

Model A Ford Manifold Heaters

Notes from my personal collection

Disclaimers

- I am not an expert on manifold heaters, I just own a whole mess of them! (I don't think there is a manifold heater expert!)
- When different versions of a heater are presented here, that does not mean there are not other versions.
- This is a taste of what is out there, there are MANY that I do not have.

Different types of heaters for Model A Fords

How did people keep warm when riding in a Model A? There were basically four types of heaters that were available:

- Manifold heaters
- Other exhaust style heaters
- Hot water heaters
- Gas fired heaters

Pros and cons

- Manifold heaters
 - Pros: simple design, lots of heat
 - Cons: possible exhaust leakage, unique to car
- Other exhaust style heaters
 - Pros: lots of heat
 - Cons: possible exhaust leakage, somewhat unique
- Hot water heaters
 - Pros: versatile, easy to mount, adaptable to many cars
 - Cons: Can freeze if no anti-freeze
- Gas fired heaters
 - Pros: LOTS of heat
 - Cons: burning gasoline right under gas tank!

Unique to Model A?

- The vast majority of manifold heaters I have seen have been for Model A Fords. Why? During that time period, Ford and Chevrolet made up over 85% of US car sales, and yes, there are Chevrolet manifold heaters out there. Since unlike hot water and gas fired heaters, a manifold heater is unique to a car model, I have not seen any for other makes. Do you know of any?
- There were some made for later V8 models, but these are scarce, most of them have hot water heaters. And Model T? I have seen one occasionally, but very few: perhaps since most model T's were open cars, few people bothered trying to keep them warm! Model T's also used an intake air heater wrapped around the exhaust manifold, which would have needed to be removed to put on a heater.
- By the mid 1930's, manifold heaters seem to be extinct, people preferred the clean heat from more easily controlled hot water heaters.

Types of manifold heaters

Manifold heaters can be clumped into three main types:

- Clamp on stock manifold
 - easy to mount, retains original manifold, low chance of leakage
- Clamp on special manifold
 - Requires changing the manifold, low chance of leakage
- Integral heater/manifold
 - Requires changing the manifold, presents a danger of exhaust leakage if cracked, I personally suggest not using this style.

My collection

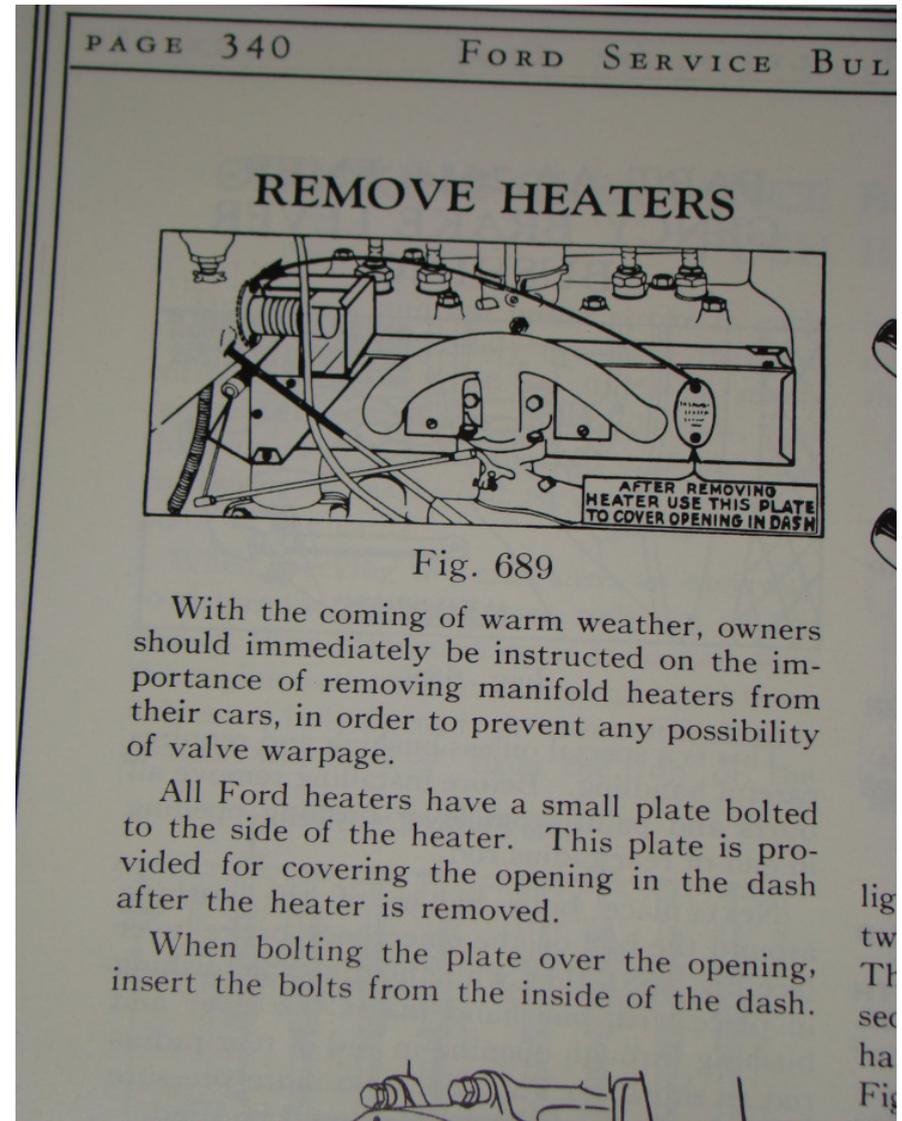
The following slides show heaters that I personally own. There are LOTS of others out there, this is the product of me just picking up odd ones over many years.

