

Home to Home Heating



The tradition behind the new generation of heating products
from the manufacturers of the AGA cooker



Now...a
continuous-
burning
solid-fuel
cooker and
water heater
at a moderate
cost...



The 'RAYBURN'
TRADE MARK
INSULATED COOKER



BACKGROUND

Creating a warm welcome home has been the achievement of generations of heating products made by the maker of the AGA cooker and sold under the AGA, Rayburn and Stanley brands.

Here is the story of the home-making products of timeless themes – of economy, efficiency and of design, as relevant today as they were in the post war years when they were launched.

REGISTERED TRADE MARK

MODEL No. 1

Technical drawing of Rayburn I - AGA Archives

FOREWORD

The same remarkable team that made the AGA into the iconic cooker was behind the Rayburn and Stanley cooker/boiler and woodburning stoves. The design and engineering was largely completed in the 1930s resulting in the Otto stove being introduced in 1937. The team then reconvened in 1945 to finish the set and launch the Rayburn cooker. The famed designers of the Routemaster and Greyhound buses, as well as of the Coca-Cola bottle all worked on the creation of the Rayburn. They helped change the lives of many British householders and influence the spread of the products throughout the Commonwealth.



William McGrath, CEO
AGA Rangemaster Group plc

As energy costs and independence have become major issues once more AGA has again put together an outstanding engineering team to create a new generation of efficient contemporary products - following on from the established home heating heritage. The products are in an exciting and important tradition of social and design history. This is their heart-warming story.

William McGrath



IN THE BEGINNING

Abraham Darby first smelted iron ore with coke in 1709 under a patent from Queen Anne to make cast iron cooking pots.

The process he developed triggered the Industrial Revolution and his foundry in Coalbrookdale is now part of a World Heritage Site. And it is where AGA and Rayburn cookers are made today. Abraham Darby's son and grandson who built the first iron bridge across the River Severn ran the Coalbrookdale Company which was a dominant 18th and 19th Century force in cast iron products.





Statues and gates of cast iron made in Coalbrookdale were features of the Great Exhibition of 1851 and are now in Kensington Gardens in London.

Medals were won in 1851 and at subsequent Empire Jubilee events. The 1851 certificate of merit signed by Prince Albert for the Kitchener stove is also part of the Group's archive. Remarkably the now Group's Rangemaster operation also won prizes at The Great Exhibition for the cookers it had invented.

As the company expanded, it became part of Allied Ironfounders Ltd, a group of manufacturing businesses including the Dobbie Forbes foundry in Falkirk in Central Scotland. In 1935 it acquired AGA Heat Ltd, a start up business selling a new type of radiant heat cooker which challenged its existing products and its own new product the 'Thermecon'. The acquisition brought W.T.Wren into the Group. Wren combined in-house and external engineering and design skills that not only made the AGA cooker into an iconic product but also created, from scratch, a complete new generation of cookers, water heaters and stoves - adding a new dimension to Allied Ironfounders' woodburning traditions.

12th March AGA HEAT Limited

(23e)Thermecon Cooker

...information related to the claims of the both parties was exchanged through the respective Patent Agents of the parties. Correspondence between the Company and the Patent Agents was summarised by Mr.Bedwell and he explained the various arguments supported by drawings of the stove and galley range referred to in the claims of Allied Ironfounders.

22nd May 1935 AGA Heat Minutes

149a) Allied Ironfounders

The Chairman reported that he had had discussions with Mr.Steven, Chairman of Allied Ironfounders, Mr.Watkins and Captain Kinnard, as a result of which an offer had been made for the purchase of the shareholding in this Company.

Minutes from the meetings of AGA Heat regarding the 'Thermecon' cooker patent infringement. This was only resolved when AGA Heat was acquired by Allied Ironfounders.

W.T.WREN AND HIS ENGINEERING TEAM

Thanks to our rich collection of primary sources – including the board minute books of 'AGA Heat' and 'Allied Ironfounders' - we appreciate the creative flair and dedication of the people behind the creation of the range of heating products.

W.T.Wren became director of Allied Ironfounders heating products in 1935 at the age of 35. The acquisition of AGA Heat had been controversial – with two directors voting against it. Wren made clear he did not rate the technology of the 'Thermecon', the rival line to the AGA made in Falkirk. He wanted higher design and engineering standards and this became a key business driver. A research and development department was set up in Smethwick to address 'Hard fuel in the modern home'.

MR. W. T. WREN

The Chairman stated that in view of Mr. W. T. Wren's appointment as Assistant Managing Director at the last meeting of the Board, he had invited Mr. Wren to attend this meeting of the Committee, and he proposed to ask the Board at the meeting to be held on the following day to appoint Mr. Wren a member of the Committee.

6. RESEARCH AND DEVELOPMENT DEPARTMENT.

20 Oct 1936

This matter was considered, and in the course of the discussion, Mr. Shaw stated that recently he had, along with Mr. Scott, devoted some considerable time to this subject. On the 16th. October he addressed a communication to the members of this Committee, and all Managing Directors, sending at the same time copy of a memorandum "Hard Fuel in the Modern Home", which had been prepared by Mr. Scott.

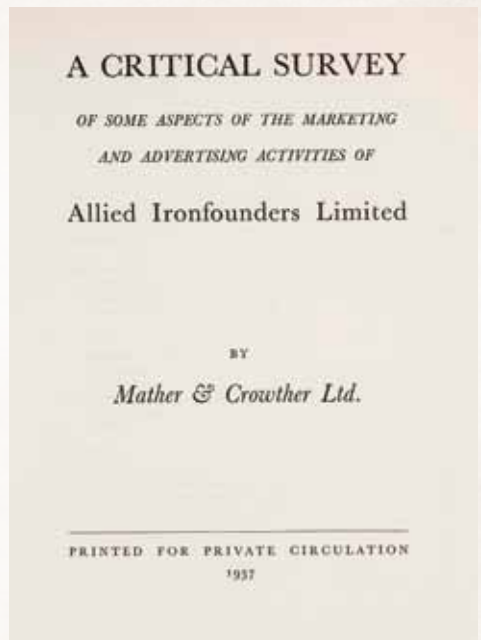
In accordance with the decision of the Executive Committee on the 22nd. January, he had arranged for a joint Research and Development Department at Smethwick Works, under the control of Mr. Scott. This department, equipped with an adequate staff, would undertake Hard Fuel Research on behalf of Aga Heat and other interested subsidiary Companies.

In his letter of 16th. October, Mr. Shaw indicated how subsidiary Companies could continue to assist in the work of Development, and how their efforts could be co-ordinated with the work of the Research and Development Department.

