

## Facing the heating question

The heating question must be faced in every home. It is usually easy to tell on bitter cold days by the faces of your neighbors which of them are enduring the ills and paying the bills of old-fashioned heating and which of them are in
 best mental poise because of having begun the preparation for the day's work in rooms genially comforted by

## $A_{\text {Ranauross }}$ MERICAN $\left.\right|_{\text {Boulars }} ^{\text {DEAL }}$

The family bread-winners are handicapped in the business competition with others unless they start the day in physical comfort. Then, too, an evening in a cold house is a poor place for relaxation, or mental preparation to improve one's position or earnings.
IDEAL Boilers and AMERICAN Radiators are no longer called "luxuries" because in thousands of instances they are proving to be an economy for any home, however small. IDEAL Boilers and AMERICAN Radiators provide uniform warmth in all rooms, far and near, and under perfect control. They bring no ashes, dust, or coal gases into the living-rooms. They are noiseless, absolutely safe, and will outlast the house. They require no more caretaking in heating 5 to 15 rooms than to run a stove for one room. Their fuel savings, cleanliness, and protection to family health soon repay the cost of the outfit.

All raw materials used in the manufacture of IDEAL Boilers and AMERICAN Radiators are subjected to severe inspection in our Testing Laboratories. This testing, together with our own specially built, exclusive automatic machinery, and running our factories regularly throughout the year, enables us to produce the uniform, highest
standard of product which has made our heating outfits so world-famous. This sole effort to make the best has standard of product which has made our heating outfits so world-famous. This sole
naturally brought great volume of business of all. Most important-do not overiook
the fact that IDEAL Boilers and AMERICAN Radiators are fully guaranteed.
Face the heating question to-day and settle it for once and all-whether your building is old or new-farm or town. Learn how to get best heating and most comfort for least money. Ask for book (free): "Ideal
Heating Investments."


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