Ford Authorized heater

- This is the heater that Ford offered to dealers to install on cars. It is made of sheet metal and encloses the stock manifold, and being sheet metal, it rusts very easily and so few survived, I have only seen three: this is one of them and the other two were NOS, never on the car. This one shows what was probably an issue with them: it has been trimmed slightly on the edges to make it easier to get on and off. It is very similar to a heater made by G.A. Roth manufacturing under the name "Red Cat" and it may have been made by them for Ford.

Ford authorized heater

This is the note contained in the Service Bulletins and shows this heater



Ford authorized heater



Ford Authorized heater

- Here is a company that made an add-on blower for the Ford heater.

Ford Cars Heated

Efficient Heating at Low Cost

Now you can sell the Model A equipped with a heating system that your customer will become enthusiastic over—a heater that will give 100% satisfaction. And the price is so low that every customer will want one.

A Twitch of the Switch
Heats the Car



Donaldson Heat Blaster Installed on Ford Manifold Heater



AUXILIARY POWER FAN

For Use With Model A Ford Manifold Heater

Fits right onto the Ford Manifold Heater and blows the heat, which strikes a deflector and is circulated throughout the car. Pressure on a convenient switch on the dash starts the fan and in a few moments the entire car is warm. Positively proven to be most efficient and reliable.

Circulates Heat Throughout the Car

There is always plenty of heat in the Ford Manifold when the engine is running and the Donaldson Heat Blaster forces it into the entire area of the car. It is always ready and may be controlled at will. Installed in less than an hour so as to give satisfaction plus.

Retails at \$11, F.O.B. St. Paul

If Ford Manifold Heater is already on car, it needs only the Donaldson Heat Blaster to produce plenty of heat.

Send for Sample

Demonstrate for yourself the efficiency of the Donaldson Heat Blaster. The sample will be billed at quantity prices.

DONALDSON CO., Inc., 2425 Wabash Ave., St. Paul, Minn.
Manufacturers of Quality Metal Products Since 1915

Autolite heaters

These are probably the most common manifold heaters for Model A. They were made in both clamp on and special manifold styles. Reproduction ones have been made and are not shown here.

Autolite heaters

- Clamp on style



Autolite heaters

- Special manifold style



Autolite heaters

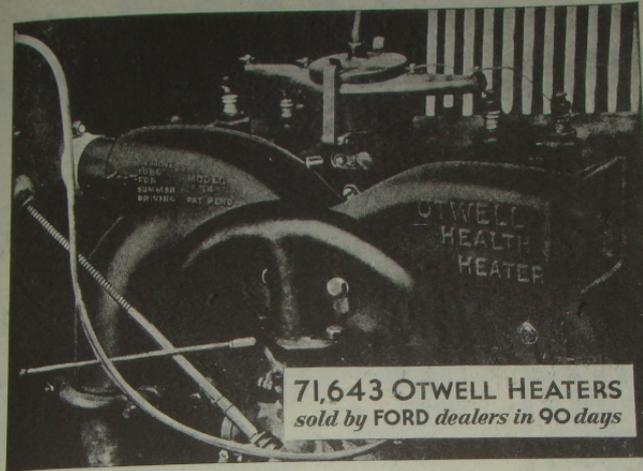
- Showing special manifold and cover



Otwell heaters

These have a reputation for putting out LOTS of heat! Some of them say “Health heater” on them, some do not. I am including here a “Firestone” script heater that appears to be an Otwell made for them. Otwell claims in their ads that they are only sold through “Authorized Ford dealers”, but I do not know what that means. They are all of the integral type and most of the ones I have seen have serious cracks: read my warning on this style.

Otwell heaters



**There's a handsome profit for you
in every OTWELL heater**

IT'S a great seller with no sales resistance; a real profit maker. Last fall in 90 days, 71,643 OTWELL Health HEATERS were sold through Ford dealers. The margin of profit is attractive, and every OTWELL Health HEATER sold makes a warm friend and a booster for more profitable sales.

The OTWELL Health HEATER is a well designed heater. It is cast in one piece and replaces the exhaust manifold on models A and AA Fords. It is easy to install, needs no servicing, never rattles and gives an abundance of heat at all temperatures.

Leading Ford dealers are preparing for a big drive this season. Many will sell the OTWELL Health HEATER for Fords exclusively.

If your order has not yet been placed with an OTWELL distributor, we suggest that you do so at once.



Retail
price
\$10⁰⁰
NOT
INSTALLED

THE OTWELL COMPANY
FULLERTON AVE. AT RUTLAND, DETROIT, MICH.

For FORD Models A and AA

OTWELL Health HEATER
SOLD ONLY THROUGH AUTHORIZED FORD DEALERS

November, 1929

Otwell heaters

- “Sway back” Otwell



Otwell heaters

- “Straight back” Otwell, straight script



Otwell heaters

- “Straight back” Otwell, curved script



Otwell heaters

- “Firestone” heater, made under Otwell license?



