“Paid for in fuel savings alone.”

IDEAL DOMESTIC BOILERS

are easily fitted to assist or entirely replace the kitchen range boiler. They are reliable, durable and highly efficient, providing 50 gallons of hot water with 9 lbs. of coke—a hot bath for a penny!

Write for pamphlet YD 8.

IDEAL RADIATORS & BOILERS

For Heating & Hot Water Supply.

NATIONAL RADIATOR COMPANY LIMITED

11, National Avenue, Hull

LONDON SHOWROOMS —— 437, OXFORD STREET, W.1.
NATIONAL RADIATOR COMPANY
The Company began as an American radiator and boiler manufacturer. It developed from the earlier Fowler Radiator Company established in about 1894, being acquired by John and Samuel Waters in 1896. In 1902 the Company was renamed National Radiator Company.

In 1905, having successfully established itself in France and Germany, the firm opened a factory in England in Kingston-upon-Hull trading as National Radiator Company Ltd.

The Company expanded. In 1927 the new group incorporated the Union Radiator Company, the Gurney Heater Manufacturing Company, the Continental Heater Company, the Niagara Radiator & Boiler Company and Utica Heating Company. In 1929, the Group amalgamated with the Standard Sanitary Manufacturing Company to form the American Radiator & Standard Sanitary Corporation.

In 1934, the UK Company was reformed as Ideal Boilers & Radiators, still controlled by National Radiator Company.

The Hull factory in 1936
The Secret

of comfort, healthfulness, fuel and labour economy in the home is found in the installation of

**Ideal & Ideal**

RADIATORS & BOILERS

They make every nook and corner cosy—banish draughts with their harvest of colds, coughs, etc.—warm three or four rooms with the quantity of fuel required for one open fire, without scattering coal dust, ashes and soot about the living rooms.

Suitable for the smallest villa or bungalow—fuel consumption about 10lbs. of normal gas coke per day per room of moderate size.

Write for further particulars. Inspection of our Showrooms invited.

**National Radiator Company Limited.**

Hull, Yorks.

Telephone: Central 4220.

Telephone: Mayfair 2153.
Warmth without Smoke

Aerial photograph (taken at mid-day) of one of three Housing Schemes involving over 2,000 Ideal Cookan Heat Installations. Note the absence of smoke.

Cooking :: Hot Water :: Warm Rooms
All from one fire

NATIONAL RADIATOR COMPANY
LIMITED.

Offices, Showrooms & Works: HULL, Yorks.

IDEAL TOWEL RAILS

These Towel Rails are made from high quality solid-drawn brass tubes, with fittings of cast brass designed to combine strength with good appearance.

These features, together with low prices, commend the use of Ideal Towel Rails in every Heating and Hot Water Supply Installation.

Write for illustrated lists.

NATIONAL RADIATOR COMPANY
LIMITED.

Offices, Showrooms and Works: HULL, Yorks.
ENJOY NEW COMFORT THIS WINTER

IDEAL COOKANHEAT

PERFECT COOKING  WARM ROOMS  LESS WORK  HOT WATER

Save time and money by installing the Ideal Cookanheat and securing these home essentials all from one fire. Burns Coke or Anthracite – smokeless. Installations can be effected now and the purchase completed by instalments.

Write for booklet ZC free.

NATIONAL RADIATOR COMPANY LIMITED

2, National Avenue, HULL, Yorks. LONDON SHOWROOMS: 441, OXFORD ST., W.I.

THE NEW RADIANT RADIATOR

IDEAL RAYRAD

For old or new buildings.
Unequalled advantages for open-air schools.
Heating effect more rapid than any other system. Correspondingly rapid cooling.
Any degree of warmth maintained.
Can be invisible although not buried in structure, and is thus free from possible damage.
Always accessible.
No additional insurance involved.

Hall at South Hallsville School, Tidale Basin.

HUNDREDS OF THOUSANDS OF SQUARE FEET OF HEATING SURFACE IN IDEAL RAYRAD ALREADY INSTALLED IN SCHOOLS, HOSPITALS, FACTORIES, RESIDENCES, BUSINESS PREMISES, ETC.

NATIONAL RADIATOR COMPANY LIMITED

IDEAL WORKS, HULL, YORKS.

LONDON SHOWROOMS: IDEAL HOUSE, Great Marlborough St., W.I.

BIRMINGHAM SHOWROOM: 35 Paradise Street. BRIGHTON SHOWROOM: 48 Grand Parade.
YOUR HOME WARMED

YOUR MEALS COOKED

YOUR BATH HEATED

all from one fire

By providing these essentials to home comfort and convenience from one source, the Ideal Cookanheat effects great economy in time, expense and labour.

Apart from its excellent cooking and constant hot water service, it is definitely capable of warming several rooms by means of Ideal Radiators, maintaining a comfortable temperature throughout the average home during the winter months.

Easily installed in old or new homes.

If desired, confidential arrangements can be made enabling installations to be effected now and the purchase completed over an agreed period.

Booklet ZC 5 Post-free.

NATIONAL RADIATOR COMPANY
LIMITED

2 National Avenue, HULL, Yorks.

Showrooms—LONDON: Ideal House, Great Marlborough Street, W.1
BIRMINGHAM: 35 Paradise Street BRIGHTON: 48 Grand Parade
Indispensable to you

COOKS WITH
COKE
COAL
OR GAS

HOT WATER
& WARMTH

Gives the advantages of an independent boiler, and full cooking facilities with solid fuel or gas, in one attractive vitreous enamelled stove. Only 36 ins. wide. Fits easily into the average recess or against wall affording flue connection.

