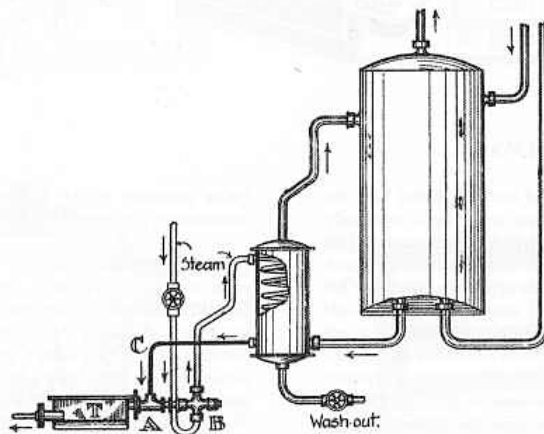
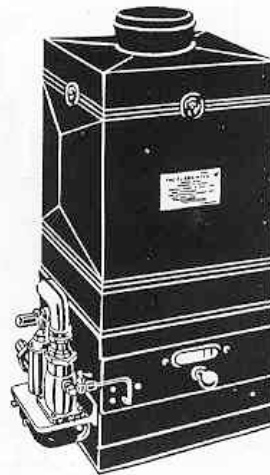


Between the WORLD WARS



70. Steam Heater & Automatic Device for Hot Water Supply, 1928.
(DSEP, p.406).



71. The Clarkhill Automatic Water Heater, 1929. (*Plumbing & Gas Fitting Guide, Part 12, 28 December 1929*). Fitted with Bray's geyser burners.

