



Plate 24. Brochure Cover. *The Magic of Instant Hot Water*. The Gas Council, London, undated, c.1957. (CHG Collection).

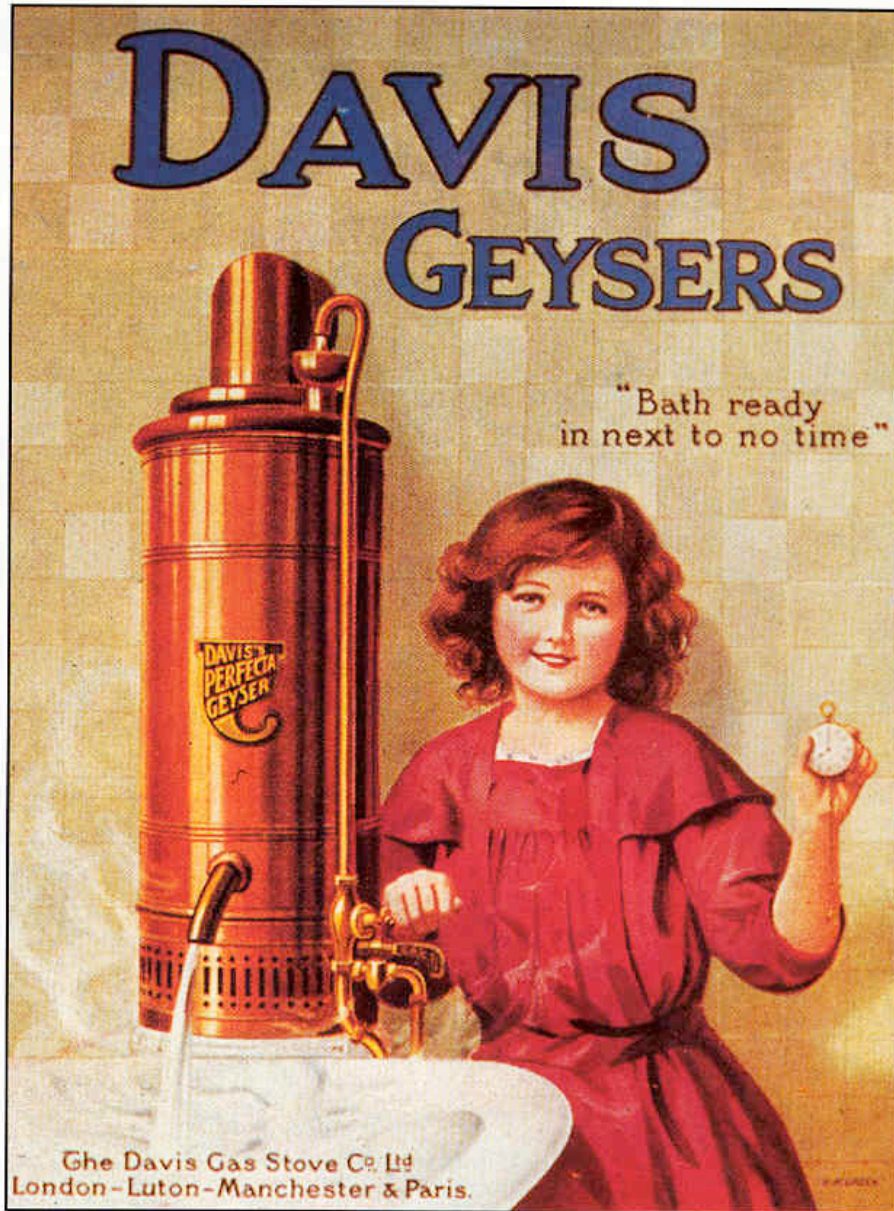


Plate 25. Advertisement. Bath Ready in Next to No Time.  
The Davis Stove Co Ltd, undated. (Paul Yannie Collection).  
Claimed to be the Perfect Geysers.



## THE ALL-GAS KITCHEN

*Showing gas cooker, gas hot plate, gas water heater, and gas fire, with gas-fired refuse destructor above.*

**D**URING the War the rationing of food and fuel made it difficult, if not impossible, to offer entertainment to guests in one's own home. But the coming of Peace has changed all that. Peace has done much to restore the habit, so dear to the British heart, of giving little lunches or dinners to a small party of intimate friends, without always being obliged to take them out to a public restaurant.