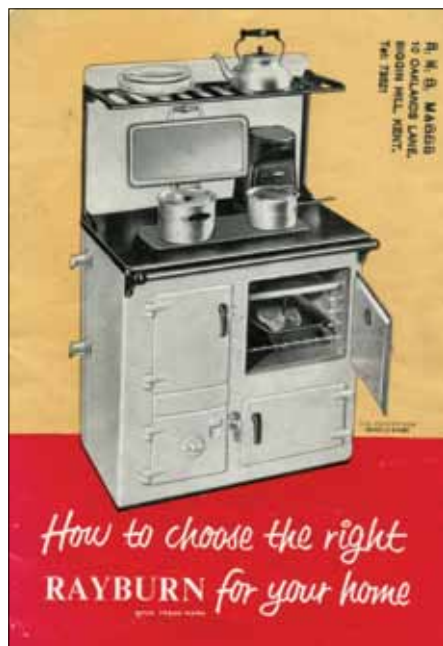


W.T.Wren set up one of the most formidable multi-disciplinary teams ever seen in British Industrial history to re-launch the 'New Standard AGA' in 1935 and then to design a new product portfolio of heating products.

W.T.Wren became Allied Ironfounders sales director in 1937 as well as a managing director of AGA Heat. He asked his trusted associates Francis and David Ogilvy, marketing and sales experts, to write an analysis of the sales strategies of the Group. Reviewing the critique in 1962 when he ran Ogilvy and Mather and was King of Madison Avenue, David Ogilvy concluded it showed two things: *"At 25 I was remarkably clever and I have learnt nothing new in the last 27 years."*



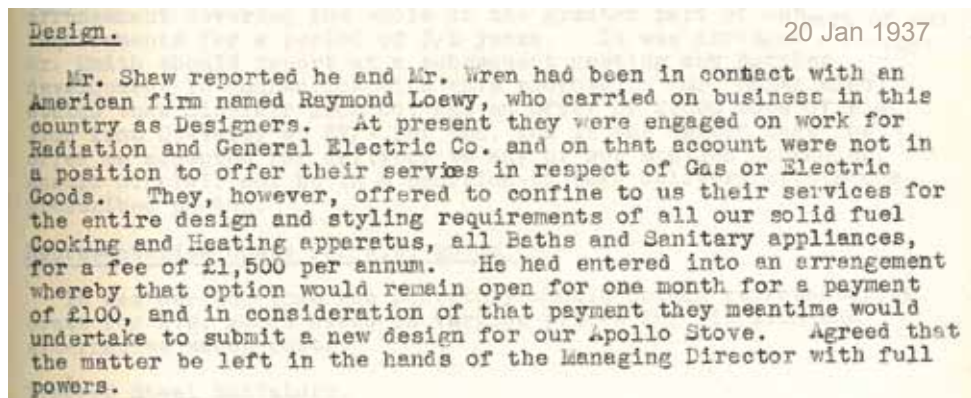
“Between two products equal in price, function and quality, the better looking will outsell the other.” - Raymond Loewy



Wren's key industrial contact was with the designer, Raymond Loewy. Loewy was a Frenchman who had emigrated to the USA in 1919 and by the 1930s was an established industrial designer. He set up a London office with Allied Ironfounders as the key account, employing Douglas Scott and Carl Otto. They were commissioned to work with AGA Heat on the product range alongside in-house engineer Charles Scott. It took time to gain the exacting standards expected for the cookers.

The Otto stove, however, was ready in 1937. The cooker launches were then delayed by the war but when the team came back together, the Rayburn was a massive success.

Raymond Loewy's design flair was seen as crucial by Wren. The Rayburn could not be finished until Loewy had returned to the UK in 1945. Loewy became the single most significant figure in industrial design in the USA in the 20th Century being responsible for the Greyhound bus, Shell, Exxon and BP logos and the interiors of the Saturn rocket.



(n) Design

18 Feb 1948

The Managing Director referred to the importance of taking steps to improve our designs, and the advantage of giving our productions a distinctive note by good styling and appearance. He reviewed our efforts in the past in this direction and stated that good work had been done at one time by Mr. Bennetts, but increase in his duties now made it impossible for him to continue.

He also referred to the trial we had given to several outside designers, but none of these people had been able to link up the designs they offered with the practical requirements of manufacture. Prior to the war we had had an agreement over a period with Raymond Lowey who, it would be recalled, designed the Otto stove. A representative of that firm was in London at present, and

Douglas Scott was devoted to his work on the Rayburn where he showed his design and manufacturing skills. He then went on to design the Routemaster bus.

Carl Otto specialised in the stoves – the Otto stove being named after him. He later worked on cars for Standard Auto, the renowned Coca-Cola bottle, the Schick electric razor and the Edison Typewriter.

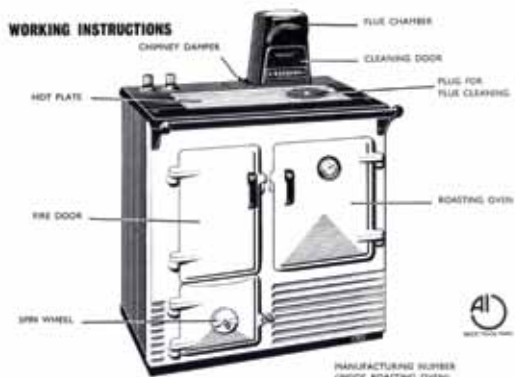


Agreement with Raymond Lowey

29 June 1948

It was arranged that Mr. Bennetts would send details to the Secretary of the commitments entered into with Mr. Lowey during his recent visit to America.

LAUNCH OF THE RAYBURN



No. 1 RAYBURN COOKER

Note: Take care when closing the door and fire door to lift them on to the catch. The doors must not be slammed shut.

FUEL AND FUELLING

The recommended fuels are Scottish No. 1 hard coal, either 1" to 2" (No. 2 Broken Linn Coal, sometimes 2" to 3" (French No. 1), or even coal 2" to 2 1/2" (Large French household coal 2" to 3" and manufactured fuel such as 'Econic', 'Rector' and 'Supermax').

It is most important that the fuel should be adequate to steam. Fuel smaller than 1" does not give satisfactory results.

Fuel should be added under cover. This applies particularly to anthracite. Wet Kitchens refuse should not be burnt.

Before filling, open the chimney damper or its full extent. Fill the bottom to the level of the fire opening. It is not necessary to keep the fuel constantly in this level, but if the fire is allowed to burn very low there will be a time lag after refuelling before the heat reaches the stock, kettles and boiler.

Do not fill the bottom above the level of the bottom of the fire door opening. When burning coal or anthracite, care should be allowed for a fresh charge to open before the damper is closed.