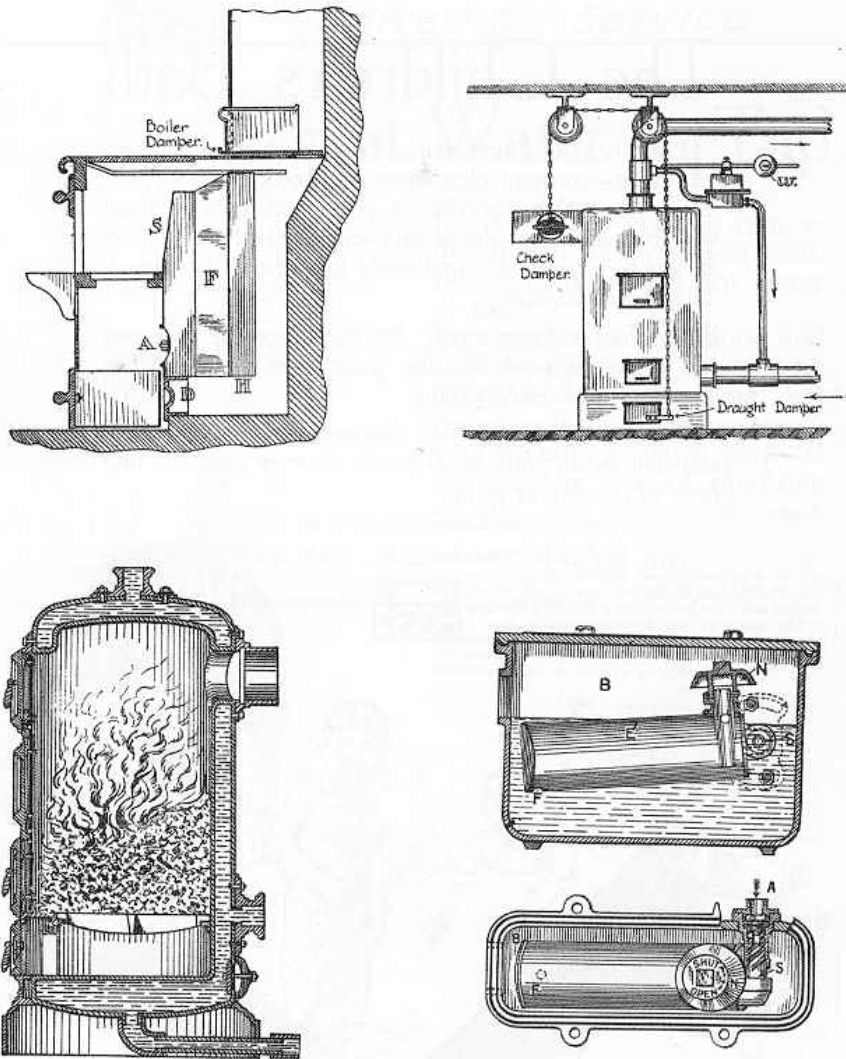
Between the World Wars

Shortly after the end of the First World War, the benefits of domestic hot water were vigorously promoted by the British Commercial Gas Association. An early advertisement (*Punch magazine, 1921*) used the approach: "When the hot water supply depended upon the inefficient coal fire, the water was often not hot enough or not ready in time. The gas water heater has changed all that." Another example (*Punch, 1924*) stated: "In these days of economical and efficient gas water-heaters no home need be without its hot water on tap." Similar adverts continued unabated throughout the 1920s and 30s.

It was also during the 1930s that architects and interior designers grasped the opportunities now open to them for designing luxurious bathrooms, reflecting the lifestyle of an upper echelon of society which placed great emphasis on personal grooming. The Art Deco style was popular and remained so until after the Second World War. Attempts were made to simplify plumbing and use new materials. The first attempts at prefabrication were made, the most notable in 1938 being the Prefabricated Bathroom used by Buckminster

Fuller (designer of the geodesic dome) in his revolutionary Dymaxion House.

Plumbing textbooks of the time illustrate the wide range of gas water-heating appliances available. The 1920s also saw the promotion of special solid-fuel boilers. But while the geyser and boiler manufacturers strove to produce more efficient and attractive hot-water supply appliances, the system designers and installers also sought to develop design procedures and installation methods. They were relatively slow off the mark. The *IHVE Proceedings* featured only three articles on hot-water supply during the 1920s. In the 1930s, the tally was somewhat better, with eleven articles on the subject featured in the *IHVE Proceedings* and (from 1933) in the *IHVE Journal*. These covered a variety of fuels for water heating: coal, coke, gas, anthracite, oil and electricity, while in larger installations hot water was often heated by steam. However, it was still the gas industry that took the lead, when in 1926, Watson House was opened at Nine Elms in London. This building housed the laboratories of the Gas Light & Coke Company, and served as a scientific and training centre.



72. Illustrations from a Plumbing Textbook, 1928. (DSEP, Chap.XIII).
Top left, Mermaid boiler; Top right, Boiler with automatic regulator;
Bottom left, Independent boiler by Lumby, Sons & Wood & Co;
Bottom right, Steam trap by Lancaster & Tonge.

PUNCH, OR THE LONDON CHARIVARI.—SEPTEMBER 7, 1921.

xi

The Children's Bath

THE health of the children depends chiefly upon two things—constant cleanliness and freedom from chills. To achieve these conditions you must provide them with frequent baths—that is easy—and the bath water must always be properly hot and ready just when it is wanted. That is *not* so easy.

When the hot water supply depended upon the uncertain and inefficient coal fire, the water was often not hot enough or not ready in time.

The gas water-heater has changed all that. It gives abundant really *hot* water at the shortest notice at any hour of the day or night.

Write for Gas Economy Series III to the Secretary,

THE BRITISH COMMERCIAL GAS ASSOCIATION

30 GROSVENOR



GARDENS, S.W. 1



73. Advert. *The Children's Bath.* The British Commercial Gas Association, London. From *Punch*, 7 September, 1921.

The gas water-heater gives abundant really hot water at the shortest notice.

PUNCH, OR THE LONDON CHARIVARI—MAY 7, 1924.