“Director” heaters

This was a trade name used on these heaters, I do not know what company actually produced them. I have seen both clamp on, and integral manifold styles. Again, read my warning on integral style heaters.

Director heater

- Director heater, clamp on style



Director heater

- Director “Special” heater, integral style



Red Head heaters

These are somewhat common heaters that were made in both clamp on and special manifold versions. Most of them have the unique feature that the outlet is pointed toward the engine instead of straight back and put an outlet in the center of the firewall. The special manifolds are often confused with Autolite versions since many people don't know the Red Head exists. They are easily spotted though by their angular cover outline as opposed to Autolite's rounded edges.

Red Head heaters

- Special manifold style, hump back and straight back covers



Red Head heaters

- Special manifold style, showing manifold and covers



Red Head heaters

- Special manifold, “Type H”



Red Head heaters

- Showing special manifold



Red Head heaters

- Clamp on style



Francisco heater

This heater uses a special manifold that is enclosed by a sheet metal jacket. Unfortunately, the majority of them had no sheet metal left, it all rusts away!

Francisco heater

No sheet metal left!

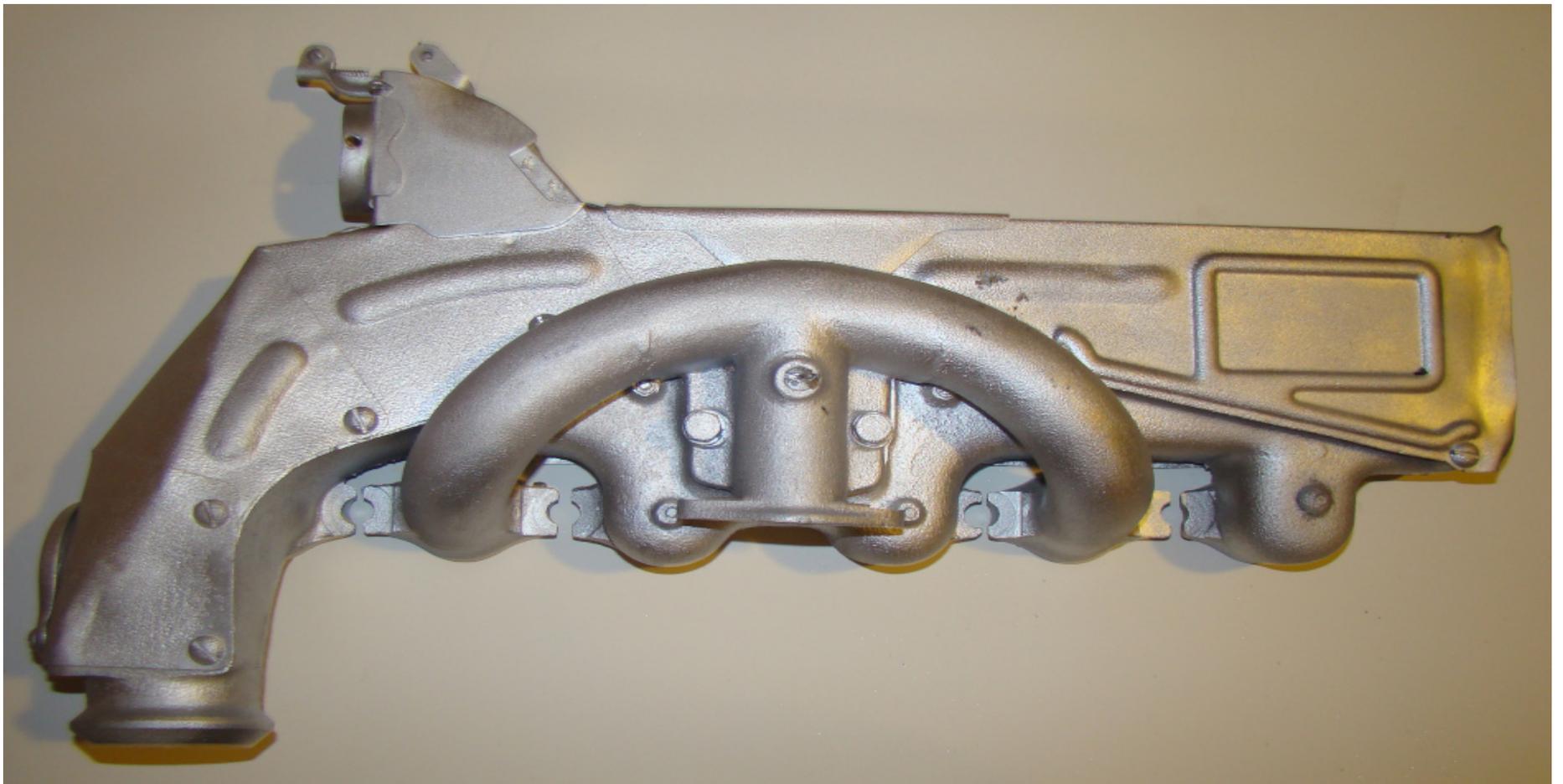


Unknown sheet metal heater

Very much like the afore-mentioned Fancisco heater, it may actually be another model made by them. Again, the sheet metal is often completely rusted away.

