

NEW HOMES SELL FASTER... REMODELING IS EASIER WITH

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IRON FIREMAN SelectTemp[®]

SELF-MODULATING ZONE HEATING



the Revolutionary

CENTRAL HEATING SYSTEM

with a Thermostat in Every Room

SELECTEMP HEATING IS IDEAL FOR:

Homes, Motels, Hotels • Schools, Churches
Apartment Houses • Institutions
Office Buildings • Stores, Hospitals
Buildings of every type and size

There's Nothing Like

IRON FIREMAN

SelectTemp[®]

HEATING

HERE's a *revolutionary* new development in heating. It's so simple, so practical, brings such a new degree of indoor comfort, that many ask, "Why didn't someone invent SelecTemp years ago?" Engineered and manufactured by Iron Fireman, famous since 1923 for fine heating equipment . . . SelecTemp brings more comfort and economy *than any other heating system known*. SelecTemp accomplishes what heating engineers for years have tried to do. It provides a sensitive, dependable system of temperature control for *each room*, plus modulated, circulating heat, at a down-to-earth installation and operating cost.

A THERMOSTAT IN EVERY ROOM

This is the comfort-convenience that appeals to *everybody* — home buyers, home modernizers, the occupants and owners of all types of buildings. A thermostat in every room means *individual* heat control. At the same time — in the same home — you can keep it warm in some rooms, cool in others, tailored to individual comfort *throughout the house*.

FILTERED, CIRCULATING WARM AIR HEAT FROM STEAM

Steam heat? Hot water heat? Warm air heat? SelecTemp combines the finest features of all these reliable heating methods to achieve remarkable results. Low-pressure steam from a central boiler goes quietly and swiftly under its own power to each SelecTemp room unit. There it generates and circulates filtered warm air.

The same steam that supplies heat also operates the turbine which turns the circulating fan. No wiring or electricity is used, either for fans or thermostats.

YEAR-ROUND HOT WATER AT LOW COST

SelecTemp boilers are available with built-in water heating coils, eliminating need for separate water heaters. There is an abundant, dependable year-round supply of hot water — at very reasonable cost.

HELPS SELL NEW HOMES

SelecTemp heating appeals at once to prospective home buyers. Wives appreciate the practical need for individual heat control in every room. Husbands are impressed with its efficiency and its economy of operation. SelecTemp heating gives homes the outstanding *extra feature* that means *quick sales and profits*.

Read What These Prominent Builders Say About IRON FIREMAN SELECTEMP HEATING

CHARLES J. KOWALSKI, *President*, CHARLES J. KOWALSKI, INC.,
Contractors, Pittsburgh, Pennsylvania.

Last fall we installed an Iron Fireman SelecTemp heating system in the dwelling we built for the Pittsburgh Home Builders "Parade of Homes". We believe that the system tended to attract much attention to a home which has many outstanding features. During the course of the show we answered many, many inquiries about the heating, which we believe will result in additional SelecTemp installations in this area.

The dwelling was sold just after the close of the "Parade of Homes", and we are certain that the folks who purchased it were impressed with the type of heating system we had used.

SAMUEL BLOCK, *Partner*
Homeland Builders, Detroit, Michigan

Your Iron Fireman SelecTemp heating system which we installed in our 18-unit apartment building at 12122-12130 Sanford, in Detroit, has proved very efficient and economical to run.

We do not hesitate to recommend your system, as it has proved itself to be very satisfactory to us.