XXV



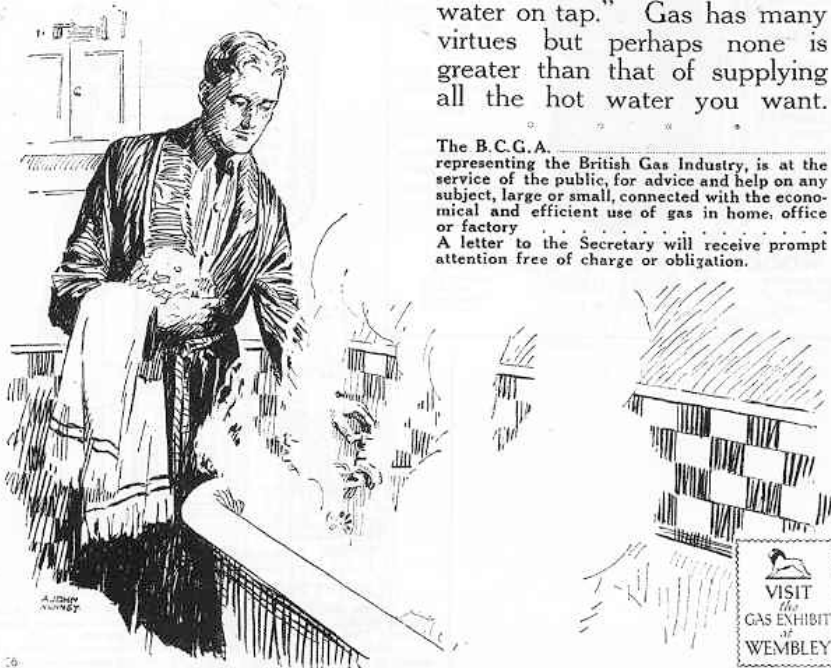
United for Service

Hot Water on Tap

For cold water you just turn on the tap and take what you want. But can you obtain hot water as easily?

In these days of economical and efficient gas water-heaters no home need be without its "hot water on tap." Gas has many virtues but perhaps none is greater than that of supplying all the hot water you want.

The B.C.G.A. representing the British Gas Industry, is at the service of the public, for advice and help on any subject, large or small, connected with the economical and efficient use of gas in home, office or factory. A letter to the Secretary will receive prompt attention free of charge or obligation.



THE BRITISH COMMERCIAL GAS ASSOCIATION
30, GROSVENOR GARDENS, WESTMINSTER, S.W.1.

74. Advert. Hot Water on Tap, The British Commercial Gas Association, London.
From Punch, 7 May 1924.
No home need be without its hot water on tap.

THE
SENTRY
REGD. TRADE MARK
DUPLEX
HOT WATER BOILER
No. 6.

For HOT WATER SUPPLY & HOT WATER HEATING.
Regd. Design No. 691728. Patent Nos. 179951 & 179131 of 1921 and No. 12706 of 1921.
Made in
WROUGHT IRON.

In Winter—
Two separate boilers for Hot Water Supply and Heating; only one fire.

In Summer—
Operates as one boiler only for Domestic Supply.



Fire always visible through large and well protected mica windows.

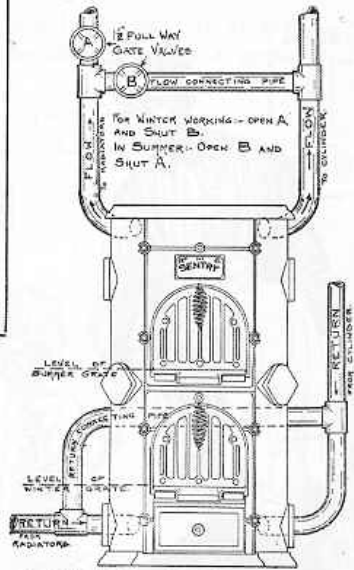
Large Hot Plate Top for cooking.

Open fire available if required.

Bright & cheerful in appearance; clean in operation; suitable for living room or kitchen.

Designers and Sole Manufacturers—
WOOD, RUSSELL & CO., LTD.,
TELEPHONE
WESTMIN
1041
(3 LINES) **34, OXFORD STREET,** TELEGRAMS
LONDON, W.1. **WOODS** WESTCENT
LONDON

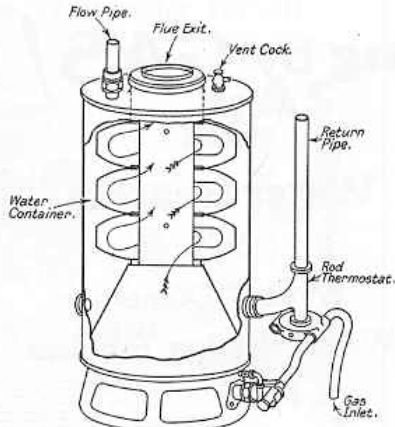
SENTRY DUPLEX No. 6.