Unknown sheet metal heater

Who made it?



Sum-R-Air heater

- This heater was made by Central Specialty Company and carried the designation “Safety Heater” on it. It used a special manifold that was flat topped and instead of an open cover, it had a fully enclosed aluminum box that bolted to it, thus having no possibility of exhaust leakage into the car even if the manifold severely cracks. They touted this feature in their ads as: “A two metal thickness protection against carbon monoxide poisoning”. It makes you wonder if the problem with integral style heaters cracking and leaking was well known back then! The example here is the cover only, I do not have the special flat-top manifold that it required. I really do like this heater!

Sum-R-Air



SUM-R-AIR SAFETY HEATER appraised on the basis of

SAFETY

- (a) A two metal thickness protection against carbon monoxide poisoning.
- (b) Rapid and constant circulation of heated fresh air.
- * Conventional exhaust manifold and heater (aluminum) two separate metals.

ECONOMY

- (a) Sure pure heated air at minimum cost.
- (b) Installation greatly simplified (no templates required).
- (c) Can be removed in warm weather by anyone, in a few minutes.
- (d) No upkeep—nothing to wear out.

EFFICIENCY

- (a) Induction principle of heating in conjunction with aluminum heater.
- (b) Established new records for B.T.U.'s per minute.
- * Aluminum absorbs heat three times as fast as iron and dissipates the heat into the eleven swiftly moving currents of fresh air.

Distributors interested in an outstanding sales feature heater backed by an old and reliable company with a definite policy of distribution only through Authorized Ford Dealers, should wire for our liberal proposition. (The list price is ten dollars).

COMFORT AND CONVENIENCE

- (a) A quick heat when and where wanted.
- (b) Full floating flexible connection to dash eliminates squeaks and rattles.
- (c) Easily installed and even more easily removed in a few minutes for summer driving.

RELIABILITY

- (a) Positive operation.
- (b) Central Specialty Company is one of the oldest established sources of standard equipment parts for the automotive industry.
- (c) Unconditionally guaranteed against defective material and workmanship.

- (c) Unrestricted adjustable nozzle allows use of heat to best advantage.
- (d) Hot air duct divided into eleven sections which provides maximum radiation.
- (e) No restrictions in manifold to cause back pressure on motor.

CENTRAL SPECIALTY CO. --- YPSILANTI, MICH.

Sum-R-Air heater

- A safety oriented design, but missing the manifold



Red Dragon heater

- This one was also made by Central Specialty company and wins my vote for sexiest manifold heater. It was a two piece clamp on unit: an aluminum finned piece that set on the manifold and a red cover that snaked back and forth. Like the “Sum-R-Air”, it also protected against carbon monoxide by being separated by the finned piece.

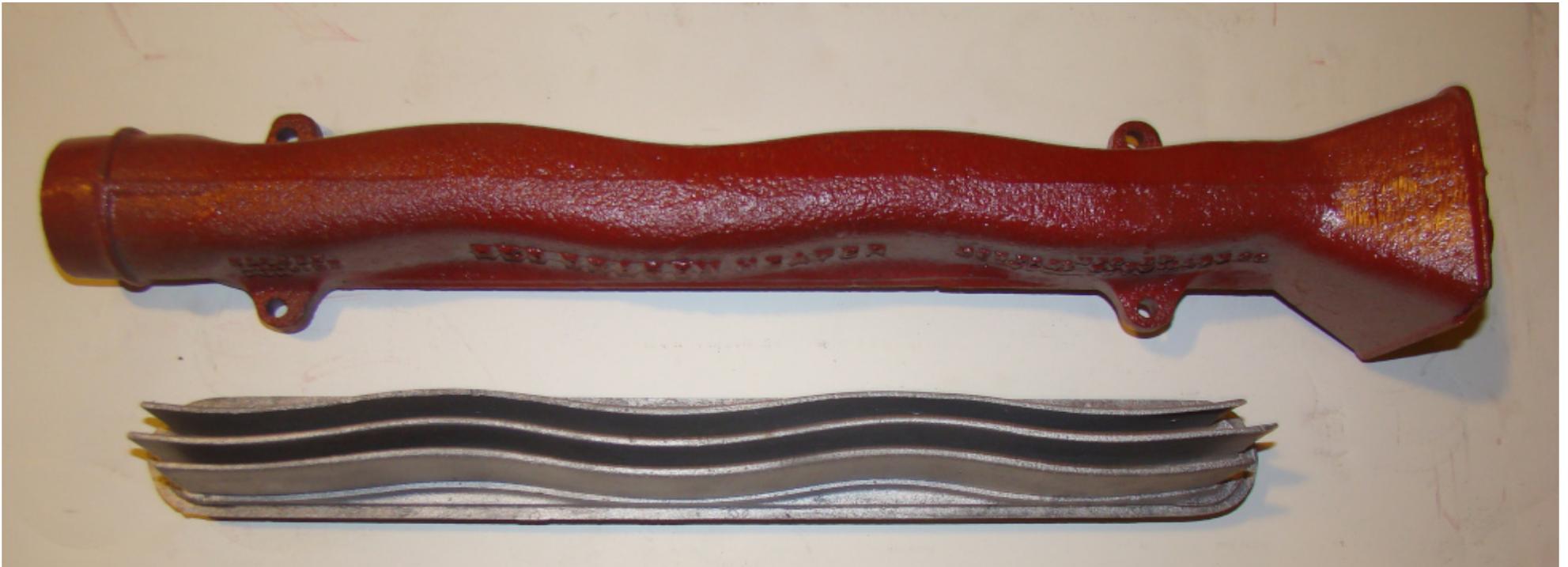
Red Dragon heater

- From the same company as the “Sum-R-Air”