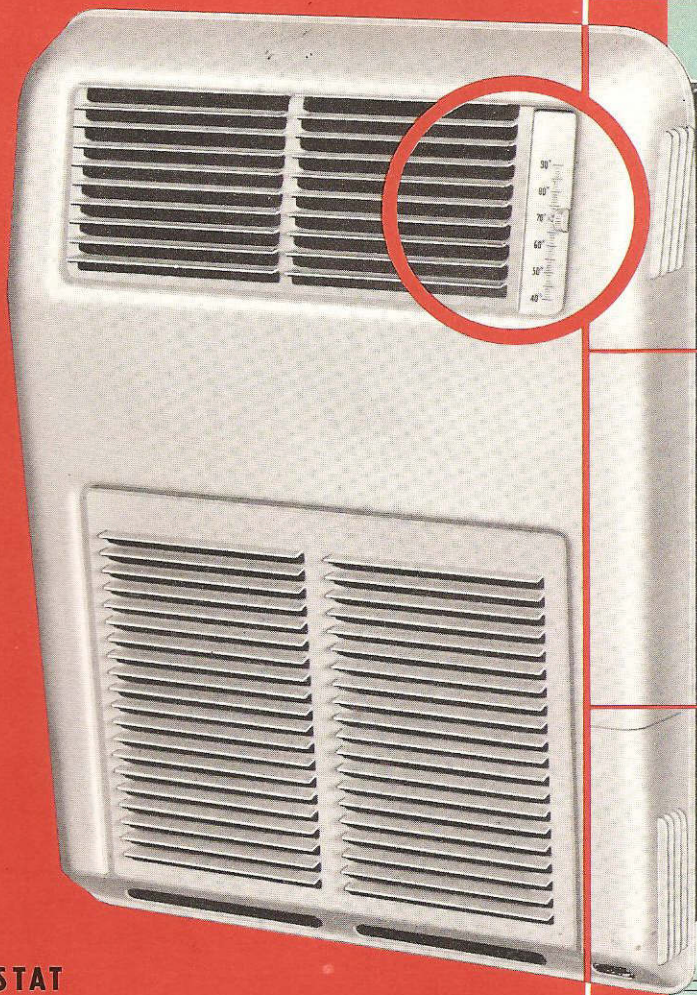
MR. N. LABRIERE, *President*
The Nelson LaBriere Company, LaBriere Homes, Canton, Ohio

We have been looking for a flexible system of heating equipment to properly heat our split level homes, with open planning and large glass areas. We have found it in your Iron Fireman "SelecTemp" system.

We obtain amazingly uniform heating, regardless of the task. Our customers like the individual thermostats on their units. We have found that fuel savings of 25% or more are common with your system.

The SelecTemp system is so flexible that we have to give very little thought to planning our homes in regard to the space necessary for installation of units and supply lines. This saves us considerable time in planning labor and materials.

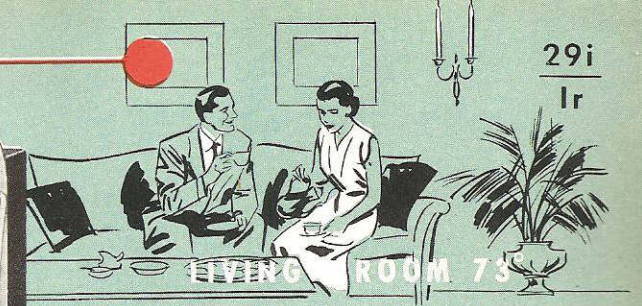
We are always glad to show our customers the SelecTemp system, for we think it a great sales feature.



A THERMOSTAT

IN EACH **SelectTemp** UNIT

GIVES INDIVIDUAL ROOM CONTROL



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Here's Why Home Buyers Like SELECTEMP Heating



- ▶ *Occupants can select the exact temperature they desire in each room.*
- ▶ *Steady uniform heating — modulated flow of warmed filtered air.*
- ▶ *Heat responds quickly to thermostat adjustment — temperature is maintained very accurately at selected level.*
- ▶ *Saves fuel — you can turn heat down in unoccupied rooms, but quickly reheat them.*
- ▶ *No electricity needed to operate heating units.*
- ▶ *Plenty of year-round hot water at very moderate cost.*
- ▶ *Attractive heating units — can be painted to match rooms; use no floor space; won't interfere with carpeting or furniture placement.*

And Here's How SelectTemp Heating Helps You Sell Houses



Make the 3-step **SelecTemp** Heating Demonstration

... A Short Cut to Closing Any Deal

YOU'LL FIND IT much easier to sell a home when you have installed SelecTemp and can actually *show* your prospects what an ultramodern heating system the house has. SelecTemp has wonderful demonstration value. The way it delivers filtered warm air, smoothly and steadily, is a revelation. And it gets equally warm response from prospective home buyers.

(If you yourself would like to see how SelecTemp heating operates, ask your nearest Iron Fireman dealer for a demonstration . . . in your own office if you wish.)



STEP 1

Explain SelecTemp heating advantages to prospective buyers — the thermostat in every room, modulated flow of filtered warm air, low fuel and electric bills, and other advantages mentioned on page 3.