LIGHTING THE FIRE

Open the chimney damper, the door and adjust door. Kneads with paper and sticks in the ordinary way. Leave the door open until the fire is well alight. Then close both doors, and keep them closed. Push chimney damper back to the position which has

been found these experiments to give the best results. Regulate the rate of burning with the speeder.

If coke is used a gas jet may be employed instead of paper and sticks. The gas jet can be inserted through the vent where the bottom grate

RIDDLING

Open the fire door, the ashpan door, and the chimney damper to the full extent, and withdraw the ashpan door to three inches. Shake the bottom grate with an up and down movement, using the operating tool. Another way is to insert a poker and shake the bottom grate and push back into the hearth. Make sure that ash does not collect against the back of the fire. Remove ash from the ashpan door. If ash is allowed to accumulate until it reaches the underside of the bottom grate, the bottom grate will quickly burn out.

CONTROL

If the fire is controlled by using the spin wheel on the ashpan door to govern the air supply. The chimney damper to the fire chamber is for reducing the chimney draught, and the door that damper can be closed the more the cooker is to control.

The fire can be either a quick increase in temperature by

Three illustrations also apply to the No. 1 Rayburn-cooker which is similar to the No. 2 model shown above but is less a working stove before the heating stove.

The Board meetings of AGA Heat in the late 1930s frequently discussed the new 'X' Cooker then under development. It provided a different line to the ever more successful AGA cooker, offering a cooker / boiler workhorse product. Work was largely finished by the start of the war and was then put on hold as Allied Ironfounders' factories were needed for munitions work. In 1945 the product was ready and a launch plan was needed. This new cooker had no name - indeed, naming it 'AGA' was considered. Mather and Crowther, Ogilvy's advertising agency, were reappointed.

There had been a backlash against their trenchant views in 'Critical Survey' and in 1938 they were dropped as agents because of a dispute over authorising invoices and David moved to the USA. He and Francis Ogilvy had dominated the marketing of the AGA cooker with David producing 'The Theory and Practice of Selling the AGA Cooker'. Led in UK by Francis the plan was to tap into the themes of careful use of resources, food quality and healthy living.

Francis Ogilvy had been working for Winston Churchill as a memo and speech writer. He had also worked pre-war with Ambrose Heath, the AGA food writer and gastronomic adviser who anchored the radio programme 'The Home Front'. This programme majored on the Government's 'Dig For Victory' campaign.

DIG FOR VICTORY!

Dr. John Raeburn was a high profile figure behind the “Dig for Victory” campaign during the war in Whitehall and beyond. His life and work embodied the values of the Rayburn. Calling products after individuals had already been seen with the Otto stove.



POTATOES
feed without fattening and give
you *ENERGY*

‘Dig for Victory’ was an inspirational national movement which, apart from its contribution to the war effort, led to many people being better fed than ever before.



THE ARCHIVES SPEAK...

Today we can follow the whole process from the concept through to the testing and design of the Rayburn cooker development. AGA Rangemaster Group's archives reveal primary sources never published before.

The Rayburn once launched quickly gained momentum – it was made not just in Coalbrookdale, but also in Allied Ironfounders' foundry in Falkirk, Manchester and in Waterford. By 1950 sales peaked and the company had an advertising budget of £60,000 a year.

The key features of the Rayburn were that it had a highly efficient fire box burning slowly. It could be relied on to provide food, hot water, and more importantly it could be built into a central heating system in the 1980s. In the post war boom in housing the idea of having a multi-purpose Rayburn was highly attractive to both private and local authority developers. The design and operation was refined in the models II, III and IV and by the 1950s it had become a staple product in the Allied Ironfounders' portfolio.

22nd November 1938

398. Tests satisfactory with X Cooker - performance at least as good as AGA Model C

Issue whether to be marketed as AGA Heat or Allied Ironfounders (which advised to be sold as their product)

24th January 1939

408. Mr.Scott(C.L.) - tests were almost complete on the X Cooker but the styling is still to be decided upon. He submitted to the meeting proposed designs for the X Cooker, the board were unanimous that the design resembled very closely the general outlines of AGA Designs.

10th December 1945

Mr.Wren reported that styling of the "P.W.4" had been finalised and Howards (Sunbury) had indicated they could make the exterior casting without interfering with their bath production; Mr Skyes thought we should have production models for test within about two months.

The P.W.4 Cooker would undoubtedly prove to be the best cooker of its kind, for which a very definite market existed

25th February 1946

Mr.Wren then explained that we had now received the estimate for the plant and equipment for production of the P.W.4 Cooker at Wrekin Works and that he had called this Meeting in an endeavour to settle the recent contretemps that had aroused on the question of design before submitting the estimate to Allied Ironfounders for approval. The estimate for plant, tools, etc. Amounted to £84, 000 and the P.W.4 could probably be in production within 10 months, but Mr.Wren said that, before we could place orders for patterns and tools, we had to be certain that we could proceed without any fear of our having to undertake any modifications in design.

Mr.Wren referred to the circumstances which led to the decision in May last year to include the P.W.4 in the AGA range of cookers. At that time, a model had been on test long enough to give an indication of the durability factor, and it was agreed that, by additional insulation, it could be brought up to the standard of AGA performance. The next step was to decide on styling and it was agreed for changes in styling, which were merely dimensional

19th January 1949

Mr.Wren referred to the undoubted success of the Rayburn, and considered the question of publicity should now receive our attention. A new Rayburn twelve page catalogue in colour would be available in near future, and it was agreed that in view of possible competition, details of an advertising programme should be planned at an early date.

28th October 1949

Advertising

Reported that 1, 500 enquiries had been received as a result of the Rayburn press advertising, and that the Otto advertising results had also been very satisfactory.

12th October 1950

Need of increasing production up to 400 a week.

A black and white photograph of a vintage white metal stove. The stove has a black top surface and a small black box or control panel on top. It features two large doors with handles and a small circular vent or window on the right door. The stove is set against a light-colored background.

島田正徳(島田正徳) 1940-1941

*TWO JOBS . . . cooking and water heating
one appliance, one fire, one fuel bill, and
a warm kitchen too!*

The hotplate is fitted with deep fins to collect and drain fat. Put a kettle on this hotplate, while, at the other end, the fat simmers slowly and safely.

The No. 3 Rayburn produces hot water at 180° F. This does not inter-

INSULATED COOKER AND WATER HEATER

will do all your cooking
and give all the Hot Water you need
on 1½ cwts of fuel per week

Another important factor concerning efficiency is the

• 1998-1999: 100% of the population had access to electricity.