Red Dragon heater

- From the top, check out the curves



“Force Draft” heaters

This is the name that appears on one of the two examples I have, the other is blank. I do not know who made these. It is a simple clamp on cover style.

“Force Draft” heaters

- Identical design, bottom one is missing mounting clips



Howard Heater

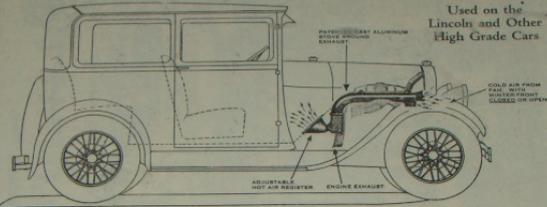
Made by Howard Foundries Inc, this is a simple clamp on style unit which was held down by cylinder head nuts.

Howard heater



**A High Grade Heater
for the Model A That
Supplies Real Heat in
Zero Weather!**

Used on the
Lincoln and Other
High Grade Cars



ADJUSTABLE
HOT AIR REGISTER ENGINE EXHAUST

PERMANENTLY ALUMINUM
BRONZE FLOOR REGISTER

COLD AIR FROM
EXHAUST SYSTEM
CLOSED OR OPEN.

It is built along the same principles and of the same high grade solid cast aluminum and bronze materials used in the now world famous "Howard" heaters installed in the Lincoln and other high grade automobiles, with the same beautiful highly polished cast aluminum and bronze floor register as used in the Lincoln. Being of the ventilating type, it furnishes a generous supply of warm fresh air at all times and absolute efficiency with the winter front CLOSED or open.

In this heater the bad features of stamped sheet metal, tin can, makeshift, rattle producing, so-called heating contraptions, have been entirely overcome. There are no working parts—note its practical construction—being made of solid cast aluminum, which in itself is the best heat conductor, this heater will produce an abundance of fresh warm air where all others fail. It fairly sells on sight! Sales this winter will be enormous. Get your share! Write today! Let's go.

Write Today
for Discounts
and Literature

MANUFACTURED BY
HOWARD FOUNDRY
Pattern Makers—Founders and Machinists
2701 FULTON STREET, CHICAGO, ILL.