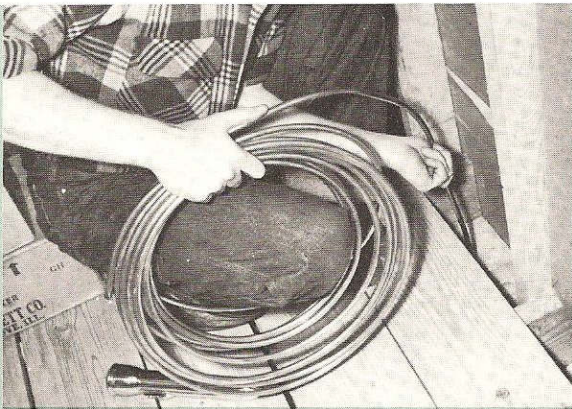
STEP 2

Ask home buyer to set thermostat on the SelecTemp unit so he can see how easily this is done. Explain how home owners can turn heat down in unused rooms — yet reheat them quickly to the temperature desired.



STEP 3

Have him note how quickly the unit responds to the higher temperature setting. Also have the prospective home buyer feel the filtered warm air smoothly flowing from the upper SelecTemp grille.



Installation is *Fast and Easy* Whether You're Building or Remodeling

SelecTemp heating is almost as easy to install in an older home you're remodeling as in a new one. SelecTemp piping is as easy to run as electric wiring. Above, a mechanic snakes the copper tubing down through a wall on a remodeling job. Unlike "hard" piping, the flexible copper tubing can be snaked into the wall for most direct runs, with minimum of cutting and fitting.

Flexible copper tubing of only $\frac{1}{4}$ inch I.D. carries steam to individual room heater units. Return lines are $\frac{1}{8}$ inch I.D. Tubing is easily bent by hand for streamlining around obstructions.

Extra headroom is not required for ducts or pipes, which often saves on building costs. Small size of tubing makes heat losses from piping negligible.

NO OTHER HEATING SYSTEM
OFFERS SO MANY ADVANTAGES AS

IRON FIREMAN®

SelectTemp®

Just compare these advantages of Iron Fireman SelectTemp heating with those offered by any other system — at any price — and you'll agree that this unique heating system sets an entirely new and better standard of home heating comfort . . . at minimum cost.

THERMOSTAT IN EVERY ROOM Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

FILTERED CIRCULATED AIR Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each unit.

BOILER LOCATION Boiler can be placed in any desired location, with proper distribution of heat to every room. Boilers with built-in, year-round domestic hot water coils available. Fuels: Gas, oil or coal.

LOW POWER COST No electricity required to operate circulating fans. Non-electric thermostats.

LOW INITIAL COST Easily installed in either new or old construction. Small soft copper tubing ($\frac{1}{4}$ inch I.D.) carries steam to individual room heater units. Return lines are $\frac{1}{8}$ inch I.D. Substantial savings in installation costs are the result.

LOW FUEL COST Temperature easily reduced in unused rooms. Wasteful, uncomfortable overheating is entirely eliminated.

AUTOMATICALLY BALANCED No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

All These — and YEAR-ROUND HOT WATER TOO!

. . . economically supplied by coils built into the boiler

AND IT'S TODAY'S BIGGEST HEATING VALUE

INITIAL COST COMPARES FAVORABLY Because SelectTemp heating offers so many *exclusive* benefits, in many ways it actually is *above* comparison with conventional heating systems. The initial *cost* of SelectTemp on new construction, while somewhat higher than conventional forced warm air systems, compares favorably with baseboard-or other hot water or steam systems. And it costs *far less* than other systems which provide modern zone control of temperature.

LOWER DESIGNING COST With SelectTemp systems, the cost of designing and laying out working drawings for ducts, piping and other elements is reduced to a minimum.

LOWER INSTALLATION COST The cost of installing most conventional heating systems is increased by the construction expense for framing, trenches, chases and other elements — plus the prolonged time of job completion. SelectTemp systems make this extra construction time and expense unnecessary.

WHY ARCHITECTS SPECIFY SELECTEMP HEATING FOR EVERY SIZE AND TYPE OF BUILDING

The SelectTemp system can be installed profitably in very moderately priced homes, as well as in more expensive homes, because SelectTemp is such a good sales feature. It can be installed in homes with or without basements, including those of slab construction.

OFFICE AND BUSINESS BUILDINGS SelectTemp appeals to owners of large commercial buildings because it makes possible important fuel economies, and substantial reductions in steam consumption where district steam is used. Heat can be furnished only where needed — and only in the amount required. The fan in each room unit is operated by a small steam turbine, so no electric wiring is required.