A TYPICAL ARRANGEMENT.

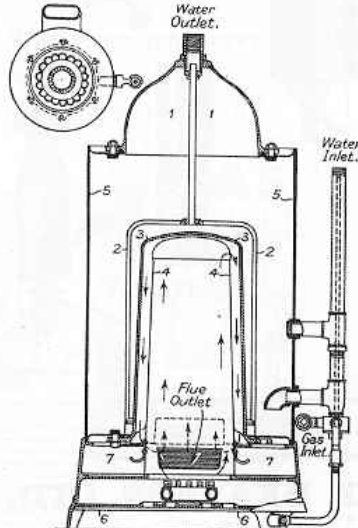
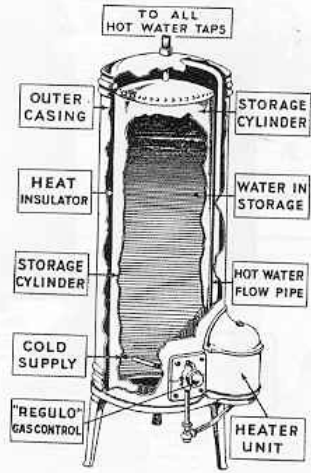
In the above diagram the left-hand side is connected to the heating system and the right-hand side to the domestic supply system. This arrangement can be reversed if desired.
Price of SENTRY DUPLEX No. 6 includes 1½" flow and return tappings in standard positions which cannot be varied. Piping, valves, etc. are not included.

75. Leaflet, *The Sentry Duplex No.6 Hot Water Boilers*, 1920s.
Wood, Russell & Co, London, (HGT Collection).



Arrows show Travel of Products of Combustion.

Wash me in the water
 Where you wash your dirty daughter
 And I shall be whiter
 Than the whitewash on the wall.
The Top of the Dixie Lid. Song of the 1914/18 War.



76. A Variety of Gas Water Heaters. (Plumbing & Gas Fitting Guide, Part 12, 28 December 1929).
 Top left, Wilsons & Mathiesons' Circulator; Right, Wright's Sunhot Boiler;
 Bottom left, Richmonds's Hollar Boiler.

GAS JOURNAL
August 2, 1933

229

Water Heating by GAS!

'ASCOT'

Gas Water Heaters

Solve
Every Domestic
Water Heating Problem



NEA 38



NEA 25



A 3/6



TYPE R 12



TYPE R 25
WITH FIXED SHOWER

TYPE.	DESCRIPTION.	Galls. per min. heated through 45° F.
NEA 38	Multi-Point Instantaneous Gas Water Heater. White vitreous enamelled and fittings chromium plated...	3½
NEA 25	Multi-Point Instantaneous Gas Water Heater. White vitreous enamelled and fittings chromium plated...	2½
R 12	Instantaneous Sink Gas Water Heater. Body chromium plated, cover and burner tray white vitreous enamelled ...	1
R 25	Single Point Bath Gas Water Heater. Body chromium plated and burner tray and draught diverter white vitreous enamelled ...	2½
A 3/6	Shampoo Gas Storage Water Heater. Chromium plated ...	½ galls. storage at 150 F. in 10 min.

There is no Condensation with "ASCOT" Appliances.

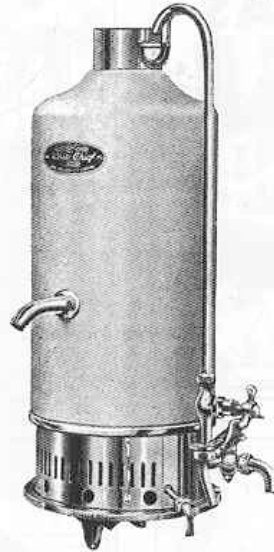
ASCOT GAS WATER HEATERS, LTD.

Head Office and Showrooms:
244, HIGH HOLBORN, LONDON, W.C.1
TELEPHONE HOLBORN 7107
WORKS:
HITHER GREEN, S.E. 13

77. Advert. Water Heating by Gas. Ascot Gas Water Heaters. (Gas Journal, 2 August 1933).

Barralets' Geysers

CHAMBER HEATING "WHITE CHIEF" OR CLOSED TYPE. PATENT.