"RAYBURN" No. 1

The "Rayburn" Cooker (two models) embodies new features which provide a far more consistent performance than has hitherto been possible, no matter what type or grade of fuel is used. Both in cooking and in supply of hot water, it more than meets the requirements suggested by official committees and B.S.I. standards for cookers. It is designed for families up to six persons, and is continuous burning on both bituminous and smokeless fuels. It will also burn wood or peat, but these fuels are not suitable for overnight burning.

[illegible]

FUEL & FUELING

[illegible]

LOCATIONS FROM WHICH

That's the ordinary shower, the shower with water and soap. Usually with water and soap. And that's the ordinary bath. Leave the shower open and the hot water will run. Then close both doors, AND KEEP THEM CLOSED. Push showers together, back to the partition which has been fixed from approximately 6' to the back wall.

If water is used a gas outlet may be required instead of water and steam. The gas outlet can be installed through the space above the bathtub.

1998

Start the dog down, the widest down, AND THE CHEMIST DANGER TO ITS FULL EXTENT, and without the slightest loss or flow of time. Slide the horse's head up to rest on the ground, using the tool as shown in Fig. 2. Another way is to insert a pole just above the horse's head and push it down and forward. MAKE SURE THAT THE HORSE

www.elsevier.com/locate/jmb

CONTROL

The fire is controlled by using the gas ahead of the attack door to generate hot air tugs. The chimney flange is the flat chamber in the chimney through which the smoke flows, and the same is

The key way to ensure a profit increase is to increase by spending on clients' damages to as full extent. This results in most of the fees being earned on the claims.

AVOID EXCESSIVE FIRE TEMPERATURES, FURY AND NOT NECESSARY AND MAKE EXCESSIVE GAINS IN THE COOKER. THE FIRST SIGN THAT THE COOKER IS BEING OVERHEATED IN THE FORMATION OF CLINKER (SMITHS, AHS, AND FLUMES WILL DAMAGE THE FIRE BRICKS. DAMAGED FIRE BRICKS SHOULD BE REMOVED WITH FIRE CRACKS OR IF NECESSARY REPLACED AS SOON AS POSSIBLE.

KEEP THE GASES UNDER CONTROL.

THE SUBSTITUTION METHOD

The correct adjustment of the agitator wheel and chimney damper is critical to the safe, successful, unobstructed venting with the chimney draught, and can be found only by experiment. The following is a suggested method only, and may need modification to suit local conditions.

Suppose an even temperature for venting is desired, and thus the easiest a fitting.

Thoroughly de-soot the fire as described in the "Chimney Sweeping" article.

THE AGA HEATING TRADITION

AGA Heat and Allied Ironfounders were long time specialists in the production of high quality heating appliances. The thermal properties of cast iron in retaining heat make it ideal for cooking and keeping homes warm with cast iron stoves and cookers. The 1930s saw W.T.Wren and his team make a determined push into the home heating market.

The Otto stove was a great innovation. Its revolutionary design and functionality has contributed to its popularity – “The world’s best looking heating stove”, “Improved design... None of the Otto’s heat is wasted”. It was not only a beautiful and more efficient product but was also simple to operate and maintain – “beauty plus performance”.

The stove technology of W.T.Wren's team was used across the Group - leading production facilities being established in Australia and South Africa. The key connection was to the Allied Ironfounders' site in Waterford where the Stanley plant was the sister site to the Livingston facility in Scotland. It is Stanley today that has become the Group's centre of excellence for stoves and which has produced the new generation of products that are the linear descendants of the Otto.

[illegible]

WHICH MODEL AND SIZE NEED TO HEAT YOUR ROOM?

They will give you full heating as follows:

No. 1	No. 2	No. 3
1,500-2,000 ft. 2,000-2,500 ft. 2,500-3,000 ft.		

No. 11	No. 21	No. 31
1,500-2,000 ft. 2,000-2,500 ft. 2,500-3,000 ft.		

The stove heating capacities given in each size of stove are average figures and should be treated as a rough guide only. Where a room is difficult to heat by reason of its aspect, exposure, shape, number of windows etc., the size range given should be chosen. It is more economical to buy for a larger stove than a smaller one than for a small stove to heat a big room.

Model Nos. 22 and 32 should not be installed in rooms of less than 1,000 cubic feet.

WALL, SMOKE DETECTORS - These are shown around stoves.

No. 1	No. 2	No. 3	No. 11	No. 21	No. 31
Width	18"	18"	22"	22"	22"
Height	22"	22"	22"	22"	22"
Depth	12"	12"	12"	12"	12"

Flue Connections

No. 1	No. 2	No. 3	No. 11	No. 21	No. 31
Outside diameter	4"	4"	4"	4"	4"
Height to top of outlet	12"	12"	12"	12"	12"

No. 22: Each stove has four carrying in and four return plates supplied with screws. (See Installation Instructions.)

Stove size fitting a No. 22 or 32

The heater can be equipped with 1" draughts on right or left. The flow and return pipes pass through the side casing of the stove.

No. 1	No. 2	No. 3	No. 11	No. 21	No. 31
Height to centre of flow	20"	20"	20"	20"	20"
Height to centre of return	17"	17"	17"	17"	17"
Distance to centre of flow from back of stove	12"	12"	12"	12"	12"
Distance to centre of return from back of stove	9"	9"	9"	9"	9"

Full room heat, consider these average weekly consumption figures for winter use.

No. 1	No. 2	No. 3	No. 11	No. 21	No. 31
14.5	14.5	14.5	14.5	14.5	14.5

MAINTAINABLE MAXIMUM HEATING RATES

Heat input (including any input through boiler and duct) to avoid excessive hot water: 40 sq. ft. 40 sq. ft. 40 sq. ft.

