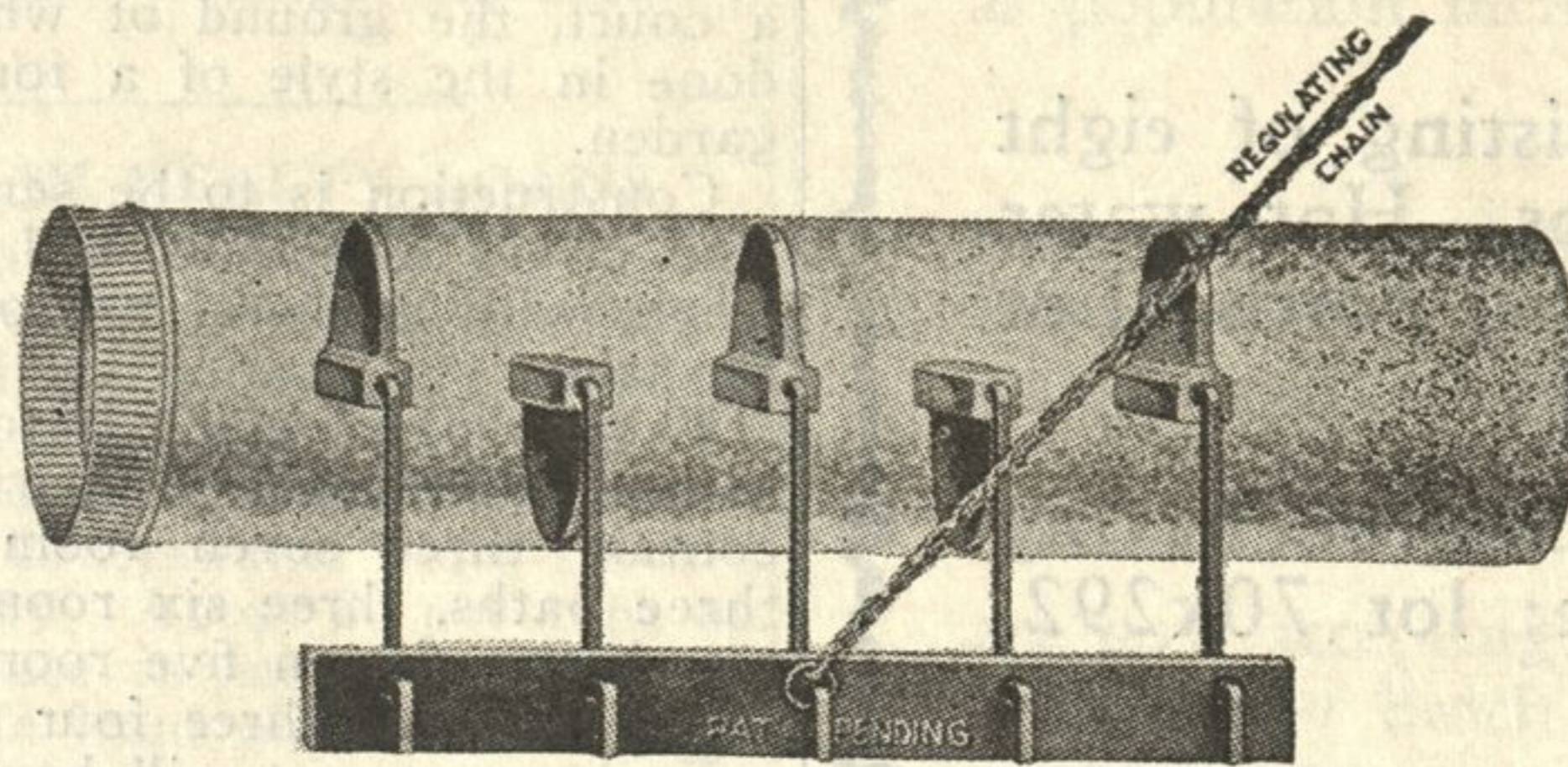


# CALIFORNIA WEATHER IN YOUR HOME

## All Winter Thru the Use of THE AMERICAN HEAT PRESERVER

### TO INSTALL IT

Simply remove section of smoke pipe and replace with American Heat Preserver.



Is made of special constructed steel pipe, of standard diameter and size, containing five semi-circular blades and adjusting chains all of which will withstand rust and heat for years.

The Answer of Science to the Home-Heating Problem

## How much of the available heat units in fuel are you wasting?

50% to 90% Say Government Fuel Experts

The American Heat Preserver stops this loss, as it insures complete combustion of gases and volatile matter in the fire pot of your heating plant, thus generating from 11,000 to 14,000 heat units per pound of free burning coal or coke, instead of from 3,500 to 4,500 heat units as now.

The American Heat Preserver installed in the smoke stack of your heating plant will insure uniform heat in the home at all times within a variation of five degrees, because the fuel burns slowly and completely.

The American Heat Preserver means less fuel to buy, and fewer ashes to carry out.

The American Heat Preserver works like magic on any furnace, boiler or stove.

The American Heat Preserver will pay for itself in fuel saving in one season, and last for years.

### Article from The Black Diamond, Leading Journal in the Coal Industry.

#### New Damper Tested

A sentence in the morning paper caught my eye, "Days of boom gone—days of business are here." Those few words rather accurately represent the economical situation in America. Individual prosperity will depend more and more on what each individual can save and how little he can waste. Herbert Hoover is not mistaken when he stresses the need for the elimination of waste.