THE "White Chief" is a closed type Copper Geyser of patented construction and high efficiency, with a separate outer case of heavy welded steel, White Porcelain Enamelled, the whole being mounted on our new patent "ACCESS" BASE (sliding pattern), with new design Gas and Water Interlocking Taps.

"ACCESS" Base and Interlocking Taps, together with water feed pipe and flue socket, in Chromium Plated finish, gives a very pleasing effect.

HANDED. - Any hand can be obtained by removing water feed pipe, top socket and outer case, and replacing body in the desired position on the base.

Type	No.	Heats per minute	Gas Supply	Height over all	Diameter	Price with Interlocking Taps
I	107	2½-gallons.	½-in.	30-ins.	11-ins.	£8 : 8 : 0

Less 5% for cash with order.

Or can be supplied on Hire Purchase, 4 payments of £2. 4. 3.
Gas Connections free. Water Connections extra.

The BRITISH GAS LIGHT CO., Ltd.

Showrooms: 95 & 96, Prospect Street, Hull.

Also at King Street, Cottingham.

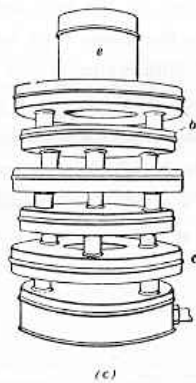
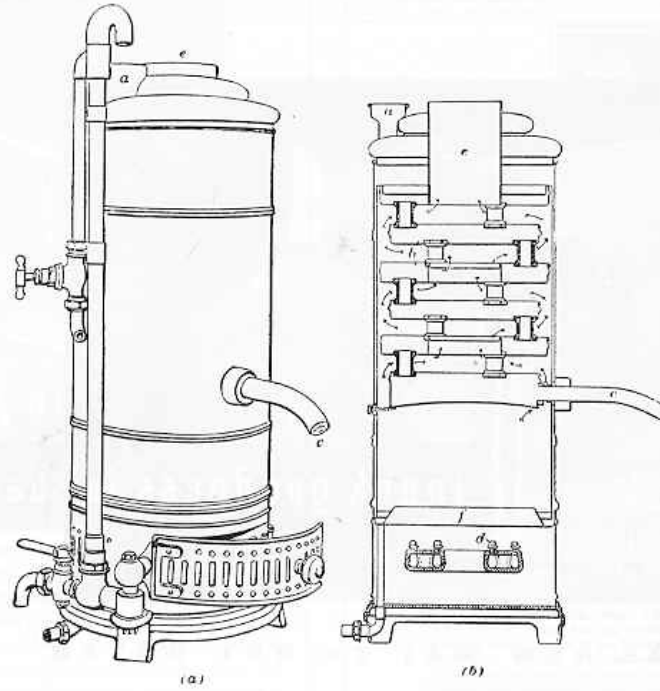


FIG. 52

The water enters at (a) and flows in a thin film through a series of shallow trays (b), being more and more heated in its descent until at the outlet (c) it has reached a temperature proportionate to the rapidity of flow and the heating capacity of the burners. The heating trays are alternately hollow discs and hollow rings and so present a very large surface to the heat rising from the burners (d) beneath.... (original description).

80. Illustrations from a Plumbing Correspondence Course Textbook. Instantaneous Water Heater or Geyser, Closed Type, undated. Probably 1930s. (ICS, p.78).

PUNCH, OR THE LONDON CHARIVARI.—JANUARY 18, 1933.

**THE NEW WAY TO HOT WATER**

'HOT,' says the nearside tap. Does it speak the truth? When you turn it on, are you immediately greeted by a reassuring gush of hot, *really* hot, water?

Yes—if you have installed one of the new gas water-heaters that serve every tap in the house, from bathroom to scullery, instantaneously, with water as hot as you want it. Automatically the gas goes down to a glimmer when the water reaches that temperature, and goes up again as hot water is drawn off. Very economical! Visit your Gas Showrooms, see these new water-heaters for yourself, and marvel at their low running cost.