The recommended size of chimney, which should be 12" or 14" or 16" or 18" or 20" or 22" or 24" or 26" or 28" or 30" or 32" or 34" or 36" or 38" or 40" or 42" or 44" or 46" or 48" or 50" or 52" or 54" or 56" or 58" or 60" or 62" or 64" or 66" or 68" or 70" or 72" or 74" or 76" or 78" or 80" or 82" or 84" or 86" or 88" or 90" or 92" or 94" or 96" or 98" or 100" or 102" or 104" or 106" or 108" or 110" or 112" or 114" or 116" or 118" or 120" or 122" or 124" or 126" or 128" or 130" or 132" or 134" or 136" or 138" or 140" or 142" or 144" or 146" or 148" or 150" or 152" or 154" or 156" or 158" or 160" or 162" or 164" or 166" or 168" or 170" or 172" or 174" or 176" or 178" or 180" or 182" or 184" or 186" or 188" or 190" or 192" or 194" or 196" or 198" or 200" or 202" or 204" or 206" or 208" or 210" or 212" or 214" or 216" or 218" or 220" or 222" or 224" or 226" or 228" or 230" or 232" or 234" or 236" or 238" or 240" or 242" or 244" or 246" or 248" or 250" or 252" or 254" or 256" or 258" or 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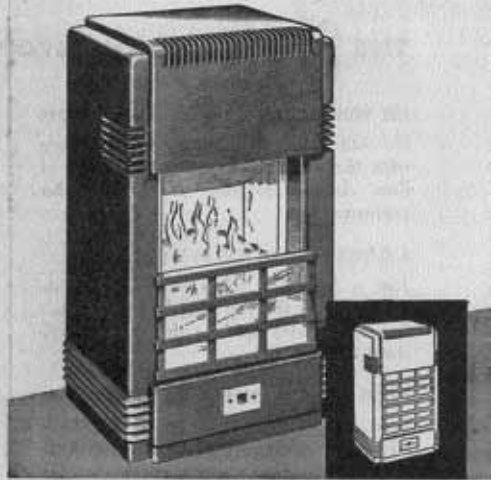
THE LAUNCH OF THE OTTO

ARTIST - ENGINEER AND ENGINEER - INVENTOR COMBINED TO PRODUCE THE OTTO

The Otto was designed by Raymond Loewy, the French-American industrial artist who has made himself internationally famous as a stylist of everything from lipsticks to the latest streamlined locomotives. To produce this new stove, Loewy was called into collaboration with Charles Scott, head of the Allied Ironfounders' research department, whose recent researches led directly to the Otto's revolutionary design. This working partnership between an inventor of genius and the greatest of all industrial stylists has made the Otto exactly what it was planned to be: beautiful, more efficient—a heating stove in a class by itself.



ALLIED IRONFOUNDERS LTD.
Mortimer House, London, W.1
A Merchant Trading Corporation



THE **OTTO**
A NEW HEATING STOVE
MADE BY THE MANUFACTURERS OF THE "AGA" COOKER

In both design and operation, the Otto was a breakthrough. Introduced in 1937 it traded off the involvement of Raymond Loewy already a major figure internationally. In 'Critical Survey' by Francis and David Ogilvy for Allied Ironfounders, the Otto stove is used as a worked example of what goes into a product launch. The Otto stove advertising campaign includes a clear strategy for taking on the existing competition and positioning the product as a number one choice for the modern household.

25th November 1949

Otto

The demand for this stove has been so great that it had proved necessary to suspend advertising. Production plans for the ensuing year were remitted for consideration by the Managing Director.

THE OTTO HEATING STOVE IS: { NEW IN PRINCIPLE LOVELY IN DESIGN

THE WORLD'S BEST LOOKING HEATING STOVE

No other heating stove can compare with the Otto in clean-cut loveliness of line. It was designed for beauty plus performance.

A CLOSED OR OPEN FIRE AT WILL

Just a few easy turns of a detachable handle—and the top panel of the Otto's fire door slides up into the body of the stove itself.

BURNS ANY FUEL FROM COAL TO PEAT

Coke, coal, anthracite, wood or peat—all will burn satisfactorily in the Otto and stay alight. Precise control of air supply ensures perfect combustion.

HEATING CAPACITY

3,600 cubic feet, equivalent to a room 20 feet x 18 feet x 10 feet.

GIVES MORE HEAT PER UNIT OF FUEL

None of the Otto's heat is wasted. Improved design ensures an increased discharge of heat, which is also impelled forward direct into the room.

BURNS DAY AND NIGHT WITHOUT RE-LIGHTING

Improved draught-control makes "slow-burning" overnight a certainty. No waste of fuel—no risk of a "dead" fire in the morning.

EXTREME SIMPLICITY OF OPERATION

Damper, Riddling and Ash-pan removal are all effected by one simple tool—the same that is used for winding the top front panel to an "open" position.

FINISHED IN BLACK OR BEIGE
VITREOUS ENAMEL - - PRICE **£10**

N.B.—For further information and a fully illustrated booklet, please apply to your local Builder's Merchant or Ironmonger.

DETAILS OF THE 1937 OTTO CAMPAIGN

Trade Advertising

The trade advertising will cover the hardware papers; the *Ironmonger* has the largest and the best circulation and will be used most extensively. Advertising will begin in the third week of July, its first object being to inform the merchant that the stove is about to be introduced, and prevent him stocking fully with other makes. It is for this reason that the earliest possible start is being made. It will then be developed with the story of the ensuing national campaign.

We must look to the future to provide new products with real plus stories. Already we have heard enough about Mr. Otto's new heating stove to indicate that here is something to justify an attempt to storm a market held securely by other brands. We are also aware of the direction being taken by Mr. Scott's researches into domestic boilers and combination grates, and it seems not unlikely that remarkable new models will be evolved—models with a big plus story. We propose to sketch in brief outline a marketing campaign for each of these three products—a new heating stove, a new combination grate, and a new domestic boiler.

The real market for open fire heating stoves has never been opened up. The disadvantages of existing types and the fact that they have never been efficiently advertised has hitherto limited their use to secondary rooms in middle-class houses, where for some reason gas or electric or central heating is impossible. This market can be very materially broadened to receive a stove so notably different from its predecessors. We believe that it is possible to sell it at present in direct competition with gas and electric fires.

Extracts from
'Critical Survey'
by David Ogilvy
regarding the
Otto stove
advertising
campaign

THE AGAHEAT TRADITION



The branding relationship between AGA and Rayburn has always been close and it has also been so for the stove operations. ‘Agaheat’ became the established approach.

Agaheat

The Rayburn No.4



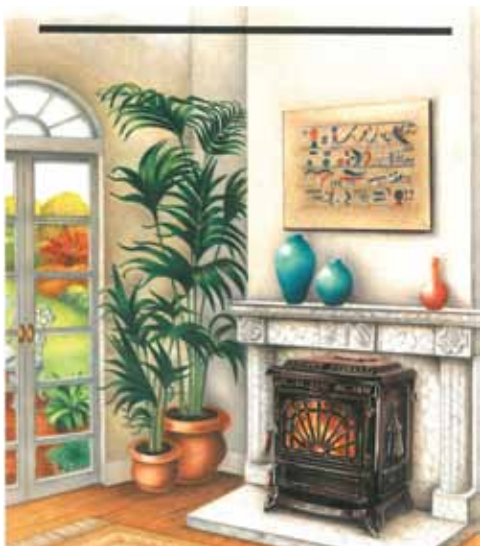
The key factors in the design of the Rayburn No.4 room heater are its clean, elegant lines and smart, compact appearance. And just imagine how warm and welcoming it looks when there's a real fire behind those heatproof glass panels.