But the real home must be furnished with an ideal kitchen in order to meet this need adequately. A poorly-cooked dinner may turn the whole evening into a failure, and to avoid that dismal happening the first essential is an up-to-date gas cooker.

Gas has also solved the problem of refuse destruction. The only safe way of disposing of refuse is cremation, and the two perfectly clean as well as economical methods of doing this are (1) by means of a small coke stove; or (2) by a gas incinerator.

*The special Household Economy Number of "A THOUSAND AND ONE USES FOR GAS" will be sent to any interested reader.*

*Plans and specifications of houses specially designed by eminent members of the profession for fitting with gas appliances will be sent to Architects or others dealing with Housing Problems.*

**THE GAS LIGHT & COKE COMPANY**  
HORSEFERRY ROAD, WESTMINSTER S.W.1

Plate 26. Magazine Advertisement. The All-Gas Kitchen.

*The Gas Light & Coke Co., London. (Brian Roberts Collection).  
Showing gas cooker, gas hot plate, gas water heater, and gas fire,  
with gas-fired refuse destructor above.*



Plate 27. Advertisement. Wright's Sunhot Water Heater. (HGT Collection).



Plate 28. German Advertisement. Vaillant Gas Water Heater, 1929.  
(Fotobuch Zum Jubiläum, Vaillant 1999, p.9).



Plate 29. Leaflet Cover. White Products Corporation (now Bradford White Corporation).

## HOW IT OPERATES

*An outstanding feature of the Premier is its simplicity in both construction and operation. Many years of faithful, satisfactory service are assured.*

THE tank consists of two compartments—the upper containing the stored water—the lower encasing the heating element, burner and pilot. Sturdily constructed throughout, there are no delicate parts to give trouble. The operation is as follows:

First light the pilot, open the gas cock to the main burner, and the hot water system is in operation.

When the heater is first lighted, the storage supply is quickly heated to the temperature at which the thermostat is set. This is usually 130° Fahr., but can be adjusted from 80° Fahr. to 190° Fahr. Instantly the set temperature is reached, the thermo-valve, with instant-action, shuts off the gas supply to the main burner, and there is a tank full of HOT water ready for instant service.

The automatic action is extremely simple: When hot water is drawn from storage, fresh, cold water from the city mains enters at the top (left-hand side) and is discharged near the bottom of the tank. The cold water chills the thermo rod which causes the gas valve to automatically

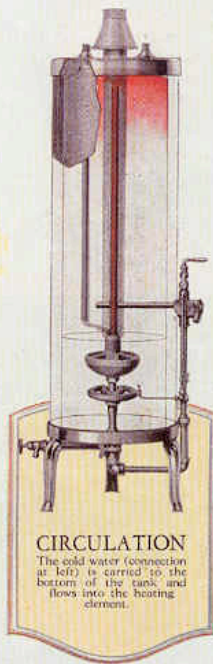
open and the heating process begins at once. Thus the storage supply of hot water is constantly maintained. A detailed explanation of the operation of the thermostat will be found on page eight of this catalog.

Simplicity is also marked in the circulatory movement of the water once the heating process begins.

As shown in the phantom view to the left, cold water enters the heating element at the top and is carried through the arms directly to the bottom compartment. Here it travels in a thin flowing stream directly over the hottest portion of the burner flame, absorbing practically every heat unit of gas used. As the water is heated, it rises rapidly through the central circulating pipe to the top of the tank.

This method insures quick circulation, greater efficiency and practical freedom from lime formation.

*NOTE—In heaters built for the Pacific Coast the openings for the hot and cold water lines are reversed—that is, the cold water enters at the right-hand side and the hot water leaves at the left.*



CRANE BEAUTY IN THE OPEN: CRANE QUALITY IN ALL HIDDEN FITTINGS

Plate 30. Catalogue Page. Gas Water Heater, Crane Company, USA, c. Second World War. (Larry & Suzanne Weingarten Collection). The reference NOTE to reversal of water connections for the Pacific Coast is intriguing.

# HOT WATER



IDEAL  
DOMESTIC  
BOILERS

*There's a size for Your home*

Plate 31. Leaflet Cover: Hot Water, Ideal Domestic Boilers, undated.  
(HGT Collection).





Plate 32. Advertisement. The New Ascot 503 Sink Heater. (HGT Collection).