HOWARD HEATER
THE HEATER THAT HEATS WITH THE WINTER-FRONT CLOSED OR OPEN

November, 1928

Howard heater

- Another clamp on style

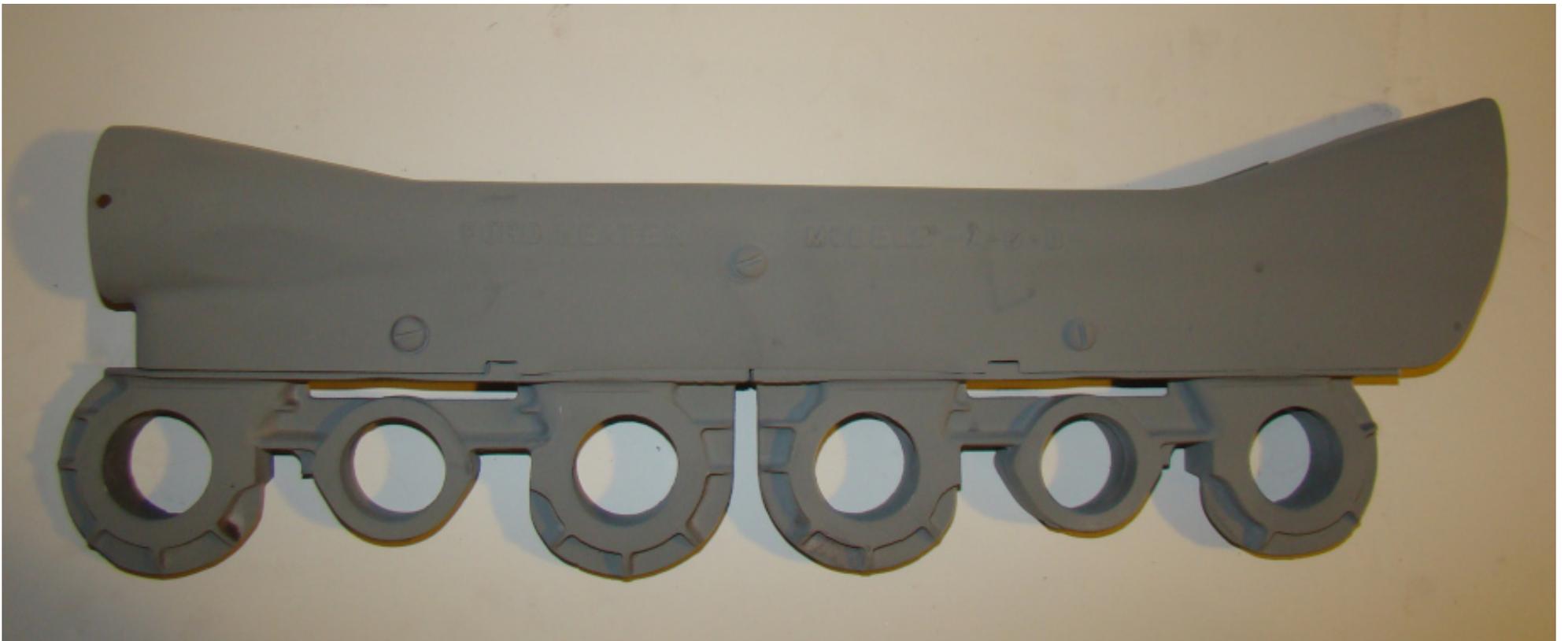


Unknown heater

This is a strange unit that is installed between the manifolds and the block and required installing extra long studs to hold it. There are two cast aluminum pieces with a sheet metal cover over both of them. It says "Ford heater model A & B, so this example at least was made after 1931.

Unknown heater

- I have never seen this design used elsewhere



Unknown heater

This was made by an unknown company and consists of a special manifold that has an open top with a cast iron cover. It is different in that the heat outlet was down low instead of directly at the firewall. This allows installation of an outlet in the wooden part of the floorboard instead of having to drill a hole in the firewall, which is a good feature if your firewall is intact and you want to add a heater. They don't seem to be particularly rare, but are often missing the cover which can be made from sheet metal.

Unknown heater

- Note the low heat outlet



Unknown heater

- Showing the inside



Zenith Blower heater

- Was there any connection to Zenith carburetors? I doubt it very much! This is an integral design (heed my warnings) with a large intake scoop which apparently had an electric fan in it at one time, but this one is missing.

Zenith Blower heater

- Note the large intake which originally had a blower.



Miscellaneous clamp-on heaters

- Oh, so many of these out there! They were simple designs, very low profile, that clamped onto the back of the stock exhaust manifold. Examples shown here are:
 - Remington
 - Spring City
 - Snyder
 - Bingo
 - Hider (2 styles)

Miscellaneous clamp-on heaters

- Remington, Snyder, and Spring City models



Miscellaneous clamp-on heaters

- “Bingo” and two “Hider” models, all made in Binghamton, NY. The bottom one does not fit a Model A manifold and may have required a separate spacer between it and the manifold or was for a different car.



Ads for a few I don't have

I already told you I don't have every one ever made, here are a few of those examples!

Red Cat heater

November, 1928

Red Cat *New Improved* Heaters

New Red Cat Heater
for "Model A" Ford
That's a World-
Beater!

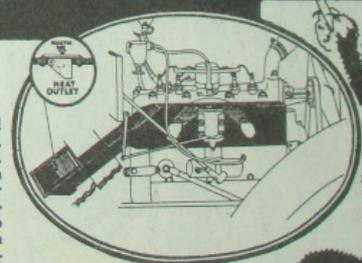
Illustrated below.
Notice the extra large
heating surface. Starts
heating quicker. Throws
more heat. Sells for
only \$3.50! Sample for
Ford or other car yours
at half list.

Order from your Jobber
or write us for Sample

Extra big heater profits ahead for dealers who stock Red Cats!

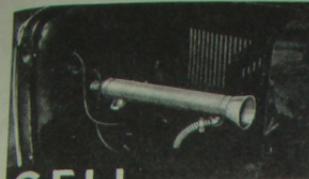
Plan NOW, for Big-Volume, Big-Profit
Heater Sales! E-a-s-y—with Red Cats

M-a-n! Here's the hottest heater number, EVER!
Red Cat's Improved Forced Draft flexible hose Heater.
Outheats, outsells 'em all. Note the sales points.
Heats zero to 70° within a few blocks. Easy 1-man
installation. Register box under toe-board. Better
circulation. Nickle register plate. Handy floor reg-
ulator. Automatic heat outlet. Gas cannot leak into
car. Models for every car. Low in price. Best known
line in America. Most popular with car-owners! Sure-
fire sellers, everywhere. Ask your jobber about the
new Red Cats, NOW! Get the extra, early sales.



G. A. ROTH MFG. CO., Hastings, Neb.

Liberty and Torrid-Hete



SELL *this*
HEATER

**HERE'S
WHY!**

\$ 10⁰⁰

- It retails for only \$10.00.
1. Popular price meets purse of every Ford owner. Tremendous sales volume—quick turnover—liberal dealer margin.
 2. An efficient heater at all temperatures—instantaneous heat. No fumes or odors from engine—no moving parts to wear out.
 3. A complete change of heated air every few minutes. Pure, heated outside air—humid and not dried out. Heat delivered at desired direction and volume controlled by patented deflector shutter.
 4. Specially designed for Model A Ford only. Easily installed in less than thirty minutes. Only two holes to drill. Sturdily built. An improved, reliable car heater that costs only one-half that of any heater showing comparable results. In every way a desirable and profitable heater to sell. Write for details today.