Agaheat

The Rayburn Open Fire



This elegant open fire, with its graceful canopy and decorative front, reflects the beauty and classical lines of the 18th century. And at the same time, incorporates all the advantages of modern-day technology and efficiency.



WATERFORD
Erin

Agaheat

Aga Solid Fuel Boilers



The Aga range has been designed so that every household can have just the boiler it needs – but never for all the family in all hours of the day – radiators in some or all of the rooms at whatever temperature you prefer.

Whichever Aga you choose, you can be sure of modern design incorporating every worthwhile modern feature. All have the unique circular glass viewing window for easy heat control, hinged front door with catch.

THE INTERNATIONAL REACH

W.T.Wren provided Allied Ironfounders with greater international perspective. For AGA Heat he travelled to Sweden first to convince the makers of the AGA to settle patent disputes with Allied Ironfounders to enable AGA Heat to sell the business to Allied Ironfounders. Then he negotiated with them to win wider distribution rights for the AGA cooker. Canada was a pre-war focus. Post-war he was in Iraq winning a contract to put the AGA cooker on Iraqi trains. He travelled to South Africa to build up Defy Industries – ‘The Durban – Falkirk Ironworks’ – a stove operation now part of the Turkish Group Arçelik.

For Rayburn, Stanley and the stove operations it was his links into Ireland and Australia that had the biggest impact. With restrictions on exports of British goods to Ireland before the war, Allied Ironfounders set up a sister foundry to that in Livingstone in Waterford and called the products Stanley. Stanley quickly built a reputation for stoves and cookers. In the 1940s and 1950s it was also producing Rayburn cookers.



AGA Archives,
The foundry in Waterford

1933

Australia's most popular

COOKING RANGE

Your Rayburn is ready to cook at any time of the day or night—the secret is slow combustion. Fill the hot box with any fuel—coal, coke, briquettes or wood and cook for 10 hours without refuelling. This Rayburn has two large ovens—one for warming, one for baking. The fast powerful hotplate gives immediate heat while the large hob can be used for slow cooking.

and **WATER HEATER**




The Rayburn combined cooker and water heater automatically supplies as much hot water as you need, whenever you need it at any time of the day or night at an extra cost of 30-60 gallon service. And, Rayburn can be easily and economically operated with an existing gas or electric water service.

Advertisement in The Australian Women's Weekly, April 1955, National Library of Australia, item 46946786

In Australia Allied Ironfounders set up a factory in the early 1950s and put tremendous work into creating the brand. The marketing materials produced were of an exceptional standard and today provide an insight into social norms of the time – the operational themes and focus on the quality of life is neatly balanced with the message of frugality. The Australian factory received attention from a contact of W.T.Wren – Sir John Storey – one of the leading Australian industrialists of the period who also had close Australian and UK government links.

COOKER FIRM PLANS BRANCHES IN AUSTRALIA

LONDON, Monday.
Allied Iron Founders, the firm that makes Aga and Rayburn cookers, plans a £1,000,000 stg. offshoot in Australia.

At a new plant near Melbourne, it will make goods for local markets instead of shipping them out from England.

The assistant managing director of the company, Mr. Walter Wren, will head the new Australian works.

The Canberra Times,
Sept 1952, p.1,
National Library of
Australia,
item 2865253

The West Australian
(Perth), Oct 1952, p.11,
National Library of
Australia,
item 49055828

Stanley Cookers awaiting transport from Bilberry, Waterford circa 1940, Photo with thanks to the Poole Photographic collection and reproduced with the kind permission of the National Library



A New Firm To Start In Australia

LONDON, Wed.—Allied Iron Founders, the firm that makes Aga and Rayburn cookers, is starting a £1,000,000 offshoot in Australia, according to the "Daily Express."

At a new plant near Melbourne, it will make goods for local markets instead of shipping them out from England, the paper says. The company's assistant managing director (Mr. Walter Wren) will head the new works.

A leading Australian industrialist, Sir John Storey, will be his assistant.

The "Daily Express," commenting the firm's investment in a factory in the Empire, suggested that many more could do so to their advantage.

AUSTRALIA'S MOST POPULAR

This is it! an appliance you can buy for your home that
will actually **pay for itself**

Imagine
this gleaming
beauty in
your kitchen!



and put hard cash savings in your pocket
year after wonderful year!

It's out today! The best-looking, best-built cooker you ever saw. Designed to the demands of thousands of women by the largest ironfounders of domestic equipment in the British Commonwealth. Built to stay beautiful for a lifetime, to cook as you've never cooked before, and to run so cheaply that it will pay for itself by reducing your fuel bills.

*** NEW RAYBURN SAVES YOU BIG MONEY!**

Controlled combustion, exclusive to Rayburn, squares all the heat out of the fuel and uses it! No heat loss through flues, no heat escapes into the kitchen unless you want it to warm the room. Burns a full week for as little as 10/-, Too! It never knows how much heat there is in wood, coke or coal until you have a Rayburn of your own.

*** NEW RAYBURN SAVES YOU WORK!**

One pulling turns 10 hours overnight. Re-sets in a minute! The flick of a knob stops the firebox of water. Genuine diamond-hard vitreous enamel over solid cast iron stays glossy—a quick wipe restores its glittering showpiece look.

*** NEW RAYBURN SAVES YOU TIME!**

Turn one simple control and the gently burning fire springs to cooking heat. That's Rayburn's exclusive controlled combustion!

*** ALL your cooking for as little as
10/- a week—PLUS all your hot water
absolutely free!**

What other cooker will do ALL your cooking for only 10/- a week? But that 10/- pays for all your hot water too, when you own a new Rayburn. HOT hot water day and night in kitchen, bathroom and laundry. No time switch restrictions. No lack of hot water due to strikes or breakdowns. Your New Rayburn burns ANY solid fuel, makes you independent of shortages and failures.



Home-planned for those who believe in the best

THE NEW

RAYBURN

REGISTERED TRADE MARK



Made in Australia by
ALLIED IRONFOUNDERS PTY. LTD.
and distributed in all States by Overseas
Corporation Ltd.

Your New Rayburn is the first product of the world's most modern ironfoundry. A £1,500,000 token of the faith in Australia of Allied Ironfounders Limited of Great Britain (largest ironfounders of domestic equipment in the British Commonwealth). Skilled English craftsmanship, the world's newest thought in ironfounding, the most advanced plans, processes and design are all reflected in your Rayburn. As time goes by and still more products are released, you will come to know that the finest goods of their kind are branded "Made in Australia by Allied Ironfounders".

GET THE FULL STORY OF HOW
RAYBURN CAN SAVE YOU £'s
EVERY MONTH.