**MAXOL**  
TYPE **S.I.**  
For Instantaneous  
**Boiling**  
OR  
**Hot Water**

THE S.I. INSTANTANEOUS SINK HEATER HAS BEEN DESIGNED TO MEET THE NEED FOR A HEATER TO OPERATE ON LOW OR HIGH WATER PRESSURE DELIVERING **BOILING** OR **HOT WATER** AS REQUIRED. THE WATER MAY BE USED FOR **TEA MAKING** AND ALL DOMESTIC USES.

★ FINISHED WITH WHITE ENAMEL CASE AND CHROMIUM PLATED FITTINGS OR CAN BE SUPPLIED WITH CHROMIUM PLATED CASE AND FITTINGS.

Plate 33. Leaflet. The S.I. Instantaneous Sink Heater. Maxol, Manchester. (HGT Collection).

**MAXOL**  
**STORAGE**  
**HEATER**

Placed at the sink, it is a boon to a housewife. And from the top of this Maxol Gas Storage Heater and Gas's all the hot water you need for washing dishes, doing odd pieces of laundry and for general washing. The Maxol heats the water up quickly and the thermostat sets down the gas as well as the water is hot enough. It is easily fixed, and you can buy it on easy hire-purchase terms.

Plate 34. Leaflet. Sink Storage Water Heater. Maxol, Manchester. (HGT Collection).

home  
comfort  
the  
modern  
way

HIGH SPEED GAS  
provides  
Heating  
Ventilation  
Summer Cooling  
Air Filtration  
Domestic Hot Water  
with the

**afos** a i r l i n e

Plate 35. Leaflet Cover. Home Comfort the Modern Way. Afos, Hull. (HGT Collection).  
Describes the gas-fired Airline unit which provides heating & ventilation, and domestic hot water (40,000 Btu/h; 35,000 to heating, 5000 to hws).

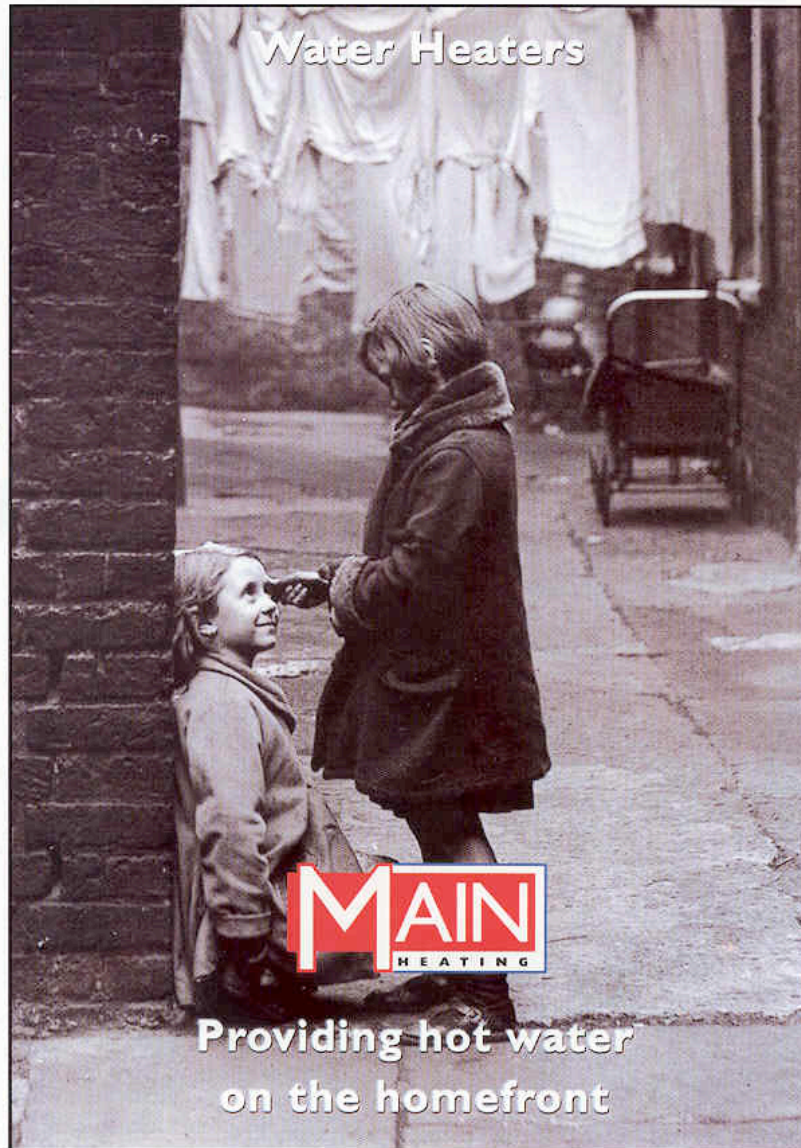


Plate 36. Leaflet from Main Heating (2000) using a nostalgic theme.