*Write for free
Illustrated
Booklet on
water-heating*

THE BRITISH COMMERCIAL GAS ASSOCIATION, 28 GROSVENOR GARDENS, LONDON, S.W.1

Distributed in Canada by The MacLean Publishing Company, Limited, 485, University Avenue, Toronto 5, Ontario.
Printed by Herbert Heath at the Printing Office of Messrs. Stanley, Apple & Co., Limited, 15, Old Bailey, London, E.C.4, and published weekly by him in the Office at
Queen's Head, in the Precinct of Whitehall, in the City of London—Wednesday, January 18, 1933.

81. Advert. *The New Way to Hot Water*. British Commercial Gas Association.
From *Punch*, 18 January 1933.
Automatically the gas goes down to a glimmer....



HOT WATER the moment you want it

The 'hot' tap that is connected up to a gas water-heater *always* means what it says. It gives you hot water—*really* hot hot water—the moment you want it. It gives you not just a kettleful at a time, but as much as you want. First thing at morning—last thing at night. And this is done automatically, and *very* economically.

The new gas water-heaters are amazingly efficient and only cost a few pence a week for each person. They are well worth a visit to your Gas Showrooms. Whether you need one to feed a single tap or every tap in the house, you will find the very thing awaiting you. Fill in and post the coupon below for an interesting illustrated booklet.

Thank goodness for

GAS

COUPON for Free Illustrated Booklet on water-heating. A.7.

Name.....

Address.....

THE BRITISH COMMERCIAL GAS ASSOCIATION
28, GROSVENOR GARDENS, LONDON, S.W.1



Wasn't there any Hot Water for you this morning!

Hang it all! What are those people in the kitchen thinking about...

But wait a minute. Are the servants at fault or is your water heating system a bad one? Some existing water heating systems were designed before the daily hot bath was really appreciated. Perhaps yours is one of these. And all the servants in the world won't make it meet your household's daily needs. But suppose you modernised that system; fitted to it or put in its place a gas water heater. What then? Quite independent of servants, at any time of the day or night, you would have really hot water supplied to every hot tap in your house. The service is unfailing; the cost is extraordinarily low.

You may live in a flat, bungalow, house or mansion. Your family may be large or small. Their habits of life may necessitate an abundant or a moderate supply of hot water. Whatever the circumstances there is a modern gas water heater to suit your home. Your gas undertaker will gladly advise and help you without obligation. Why not consult them now?

GAS

THE PREMIER FUEL FOR WATER HEATING

SEND FOR THIS 12 PAGE BROCHURE
Learn more about the new methods of heating water by gas.
Write now to the address below for a free copy of a 12 page brochure in which they are fully described and illustrated.

THE BRITISH COMMERCIAL GAS ASSOCIATION
28, GROSVENOR GARDENS, LONDON, S.W.1.

82. Advert. Hot Water the Moment You Want It. BCGA. From Good Housekeeping, 1933. Not just a kettleful at a time.....

83. Advert. Wasn't there any Hot Water for you this morning? BCGA. From Punch, 1 July 1931. Quite independent of servants....



THERE'S A GAS WATER-HEATER FOR EVERY TYPE OF HOME

A water-heating system must suit the home it serves. What is good for the mansion may be bad for the bungalow. The best for the house may be the worst for the flat. Fortunately there is a gas water-heater to suit every kind of dwelling; to meet, instantly and always, the needs of every home. And water-heating by gas is water-heating at its best. Quick! Simple! Certain! Suitable!

The B.C.G.A., representing the British Gas Industry, is at the service of the public, without charge, for information and advice on any use of gas.

GAS
for homes of to-day

THE BRITISH COMMERCIAL GAS ASSOCIATION, 28, GROSVENOR GARDENS, LONDON, S.W.1.

84. Advert. There's A Gas Water Heater for Every Type of Home. BCGA. From Punch, 19 June 1929. What is good for the mansion may be bad for the bungalow.