Liberty
CAR HEATER

LIBERTY FOUNDRIES CO.
Manufacturers of HaDees Hot Water Car Heaters
Division of Bard Piston Ring Company
ROCKFORD, ILLINOIS

July, 1930

TORRID-HETE

Trademark

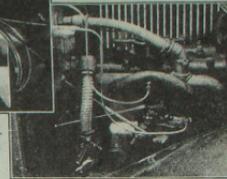
Hottest Automobile Heater Ever Built

A new Heater for the new Ford—TORRID-HETE gives an almost instantaneous volume of clean hot air within two minutes after motor is started even in sub-zero weather—no SHUTTERS or THERMOSTATS required to insure efficient results, as TORRID-HETE does not depend on getting water hot in the circulating system.



Installation on
Model A FORD
Engine

Car Interior
Installation



(Patents Pending)

The TORRID-HETE casting is an especially designed one-piece unit tested with 150-lb. air pressure to insure against any possible chance of a defective casting. All connections are made under the hood with fool-proof compression joints and special heat resisting flexible tubing. There is no possible chance of leakage due to this construction.

The heat is circulated by means of a small electric fan of a 1½ ampere type, which causes no excessive drain on the battery.

TORRID-HETE installation does not interfere with approved Ford air cleaner.

TORRID-HETE gives maximum foot room.

A ride in a TORRID-HETE equipped car will convince you there is only One automobile heater—TORRID-HETE. Order a sample from your jobber today, or write us direct for particulars.

Sold by all leading jobbers.

List Price \$25.00

ASHCO CORPORATION
Quality Park ST. PAUL, MINNESOTA

November, 1930

Cooper heater



The Cooper
"Custom-bilt"
FORCED DRAFT
HEATER
for the Model A Ford

OUTLET WITH HEAT CONTROL VALVE

INTAKE JUST BEHIND MOTOR FAN

Guaranteed to Satisfy EVERY CUSTOMER

The thousands of owners of Model A Ford Cars who expect to buy car heating equipment during the next five months represent new sales and profits which you as a dealer are seeking. Have your stock of Cooper Heaters on hand early—early displays mean early sales.

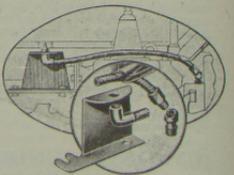


The Cooper Model A Ford Heater is a "Custom-bilt" manifold heater that provides an extra large hot air chamber, a large funnel for fan-forced draft, and an attractive polished nickel floor register. The special Cooper valve under the register controls heat volume in the car and can be set during the summer months, to discharge all generated heat under and outside of the car. List price, heater complete, \$3.00.

In the Cooper "Custom-bilt" Heater for Model A Ford Cars, you have everything your customers demand—popular price for price buyers, or quality and efficiency that will satisfy those who consider quality first and would if necessary, pay more than the Cooper price to get it.

Cooper Clutch Collar Greaser

This new attachment offers Ford dealers a new source of worthwhile profits. Its purpose is to bring the Zeek fitting which greases the Model A Ford clutch collar, out of its hiding place under the floor board and cover plate, to a convenient location immediately under the floor board, where it can be easily reached thru a $\frac{3}{4}$ in. hole without the use of special tools. Precludes the possibility of overlooking lubrication and attendant difficulty at this important point.



Send your name and address today. We will gladly mail you complete information concerning the Model A Ford Heater, and the name of the nearest jobber who is prepared to fill your orders for Cooper products promptly.

COOPER MANUFACTURING COMPANY - MARSHALLTOWN IOWA - U.S.A.

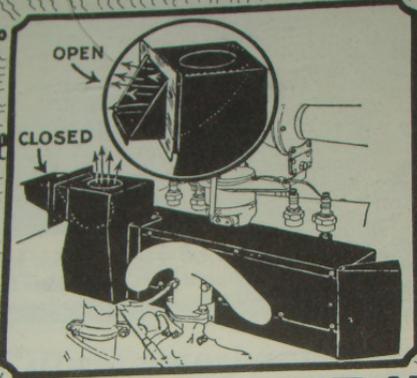
October, 1929

Pres-toe heater

**INSTANT
Summer Comfort**

**300°
HEAT**
Available

**LIST
PRICE
\$350
EACH**



**In
Model
"A"
Fords
Toe
Control**

PRESTOE (PRESS TOE CONTROL) HEATER

Hotter—more easily installed—simple to operate, faster, guaranteed. The Prestoe Heater fits all Model A Fords. It gives 3 essentials needed. 1. Plenty of heat. 2. Simplicity. 3. Low Prices. They satisfy, easy to sell—give a good profit. Write for dealer proposition.
Manufactured by—

Dunn Manufacturing Co.
Box 404 Clarinda, Iowa, U.S.A.

1/2 Price
Introductory Offer
Send for a PRESTOE HEATER at 50% discount from list. Test its sales appeal yourself.

December, 1930

Linco heater

New Double Profits

1,000
FEET OF
BALMY
FRESH
AIR PER
MINUTE

on Special **LINCO**
MOTOR-DRIVEN
MANIFOLD HEATERS
for MODEL "A" FORDS

A NEW IDEA! A new Hot Air Heater that's a peach. EASY to sell and EASY to install!