 **In the bathroom**

*Endless hot baths—one straight after another*

*Luxury on tap in the bathroom*

**MAIN 'JASON'**  
That's the beauty of an instantaneous bath water heater like this—it never runs cold. It can serve an adjacent handbasin, too—with a long swivel tap.

**EWART S140**  
Here's an instantaneous water heater that gives constant hot water for the bath—and for an adjacent handbasin, too. You simply adjust the swivel tap—and light up.



Plate 37. Brochure Extract. *In the Bathroom*, from *The Magic of Instant Hot Water*.  
The Gas Council, London, c.1957. (CHG Collection).  
Shows bathroom gas water heaters: left, Main Jason; right, Ewart S140.



Plate 38. Brochure Extract. *In the Kitchen*, from *The Magic of Instant Hot Water*, The Gas Council, London, c.1957. (CHG Collection). Shows kitchen gas water heaters: left, *Radiation Speedlyn*; right, *Flavel National 20*.

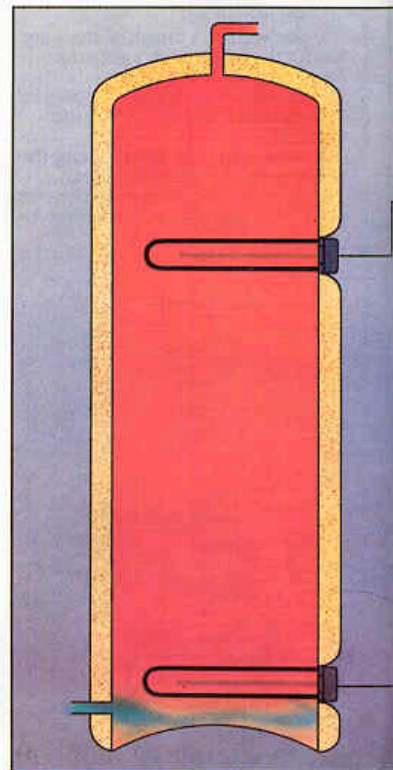
# Cheap hot water

On these two pages we're looking into one of the trade's best-kept secrets . . .

The secret of cheap hot water — something everyone is entitled to know about. Clearly, it's a secret that could put profitable new business your way now and for a long time to come.

There are, in fact, over 5 million homes out there — all entitled to cheap hot water — waiting for someone like you to tell them all about it!

So read on . . .



## IT HAPPENS AT NIGHT

Perhaps that's why cheap hot water is more of a secret than it should be — it happens at night!

For seven hours every night everyone is entitled to use cheap off-peak electricity to heat their water on the Economy 7 tariff, and so save money.

The best savings are achieved using Economy 7 cylinders which are specially designed to make the most of the Economy 7 tariff, and are now specified for

Plate 39. Advertisement for Heat Electric. Cheap Hot Water: The Inside Story. The Electricity Council. (Plumbing, Autumn 1986, pp.18/19).

Features the Economy 7 range of cylinders with twin immersion heaters, top and bottom, to take advantage of cheap off-peak electricity.

# the inside story.

Medallion and Civic Shield energy-saving homes.

Just as an example, a 210 litre (46 gallons) Economy 7 cylinder can provide plenty of hot water for a family of four using 200 gallons per week for about £90\* per annum.



An approved Economy 7 controller takes control to give you overnight savings and daytime economy.

## IMMERSION HEATER LOWDOWN

Economy 7 cylinders feature a special arrangement of two immersion heaters: one at the bottom to take full advantage of the overnight cheap-rate electricity; the other installed at the top to provide extra hot water on the Economy 7 day rate, if needed.

\*Figures based on information published in the Energy Efficiency 'Free Guide to Home Heating Costs'.



The two immersion heaters are controlled by an Economy 7 controller made to approved specifications by Horstmann, IMI Pactrol, Redring and Sangamo. They ensure maximum use of off-peak electricity to heat the water every night, automatically; a daytime boost is also available if needed.