MR. THERM REVEALS HIS WINTER SECRET

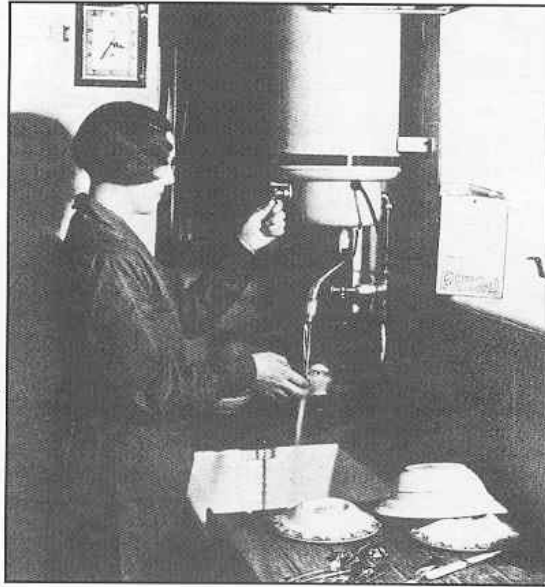


This winter – not a cold corner in your house – thanks to

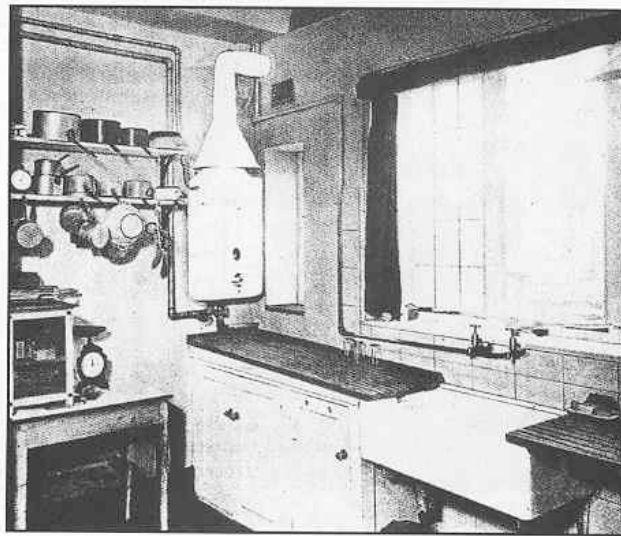
MR. THERM

For a FREE booklet with many illustrations and descriptions of the latest gas heating appliances, write a postcard to the B.C.G.A., 28 Grosvenor Gardens, London, S.W.1.

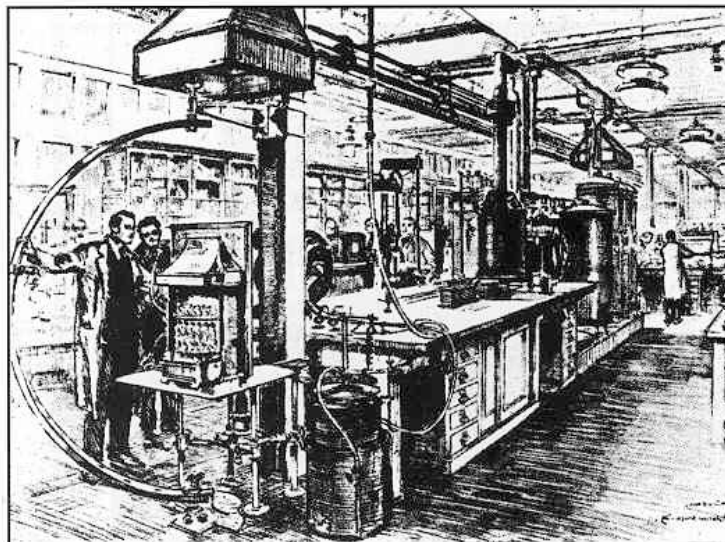
85. Advert. Mr Therm Reveals His Winter Secret. BCGA. From Punch, 11 October 1933. I shudder to think of baby's bath time if...