Right or left-hand oven. No gases in contact with food. Provides an abundance of hot water for baths, etc. Warms the kitchen and one or two small radiators.

Grey Mottle, plain Green or Brown enamel finishes.

IDEAL
COOKANHEAT

PRICE - - - £9 1 6
Splashback & Platerack £1 1 0
Gas Attachment - - £1 17 6

Installations can be effected now and the purchase (including material and labour) completed by instalments.

Write for Pamphlet 204, post free.

NATIONAL RADIATOR COMPANY
2 National Avenue, Hull, Yorks.
Showrooms—LONDON: Ideal House, Great Marlborough St., W.I.
BIRMINGHAM: 35 Paradise St.
Visit Stand No. 54, Ground Floor, Grand Hall, Olympia, IDEAL HOME EXHIBITION.
The Comfort of IDEAL WARMING

is not limited to one or two rooms, it pervades the entire house—a genial temperature inducing a sense of ease, contentment and well-being, while investing the home with an atmosphere of charm and distinction. It also carries the satisfaction that these happy conditions are enjoyed at small daily cost—less than for gas, electricity or open fires—and with reduced labour. The convenience of an ample supply of hot water for baths and domestic use is also assured. Easily installed in old or new houses, eliminates fire risk, prevents frozen pipes. A permanent home investment.

Booklet 2H11 post-free.

NATIONAL RADIATOR COMPANY LIMITED.

Ideal Works, HULL, Yorks.

Branches—

LONDON: Ideal House, Great Marlborough Street, W.1
BIRMINGHAM: 35 Paradise Street; also at HULL
1933

Fix this Stove in Small Homes

Ideal Cookanheat
No. 30
Combines independent boiler with cooking by coke, coal or gas.
Large open fire. Right- or left-hand oven. No gases in contact with food. Separate gas-ring in top-plate. Vitreous enamelled finish. Overall width 36 inches.
List price £9 1s. 6d.
Gas attachment extra 37/6. Platerack and splashback 21/.
Illustrated lists post free.
National Radiator Company Limited.
Ideal Works, Hull, Yorks.
London Showrooms: Ideal House, Great Marlborough Street, W.1
Birmingham Showrooms: 35, Paradise Street

1933

For Hot Water Supply

Ideal Domestic Boilers
Ensure abundant supplies of hot water at lowest possible cost. Burn coke and consume kitchen refuse. The most suitable boiler for housing schemes. Open or closed fire. Vitreous enamel finish, gas poker for easy lighting.
List prices from £3.12.6
Illustrated lists post free.
★ The new Ideal Catalogue is now ready. If you have not received your copy, write for one to-day.
National Radiator Company Limited.
Ideal Works, Hull, Yorks.
Birmingham: 35, Paradise Street.
CONSTANT HOT WATER

WARM ROOMS

Has the return of cold weather, with the need for a plentiful supply of hot water and adequate warmth, emphasized the limitations and costliness of your existing appliances?

The most economical and safe way of providing healthful, satisfying warmth, and an abundance of really hot water for baths and domestic use, is to install Ideal Warming with Ideal Radiators and Ideal Boilers.

Only one fire, burning coke or anthracite; no smoke or injurious fumes; temperature in each room variable at will. Easily installed in homes old or new, large or small. Saves housework, prevents frozen pipes.

If desired, installations can be effected now, and the purchase completed by instalments. Building Societies also will finance approved home modernisation schemes embodying Ideal installations.

Write for Booklet Z.H. 12 post-free.

NATIONAL RADIATOR COMPANY LIMITED

Ideal Works, HULL, Yorks.
Showrooms—LONDON: Ideal House, Great Marlborough Street, W.1.
BIRMINGHAM: 35 Paradise Street. Also at Hull.
Threefold enjoyment in the smaller home

You can now enjoy the radiant warmth of a cheerful open fire, with the satisfying knowledge that it is at the same time making other rooms comfortably warm and heating water for baths and domestic use, by installing

IDEAL
NEOFIRE

The Ideal Neofire is of good design, attractively finished in black vitreous enamel. Burns coal or coke. A special gas burner can be fitted for heating water during summer.

Convenient, economical and labour-saving.

Can be installed now and the purchase completed by instalments if desired.

PAMPHLET ZNI POST-FREE.

NATIONAL RADIATOR COMPANY LIMITED

Ideal Works, HULL, Yorks.
Showrooms—LONDON: Ideal House, Great Marlborough Street, W.I.
BIRMINGHAM: 35 Paradise Street. Also at HULL.
IDEAL BOILERS
FOR OIL BURNING
BRITANNIA AND "H" SERIES

Where it is desired to burn oil instead of solid fuel, Ideal Boilers are readily adaptable. They are admirably suited for the purpose and are used with widely varying types of burners.

Efficient combustion is assured in the large fire chamber, while the heated gases are effectively absorbed in the flues, the travel of which is improved by the insertion of special baffles.

Minimum of fire-bricking necessary.
Readily convertible for solid fuel if required.

Full particulars on request.

NATIONAL RADIATOR COMPANY LIMITED
Ideal Works, HULL, Yorks.

Showrooms—LONDON: IDEAL HOUSE, Great Marlborough Street, W.1
BIRMINGHAM: 38 Paradise Street
BRIGHTON: 48 Grand Parade.

Agents: BAXENDALE & Co., Ltd., Miller Street Works, Manchester. WILLIAM MACLEOD & Co., 60, 62, & 64, Robertson Street, Glasgow
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The Heritage Group Archive & Library has the following catalogues.


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