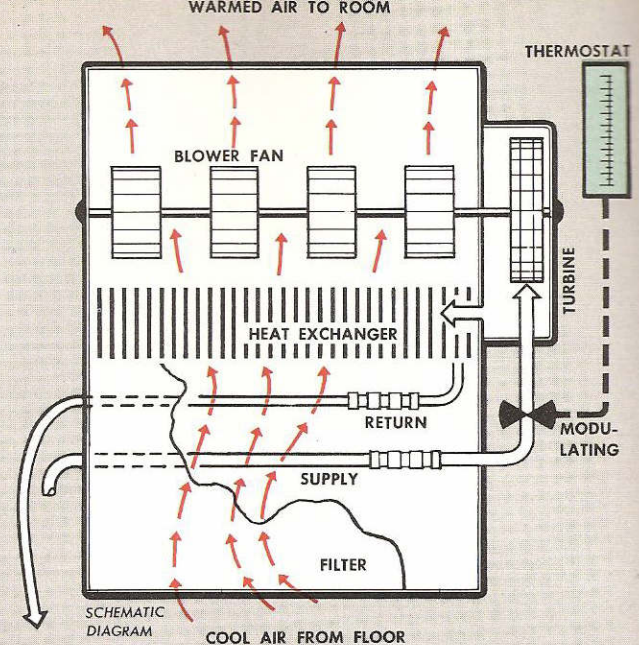
HOTELS, MOTELS, APARTMENTS, SCHOOLS, CHURCHES AND HOSPITALS In motels, hotels and apartment houses SelectTemp heating comfort attracts guests and tenants — yet saves fuel for landlords. In hospitals and schools, the speedy accurate temperature control of the SelectTemp unit is important to the health and comfort of patients and students. Air in each room is independently circulated and filtered. For all large buildings, SelectTemp offers substantial fuel economies because temperature in unused rooms can be kept low — yet the rooms can be quickly reheated.

SelectTemp[®]

OPERATES SIMPLY

... with minimum maintenance

The key to the comfort and economy of the SelectTemp heating system is the fact that each separate heater unit is *individually* controlled. Each unit delivers a flow of filtered warm air — in the *exact* amount needed to maintain the temperature selected for the location. Here is how simply the SelectTemp unit operates:



STEAM SUPPLY — Each SelectTemp heater unit receives its own supply of steam through a $\frac{1}{4}$ " copper tube. Boiler can be placed in the most convenient location without affecting steam supply to individual room units.

THERMOSTAT — Each SelectTemp unit is separately controlled by its own non-electric thermostat through a temperature range of 40° to 90°F. The modulating valve controls the flow of steam that operates the turbine and air-circulating fan, thus regulating both the fan speed and the heat output.

TURBINE AND FAN — Mounted on a single stainless steel shaft, the turbine and fan operate smoothly and quietly.

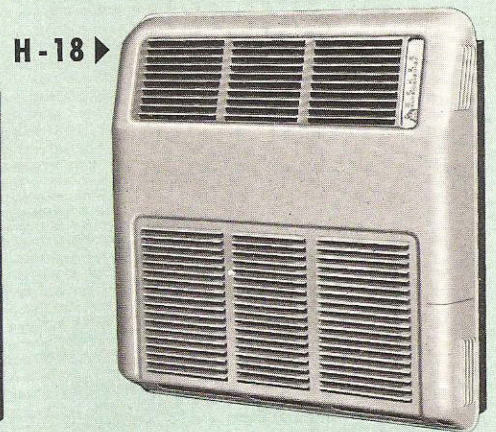
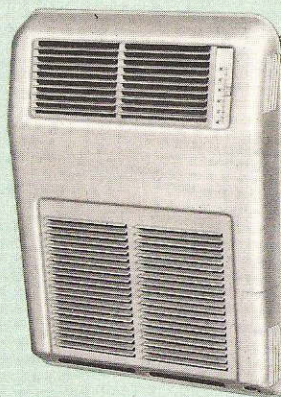
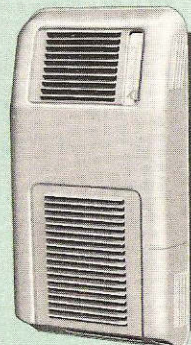
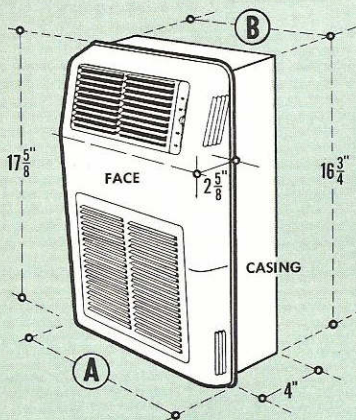
No lubrication or service is required. The speed of the fan varies according to the heat output demanded by the thermostat. SelectTemp eliminates "on-and-off" cycles that result in "cold 70°" stratification.