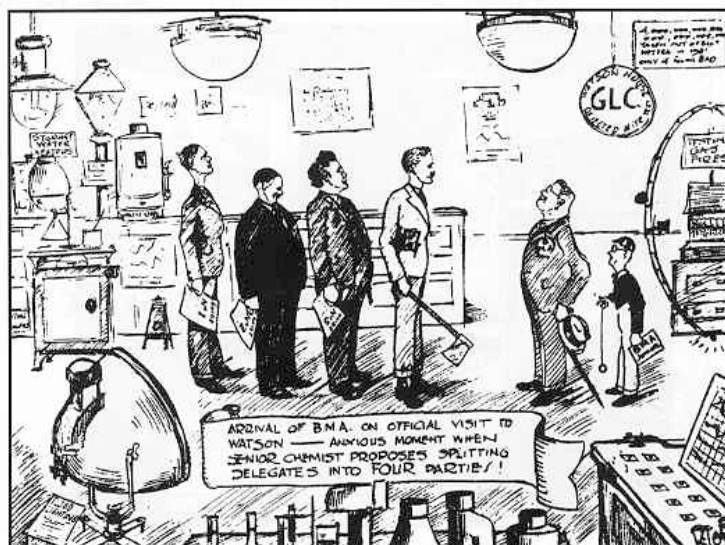
86. *Electric Water Heating at the Sink, 1930. (WS, p.83).*



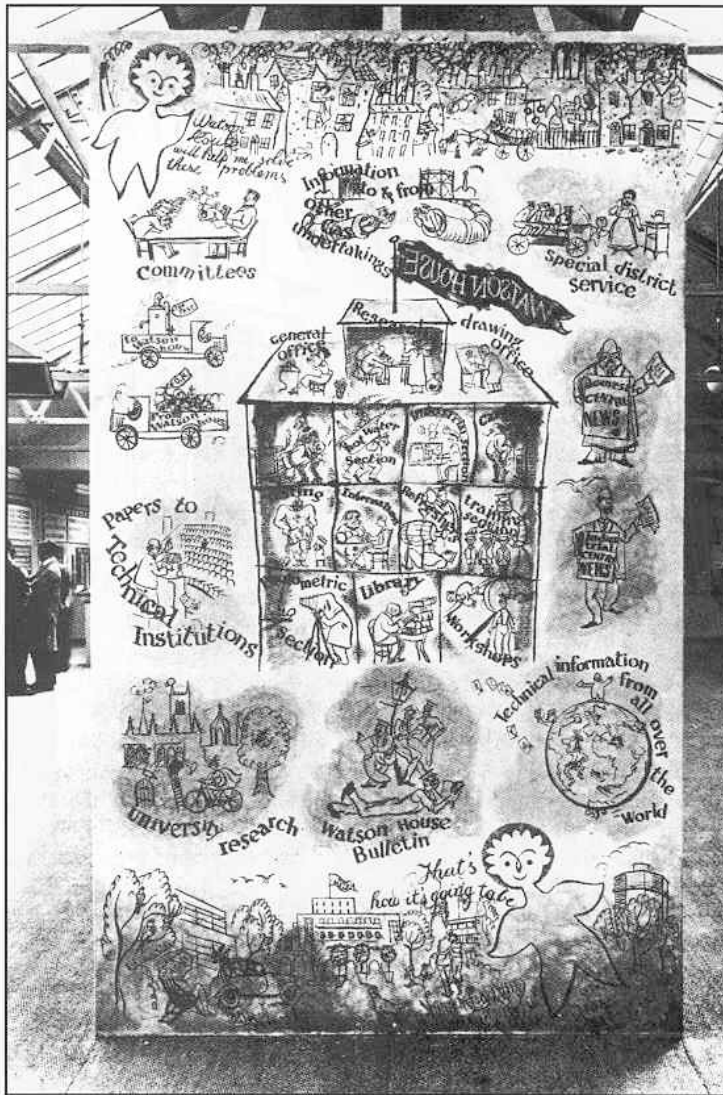
87. *An Up-to-date Kitchen, Highgate, London, 1937. (Decoration, 1937).*



88. Painting by Bryan de Grineau. *The Laboratories, Watson House, 1929.* (WH, p.18). Watson House at Nine Elms in South London, opened in 1926, was originally the scientific and technical training centre of the Gas Light & Coke Company, later moving to new laboratories in Fulham and becoming a Research Station of British Gas.



89. Cartoon by R N Le Fevre. *The British Medical Association Visit to Watson House, 1932.* (WH, p.26).



90. Cartoon at the Entrance to Watson House Exhibition, 1937. (WH, p.51).
Note water heater near top left, and Hot Water Section in building drawing.



91. Advertising Hoarding. Gas Used Efficiently Saves Coal.