MAIL THIS COUPON NOW!

Overseas Corporation (Aust.) Ltd.,
252 Swanston Street,
Melbourne, C.I., Victoria.

Please send me without obligation coloured
literature describing the New Rayburn Cooker.

Name

Address

City

State

Image courtesy of: The Australian Women's Weekly, Jan 1957, p.44, National Library of Australia, item 46938894

COOKING RANGE AND WATER HEATER



Image courtesy of: The Australian Women's Weekly, June 1955, p.59, National Library of Australia, item 52621441

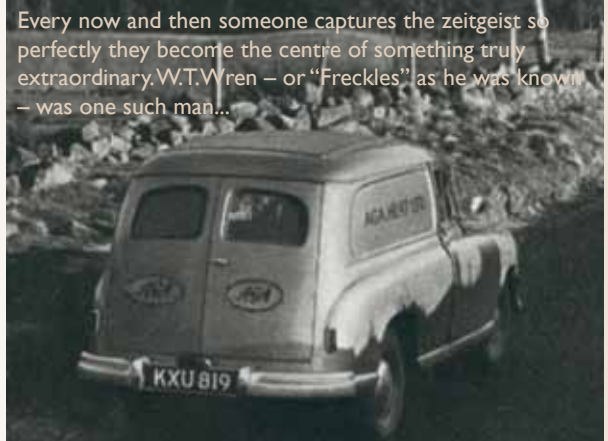
W.T.WREN: KNOWN AND UNKNOWN



During the war W.T.Wren was a spy master working in British Security Coordination(BSC), led by Sir William Stephenson, a Canadian, he is believed to have met on his business trips to Canada in the 1930s. The BSC was a source of information before the war for Winston Churchill. When the war started the BSC role was to work on American public operation towards joining the Allies. Wren's mission centred on protecting supply chains and undermining those of the enemy. For example, he organised the purchase of a neutral Swedish steel mill supplying German factories to stop it exporting to Germany.

Of the members of BSC which included Ian Fleming, David Ogilvy and Roald Dahl, W.T.Wren stands out for his senior management experience and leadership skills. The records are sketchy as they were deliberately destroyed.

Whether W.T.Wren had a continuing post-war role is not known but his extensive travel to the Middle East and Australia during the period of the Korean War is noteworthy. He never received any UK honours in spite of his industrial and war records.



THE GLORY YEARS AND AFTERWARDS

The glory years for the Group's solid fuel appliances were the 1950s and 1960s. Rayburn and Stanley were often chosen by local authorities as they built up their council housing stock providing cheap efficient central heating. However, ready energy availability of oil and then gas changed household expectations and Rayburn and Stanley added new lines fuelled by oil and gas. The solid fuel lines slowly retreated to become niche markets.

**Bring your
home up-to-date
with the
new effortless
oil-fired Rayburn.**

THE ROYAL COOKER



The Rayburn Royal is, quite simply, the finest solid fuel cookstove of its kind that you could choose.

Like generations of Rayburns before it, the Rayburn Royal is also more than a cooker.

It is a comfortable-looking appliance that introduces gentle warmth and a welcoming ambience into your kitchen.

Today, however, the Rayburn Royal is as much of a home in a home as it is in a country cottage.

The latest addition to the Royal range is the Royal 000 cooker.

Operating on natural or propane (LPG) gases the Royal 000 is perfectly suited to the urban or rural environment, and is purely and simply an elegant cooker. With built-in hot water heaters and an optional electronic programmer, the Royal 000 has been perfectly designed for all the cooking needs of the modern home.

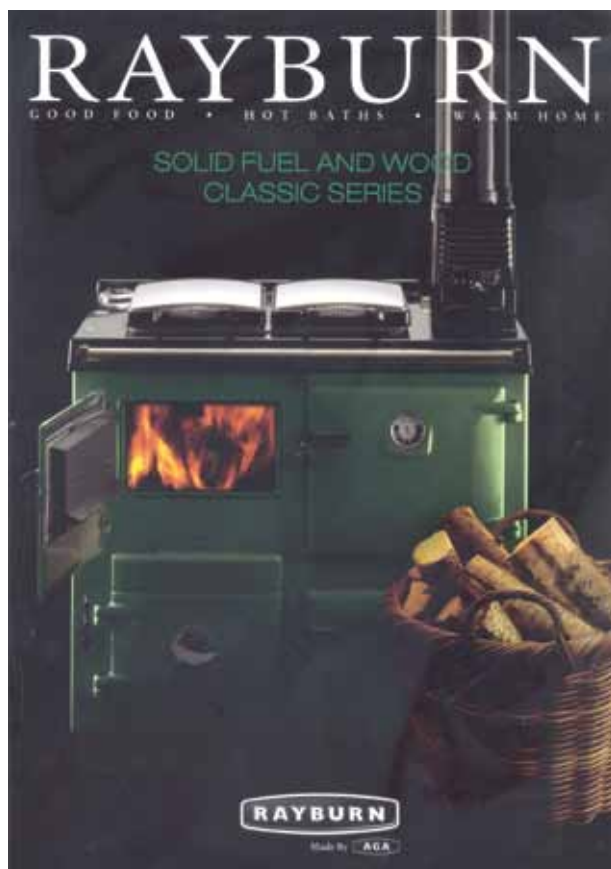


THE REMERGENCE

As relevant as ever...

From the early years of the 21st century attitudes evolved once more. Availability of cheap energy started to be questioned and control of carbon levels became major subjects.

Allied Ironfounders had by then been through many changes – becoming part of Glynwed International Ltd in 1969. That conglomerate expanded and then was broken up in the 1990s to refocus on ovens and refrigerators for commercial and consumer markets. The commercial side was sold in 2007 to create a consumer focused group - AGA Rangemaster Group - with cooking and home heating lines central to the offering.



The Royal Of22 has two burners – one cooks and heats water – the other heats up to 120 sq. ft. of radiator surface. And you can economise even further by switching off the heating burner when you don't need it.



If you don't need central heating we make other oil-fuel Rayburns to give you superb-cooking and hot water alone. But, whichever you choose, it's worth remembering that all of them will give you a lovely warm kitchen – all the time.

Cooks the breakfast,
runs the central heating,
warms the kitchen,
cooks the lunch,
runs the central heating,
fills the bath, cooks the dinner,
runs the central heating,
makes the cat purr loudly.



THE RAYBURN NOUVELLE



She lets the **RAYBURN**
take the work off her hands

...and it's so economical too!



If you think it's just a cooker,
you've a lot to learn.