Little topping up should be required, though, because Economy 7 cylinders are factory insulated to extra high standards set by the Electricity Council, who recommend the kitemarked E7 cylinders made by Albion, Baguley, Elsy & Gibbons, Gledhill, Heatrae Sadia and IMI Range. These makes are available now from leading builders' merchants — ask for your copy of the stockists' list.

## IT'S NO SECRET ANYMORE . . .

Your customers already know something about E7 cylinders: the inside story of cheap hot water has been revealed in advertisements in Sunday supplements and in home-interest magazines. So your customers will expect you to know what's best for them. And Economy 7 water heating packages can help you build those extra sales you need, this year, whether on installation work or service calls. Fill in the coupon below or ring 01-200 0200 for further details.



A Special Economy 7 heater is fitted free by the local Electricity Board.



Please send me the stockists' list and a copy of "Installers Pocket Guide" and "Specifiers Guide" which includes full details of Economy 7 cylinders and other related off-peak water heating equipment. Post to: Electricity Publications, PO Box 2, Feltham, Middlesex, TW14 0TG.



Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

06/281

Take Control  
**HEAT ELECTRIC**

The Electricity Council, England and Wales

*Energy for life*

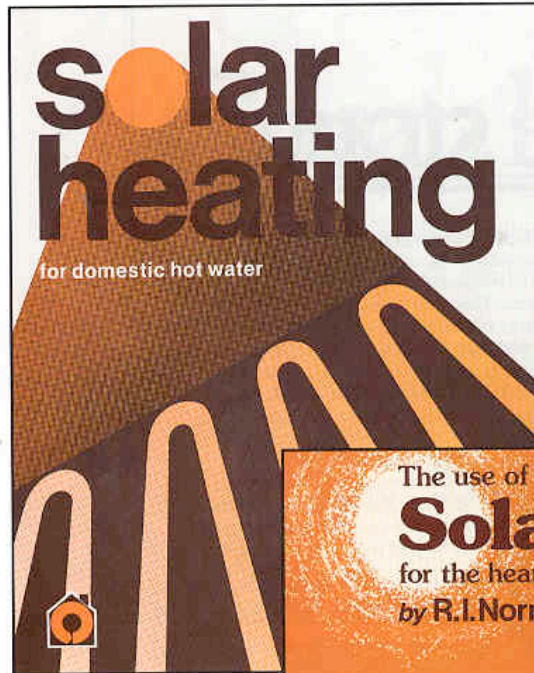


Plate 40. Cover Detail of an Engineering Guide: *Solar Heating for Domestic Hot Water*. (Heating & Ventilating Contractors' Association, London, April 1979).

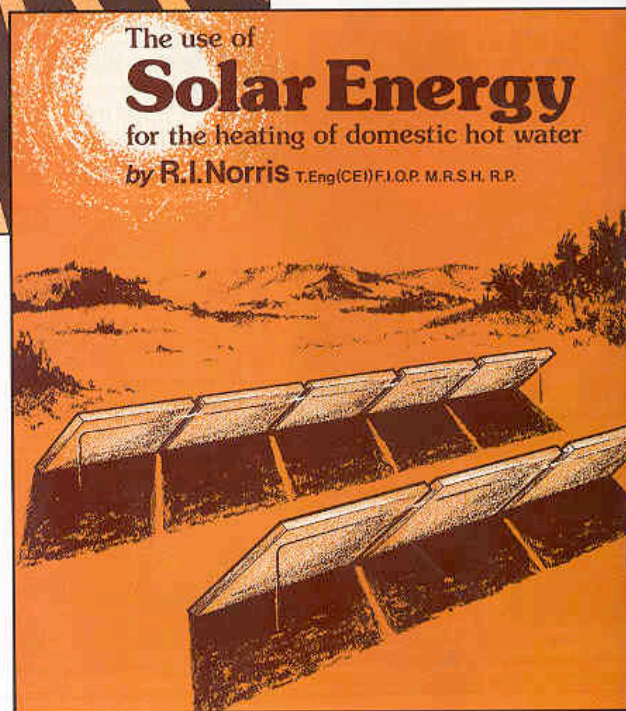


Plate 41. Cover Detail of an Engineering Guide. *The Use of Solar Energy for the Heating of Domestic Hot Water*. (The Institute of Plumbing, Technical Paper No.1, 1977).