HEAT EXCHANGER — Steam travels from the turbine chamber to a highly efficient automotive-type copper heat exchanger, where it heats the circulating air.

FILTERED AIR — All circulated air is drawn in through the lower louvers, travels through the removable spun glass filter and is warmed by the heat exchanger. The fan then delivers a gently modulated flow of warmed, clean air to the room through adjustable diffusing louvers near top of unit.

Small and Compact with 3 sizes to choose from

Small unobtrusive recessed wall units are mounted in wall stud space. They extend into the room only $2\frac{5}{8}$ inches, are less than 18 inches high. They do not interfere with modern wall-to-wall carpeting or furniture arrangement. The attractive louvered front is easily removable — may be refinished to match decorating schemes or left with its own neutral finish.

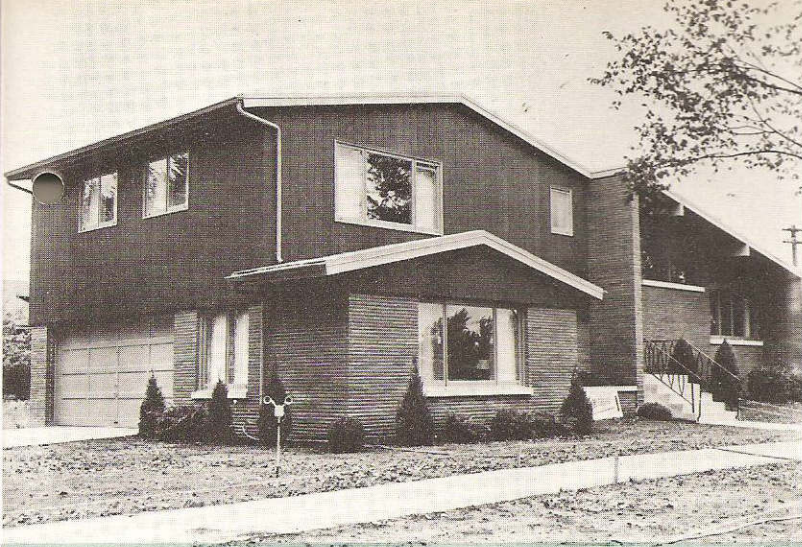


| | H-6 | H-12 | H-18 |
|-------------------|-------------------|--------------------|--------------------|
| Max. Btu delivery | 6000 | 12000 | 18000 |
| Min. Btu delivery | 300 | 600 | 900 |
| A — Face width | 9 $\frac{1}{4}$ " | 13 $\frac{3}{8}$ " | 18" |
| B — Casing width | 6 $\frac{1}{4}$ " | 10 $\frac{1}{2}$ " | 14 $\frac{7}{8}$ " |
| Weight of unit | 13 lbs. | 18 lbs. | 22 lbs. |
| Air volume CFM | 60 | 120 | 180 |