How many millions of dollars go up American chimneys in wasted heat, I do not know. It is a safe bet that this waste represents enough money to keep you and me in comfort for the rest of our lives: And now comes an invention to eliminate this waste. It is as peculiar and unique as it is effective. In fact, it is a new kind of draft for furnace pipes and is supplied in a new form and in a new shape. The "American Heat Preserver," as it is called, consists of five semi-circular blades placed alternately, vertically, above and below inside a specially constructed steel pipe, arranged according to the size of the pipe. The blades are pivoted on solid steel rods which support them and permit free action. The blades operate as a unit by means of a movable cast iron lock-bar connecting and placed outside the pipe so that the heat, no matter how intense, will never affect them, and also if desired, to permit the heat preserver to be regulated to keep the blades in any desired angular position. Consequently the smoke pipe can be reduced to any size down to fifty percent making perfect regulation possible.

This new damper has been tested out by R. W. Soderberg, manager of the fuel department of the Hubbard Woods (Illinois) branch of the Mercer Lumber Company, who found that it added to the efficiency of the domestic heating plant. The "American Heat Preserver" is manufactured by the American Heat Preserver Company, 4181 Plankinton Arcade, Milwaukee, Wis.—Traveler.

EXECUTIVE OFFICES: 828 CHURCH ST., EVANSTON, ILL. PHONES: GREENLEAF 303 ROGERS PARK 7470  
EVANSTON BRANCH: 1739 W. BULLDOGS AVE. TELEPHONE UNIVERSITY 7700  
NILES CENTER BRANCH: TOWHY AVE. & ST. PAUL TRUCKS TELEPHONE NEWCASTLE 1233  
DEERFIELD BRANCH: RAILROAD & CENTRAL AVENUE TELEPHONE DEERFIELD 8

### Mercer Lumber Companies

LUMBER—BUILDING MATERIALS—COAL

HUBBARD WOODS BRANCH

88 GLENCOE ROAD

Hubbard Woods, Illinois

PHONES (WINNETKA 482) (ROGERS PARK 7808)



December 30, 1927.

American Heat Preserver Co., Milwaukee, Wisconsin.

Gentlemen:

Attention Mr. W. P. McKinney

Three weeks ago I had one of the Heat Preservers installed in my home at 335 Milton Avenue, Glencoe, Illinois, for the sole purpose of making a personal test of its merits. I am heating eight rooms to an average temperature of 72° without thermostatic control, with only morning and evening attention.

With my personal knowledge of over fourteen hundred heating plants in Glencoe and Winnetka alone, I am reasonably certain that at least fifty percent of these would be greatly improved by the installation of this device.

As proved by my personal test, three important results are manifest: A marked saving in fuel; greater heating plant efficiency; and a more even temperature.

My experiment included the use of Anthracite as well as Coke. I found that this device gave ample stack control with the Anthracite, but with the use of Coke, the Heat Preserver showed greater efficiency by the addition of a hand controlled damper placed in the smoke pipe between the heating plant and the Preserver and operated in a closed position, except when shaking the grates or adding fuel.

I can heartily recommend this device to my many friends, where installation is practicable, since I have given it a thorough test and can endorse it for the reasons stated above.

Yours very truly,

MERCER LUMBER COMPANIES

*R. W. Soderberg*  
Mgr. Fuel Department

RWS:LE

W. Y. WILDMAN, TRAFFIC MANAGER

EXECUTIVE COMMITTEE:  
GEO. W. REED, Chairman  
F. C. DONOLD,  
J. D. ZOOK,  
W. E. BUTLEDOR,  
L. H. SMITH.

FILE NO.

### Illinois Coal Traffic Bureau

ORGANIZED AND OPERATED BY ILLINOIS OPERATORS

ROOM 1507-343 SOUTH DEARBORN STREET

CHICAGO December 9, 1927

DIRECTORS:  
D. W. BECHANAN, III, 1567 Bank Bldg., Chicago  
G. D. COVER, Hill Bldg., Chicago  
F. C. HOSWELL, Fisher Bldg., Chicago  
W. E. BRIDGES, McCormick Bldg., Chicago  
D. V. MCCARTHY, Hill Bldg., Chicago  
GEO. W. REED, McCormick Bldg., Chicago  
W. E. BUTLEDOR, Fisher Bldg., Chicago  
B. C. BEARLICK, Bookery Bldg., Chicago  
L. H. SMITH, III, 1567 Bank Bldg., Chicago  
H. H. TAYLOR, III, 1567 Bank Bldg., Chicago  
J. D. ZOOK, McCormick Bldg., Chicago

Dear Mr. McKinney:

The "American Heat Preserver" has been installed for two weeks now, and I am pleased to say it has proved to be entirely satisfactory. I am sure that this device will save considerable fuel over a year's time for the average householder.

It provides a more efficient and complete combustion in my boiler than I have had heretofore, resulting in more controlled heat per pound of coal.

I shall be very glad to recommend its installation.

Yours very truly,

*W. Y. Wildman*

WY/W

Mr. W. P. McKinney,  
227 Mary Street,  
Hubbard Woods, Ill.

If your local coal dealer cannot supply you with the American Heat Preserver send your order or inquiry direct to our Fuel Department, Hubbard Woods, Ill.

## MERCER LUMBER COMPANIES

R. W. SODERBERG,  
Mgr. Fuel Division—Hubbard Woods

Phones  
Winnetka 452  
Rogers Park 7808