughts, are captured for you in the Ideal Elite. Piping hot water wherever you want it... your whole house warm, through and through... all yours with the Ideal Elite. Just fill in the coupon for details.

To: Ideal Standard Limited, Ideal House, OI Marborough St, London W1
Please send me brochures on
- Oil-fired boilers
- Gas-fired boilers
- Solid fuel boilers
- Central heating systems

My name is:
My address is:

IDEAL STANDARD
BRITAIN'S LEADING MANUFACTURERS OF DOMESTIC HEATING EQUIPMENT

1962
"Standard" BATHROOMS

No. 4. The NAN RUSSELL

You can have the plans for this bathroom—

You can have the plans for this bathroom simply by sending the coupon below to Ideal-Standard. The bathroom is the fourth to be commissioned by Ideal-Standard, and was designed by Nan Russell—leading Chelsea interior designer. 'Standard' bathroom suites are designed to provide you with a complete bathroom. The baths, washbasins, toilets and bidets are made to match each other in both style and colour. You can buy a whole suite—either by item by item or complete—and be sure of conformity of design and colour match. With the plans of the Nan Russell bathroom, you also get a breakdown of the materials and accessories used. Information on where to obtain these items, and their approximate prices, plus constructional details and alternative colour schemes for each 'Standard' bathroom. So clip out the coupon now—a folder containing this information will be on its way to you in a few days.

THE NAN RUSSELL BATHROOM

The Nan Russell bathroom (8' 3" x 7' 4") is designed for a typical 2-3 bedroom house. Although bathrooms in this type of house are usually more compact, Nan Russell has managed to achieve a feeling of space and luxury. The bath she chose is the Loulino—simple and elegant, modern in design. Beautifully shaped and coated in high quality porcelain enamel. The washbasin and the water closet, both in the Kingston range, are made from bone-hard, hygienic vitreous china. All 'Standard' equipment is available in a choice of five colours—Alpine Green, Ivory de Medici, Regency Blue, Csolidum, Pearl Grey, plus, of course, White.

To IDEAL-STANDARD LIMITED, 2 HULL
Dear Sirs,
Please send me plans and details of the Ideal-Standard specially designed bathroom No. a.
Name
Address

1962
This "Ideal" boiler gives more heat for your money

There's an Ideal solid fuel boiler for your heating system. A sleek, slim, easy-to-clean boiler, carefully planned to radiate warmth and conserve fuel. A boiler that warms your home upstairs, downstairs, wherever you like — and brings you piping hot water, too. A boiler that extracts the maximum amount of heat from the fuel it uses, to produce the highest thermal efficiency at the lowest possible cost.

An Ideal boiler... your Ideal! Choose the "Classic Elite" boiler for solid fuel. You'll be getting more heat for your money, plus big savings in fuel costs, through Ideal efficiency.

Ideal Boiler Co., Ltd., Marlborough St., London W1.

Please send me a copy of your booklet "How To Have Ideal Warmth, I am interested in Solid Fuel Boilers." The girl I am interested in is... (please fill in the name). I live in a... bed... room house. (Please delete where necessary.)

Name
Address

Ideal" and "Classic Elite" are trade marks of Ideal-Standard Limited

Not surprising more Ideal boilers are in use in Britain than any other make!

The $s\$ of "Ideal" Warmth. Installation costs are lower than you think, but for a complete breakdown on the relative costs of solid fuel, oil and gas... details of day-to-day running costs... facts on the kind of central heating, the kind of Ideal boiler and the type of Ideal cast-iron radiator you need... write today for your free copy of "How To Have Ideal Warmth," a fully illustrated 20-page book.

"Sunbrite" doubles (No. 2) is a recommended fuel for the Ideal "Classic Elite" boiler.

1962
You’ve got to start somewhere...

... and whether you're modernising an old home, or starting from scratch with a new one, “Ideal-Standard” bathroom equipment starts you off in style.

Your own instinctive good taste will tell you that here is true craftsmanship and inspired elegance... the ideal match between pure beauty and intelligent, modern design.

Start today by sending for the “Ideal-Standard” Bathroom Book. You can browse through it and study the superb designs at your leisure. Then start thinking in terms of your bathroom. Think “Ideal-Standard”.

IDEAL-STANDARD LIMITED, IDEAL WORKS, HULL.
Please send me THE BATHROOM BOOK.
NAME.

ADDRESS.

“IdealStandard” is a trade mark of Ideal-Standard Limited.
IDEAL WORKS - HULL

(Area over 70 acres)

London Showrooms
IDEAL HOUSE
Great Marlborough Street  W1

1953
Thermal Research Laboratory • Hull

(Top) Corner view of Boiler Testing Laboratory
(Below) Exterior view

1953
From “Over 100 years” brochure
REFERENCES

1977 *Then and Now: Ideal*: The Building Services Engineer, JCIBS (Special Commemorative Issue), No. 1 Volume 45, April

----- *National Radiator Company*, Graces Guide

----- *Ideal Boilers & Radiators*, Graces Guide

----- *Ideal Standard*, Graces Guide

----- *National Radiator Company (USA)*, Wikipedia


----- *Over 100 Years of Pioneering Innovation*, http://idealboilers.com/installer

The Heritage Group Archive & Library has the following catalogues.


1953 *Ideal Manual*, Ideal Boilers & Radiators Ltd, Hull