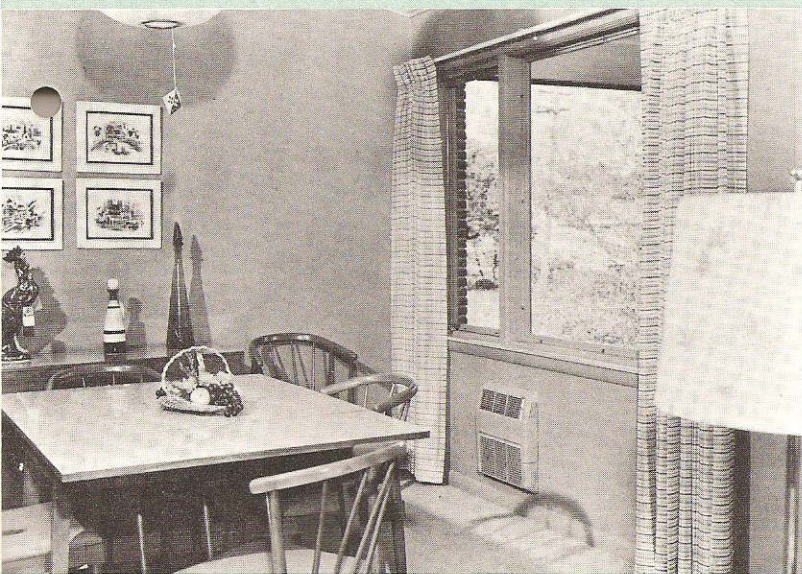
SelectTemp Boilers are Gas or Oil-Fired

Built to highest performance standards, SelectTemp boilers are compact, well-insulated, skillfully engineered for economical operation and long life. Built-in hot water coils furnish instantaneous hot water all-year-round.

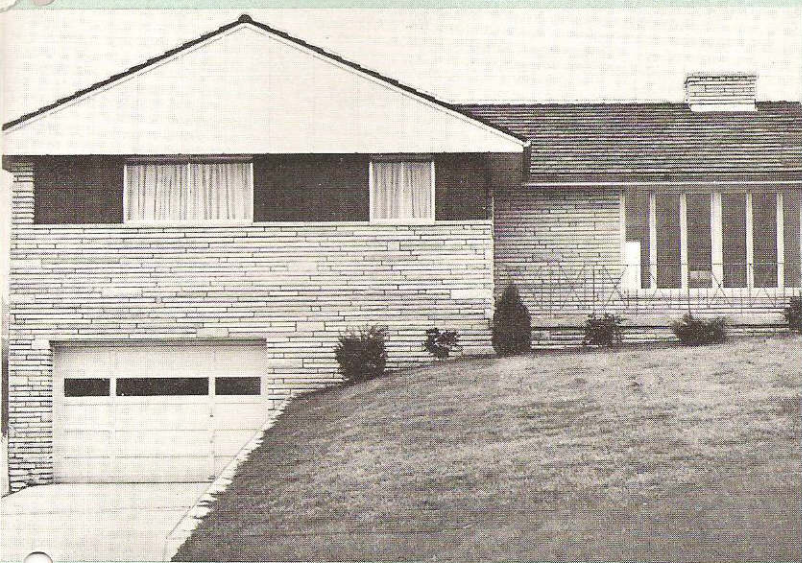
CLEVELAND This custom-built SelecTemp heated house was displayed by the builder for two days, attracting 5,000 visitors. Builder and SelecTemp dealer ran tie-in newspaper advertisements.



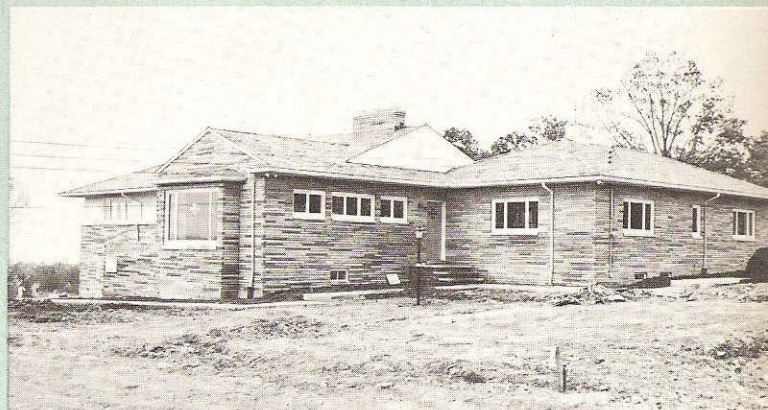
LA GRANGE, ILL. This model home was chosen "Home-of-the-Month" by *Suburban Life*, a newspaper circulated in the mid-west. Much of the appeal of this home is due to its SelecTemp heating system.



LA GRANGE, ILL. Interior view shows attractive, unobtrusive SelecTemp unit. Units can be painted to match color schemes — and do not interfere with furniture placement or wall-to-wall carpeting.