This new Hot Blast Linco Heater comes equipped with a special electric motor that hurls heat into the car. Durable construction. Special cast iron manifold.

A heater that can't be beat for sure, quick action — that sells like nobody's business.

Take advantage of our Special Offer. Remember—The season's here—write, wire or phone today!

LINENDOLL CORPORATION
228 N. La Salle St. CHICAGO

FREE
to every
FORD DEALER
one
LINCO
MOTOR DRIVEN
HEATER

Write, Wire,



Summer Heat
in one minute with
LINCO MOTOR-DRIVEN
Hot Fresh Air Heater

*Every New 1931 Model Linco
Motor-Driven Heater Will Help
You Sell a Dozen More.
They Satisfy*

December, 1930

Firewall doors

All of these heaters had to get their heat into the car somehow, and the heaters and the doors are usually separated from each other. For those heaters that empty through the firewall, there are two main types: those that have a jog in the outlet so the door can be placed on a flat area (most common), those that empty straight back and require a door that mounts on the curve behind the engine (Otwell and others). The Red head was different in that the outlet emptied toward the center and put the outlet in the middle of the firewall. And then there are some models that have their outlets low and put a register into the wooden floor boards. These are good to use if you don't have a hole in the firewall and don't want to make one!

Firewall doors

- Top row: Otwell, Red Head, bottom row: Director, unknown, Hider

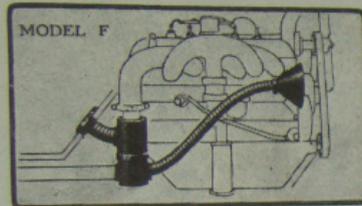


Other exhaust heaters

Some heaters used exhaust heat to warm the car, but placed the heat exchanger on a different part of the exhaust system. Here are two examples; Aurora Auto Furnace, and Chanson. I have only very rarely seen examples of these on the east coast, but on several trips to the Chickasha pre-war meet, I saw many, so they seemed to be more popular out west.

Other exhaust heaters

Why do these heaters sell so well?



MODEL F

for the New Fords

List Price \$4.50

There is still time to make good heater profits this season IF you write us immediately for full details and discounts.

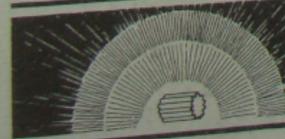
WHY have some dealers been able to sell more than 100 Model F Aurora Auto Furnaces a week for the past several weeks?

The answer is that the Model F Aurora Auto Furnace was designed specially for the Model A Ford ONLY. It is not a makeshift—it fits exactly and gives a surprising amount of clean, fresh hot air. It can be installed in a few minutes, without removing or cutting any motor parts whatsoever. Best of all, it is remarkably low in price, yet strong and sturdy in construction.

You will have no difficulty in breaking heater sales records with THIS heater.

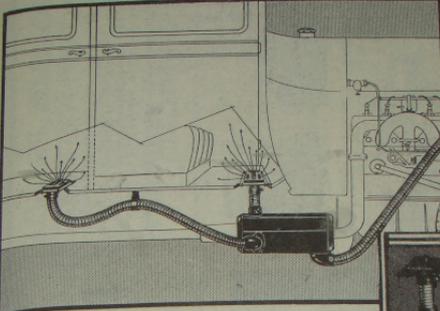
FORSYTH METAL GOODS CO.
EAST AURORA, N. Y.

January 1929

 **AURORA** *Auto* FURNACES

Other exhaust heaters

CHANSON
EASY TO INSTALL
without removing muffler or exhaust pipe



SELLS for ONLY
6⁰⁰
LIST
Rear Outlet
\$2.25 Extra

*Best heater made
at any price ~ ~ ~*

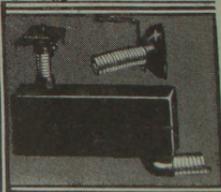
Designed especially for the new Ford Models. No change of Ford parts is necessary. No interference with the Ford engineering system. Easy to install. Eliminates the trouble and high cost of installation.

The Airtight Shut-Off can be regulated to weather conditions, and prevents over-heating in mild weather.

Responsive and reliable---the Chanson Ford Special supplies instant heat---as soon as the car starts---within one city block. It is Guaranteed to give perfect satisfaction.

Write for Discounts to Ford Dealers and full information about this popular heater for Ford Motor Cars, which is positively guaranteed to give satisfactory service.

CHANSON DIVISION, ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U. S. A.
Makers of CHANSON Shock Absorbers and Other Automotive Products



The Chanson Standard Ford Heater is designed for Front Installation, but is adapted for rear outlet installation at any time. Extra tubing and rear register \$2.25.

The Ford Special can also be supplied with powerful, high grade, pressed steel blower, with balanced fan blades, which has a capacity of 1200 to 1400 lineal feet per minute. Motor under load uses only two amperes maximum current---no more than a headlight bulb.

HEATERS

December, 1933

What is this?

- The “Hadees” hot water heater was a very common style found on many cars of the era and had a reputation for producing very hot temps. Could this odd device be one of the reasons? This particular manifold is marked HADEES and has an internal passage that is capped with pipe plugs on this example. Could it be a super heater for water from the cooling system? Sounds risky, but who knows... do you?

What is this?



THE END

Thank you for attending!