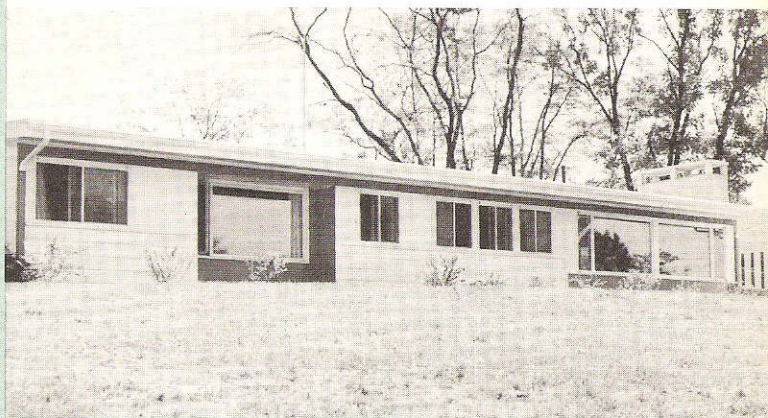


PITTSBURGH SelecTemp heating was featured in this model home, on display during the "Parade of Homes". After seeing the SelecTemp system, several visitors ordered SelecTemp heating for their homes.



IRON FIREMAN® SelecTemp® Installations "Stole the Show" in these Model Homes

BUILDERS EVERYWHERE have found SelecTemp heating a sure-fire way to beat competition in the new-home market. SelecTemp systems tie in with the trend to give greater value in new homes by including "extra" features. And a SelecTemp installation often makes the difference between a quick profitable sale and a slow unprofitable one.



MIDDLETOWN, O. The SelecTemp installation in another *Better Homes & Gardens* "Home for All America" aroused much interest and resulted in a number of SelecTemp installations in this area.

IRON FIREMAN® SelectTemp®

National Advertising

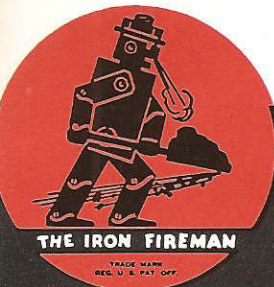
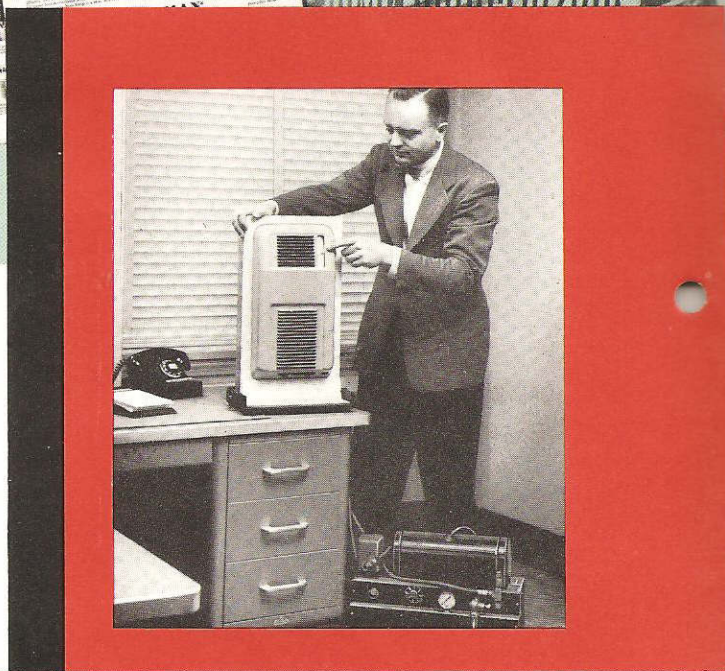
Pre Sells
Your Prospects

Your prospects and customers are reading about the revolutionary new SelectTemp heating system. For a steady, planned publicity and national advertising campaign is keeping Iron Fireman SelectTemp in the public eye. Advertisements are appearing in such leading magazines as *Saturday Evening Post*, *Newsweek*, *Better Homes and Gardens*, *House and Garden*, *House Beautiful*, *Living*, *Small Homes Guide*, *Popular Science*, *Popular Mechanics*, *Home Modernizing* and others . . . making the Iron Fireman SelectTemp system known from coast-to-coast for the finest in heating comfort and convenience.



Get a FREE Demonstration of SelectTemp

Ask Your Iron Fireman Dealer to Demonstrate SelectTemp Today! In your own office, using our portable demonstration unit, it takes only a few minutes to show you SelectTemp in operation. See your Iron Fireman dealer or write direct. There's no obligation.



IRON FIREMAN® SelectTemp®

Iron Fireman Manufacturing Company
CLEVELAND 11, OHIO