THE STANLEY TRADITION

In 2005 Waterford Stanley – sold off by Allied Ironfounders in the 1960s - was reacquired. Part of the plan was to reactivate the solid fuel tradition. The old Waterford Bilbury foundry had already closed, the site was then sold and operations moved to a new facility in Waterford.

The AGA Coalbrookdale facility became an increasing source of castings and boiler components. Waterford Stanley became the centre of excellence for stove production. As the Irish(Celtic) tiger disappeared, households had to cut costs and suddenly the idea of efficient, cheap to run, locally made products seemed absolutely the right thing. The Irish stove market boomed as the economic recession hit. The Group set about once more creating a new product offering attuned to the times.

The technology of woodburning efficiency with low emission levels was refined. As it had in the 1930s a specialist engineering resource was set up to produce products able to meet ever more stringent EU regulations and have the design style that has always been a feature of the brands.





Now, as in the post war years, the aim is to take these products to new international markets including France, North America and Australia – often reactivating memories of a former style of life now reset to be relevant to life today. The warm welcome home is timeless.



STANLEY : IRELAND'S N^o1 STOVE BRAND

The Stanley brand inspires instinctive loyalty and appeals strongly to Irish consumers. The sense of family, cosiness and relaxed lifestyle are values to which Stanley owners aspire. Stanley meets these aspirations with its collection of expertly crafted, cast iron range cookers and stoves. Designed, developed and manufactured in Ireland, Stanley employs over 100 people in Waterford city.

The popularity of Stanley stoves is down to them being three times more efficient than an open fire and acting as a stunning focal point in any room. Up to 70% of the heat from an open fire goes straight up the chimney. Stanley stoves retain as much as 80% of the heat in the room.

The team now are ready to follow the tradition of the Group and take their product back where they have been before and to new international markets. Stanley stoves are now to be found in the UK.



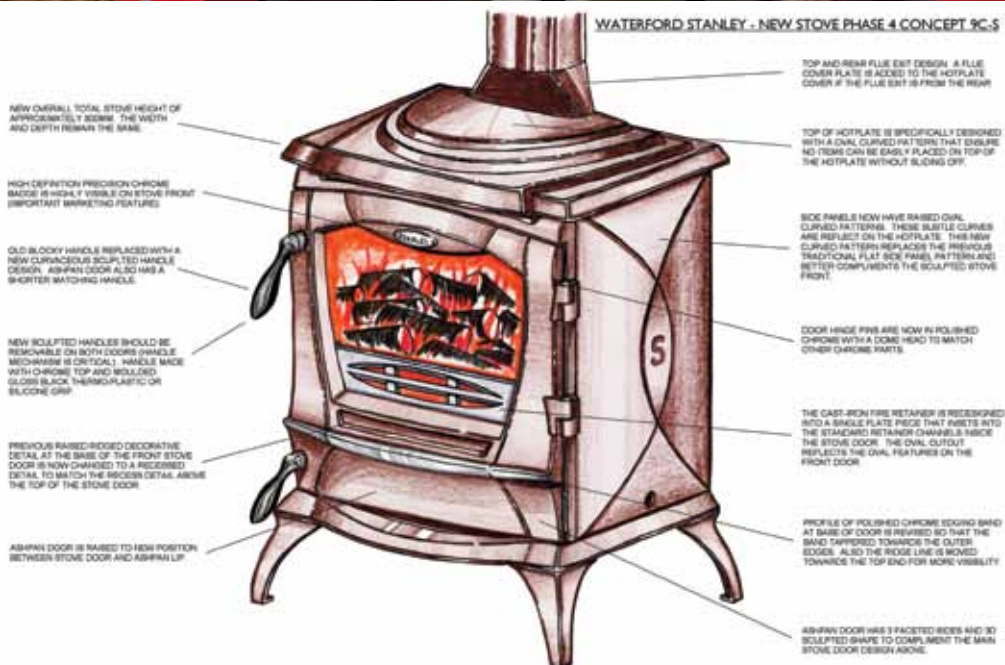
WARM WELCOME HOME



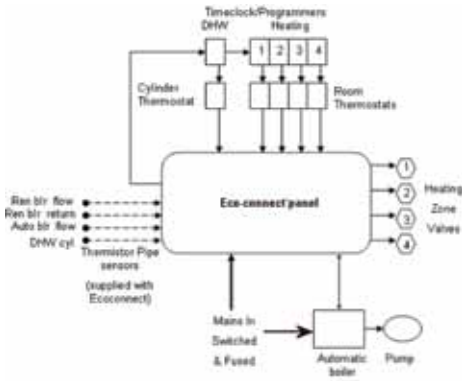
Warm your home, not your chimney



WATERFORD STANLEY - NEW STOVE PHASE 4 CONCEPT 9C-5



RAYBURN TODAY



Ecocconnect — Schematic of external wiring

Keeping up its cutting edge image Rayburn produced the Eco-Connect package which links all the fuel sources in the home together and assures that the most energy efficient and eco-friendly source is used first.

Still seen as futuristic, the award-winning technology is expected to provide renewed impetus to the idea of having multifunctional appliances in the home. Being made of cast iron the Rayburn is largely recyclable. Old products are returned, melted down and reused at the Coalbrookdale foundry where all AGA and Rayburn cookers are made.

Since 2000 Rayburn has seen tremendous innovation. The Rayburn XT was designed in conjunction with the Design Council to produce revolutionary gas models aimed at a growing urban audience. The oil models were redesigned with the 600 series having highly efficient condensing boilers and larger ovens.





Rayburn has had long designer tradition. It was therefore appropriate to have the designer and TV presenter, Oliver Heath, create a patchwork wood-burning Rayburn to celebrate the 300th anniversary of the Coalbrookdale foundry.

“Patchwork is synonymous with much loved, hand crafted items. Each element being carefully picked and worked together to create a piece of beauty, warmth, and familiarity - think patchwork quilts or fabric patches sewn onto the arms of a much loved jumper. So I felt this concept was a perfect fit for Rayburn cookers whose presence is both much loved and the focal point of the home for many who own one.”



ULTRA MODERN

Rayburn is a master of all culinary styles and simply makes any food tastier. The food cooked with radiant heat where the cast iron walls surround food all at the same consistent temperature. It does not dry out the food and locks in the nutrients. It is easier and better no matter which cooking style you choose.

The modern Rayburn is with slam-shut doors for extra comfort and the power flue models even have a small warming plate on the face of the flue box. In keeping with the latest home heating and hot water systems, all modern Rayburn cookers are fully programmable and fitted with thermostats. Some even benefit from digital controls.

The oil models feature highly efficient sector-leading boilers. The 600 series in oil also have larger ovens. Now, with the introduction of the Rapid Response function, Rayburn is a completely modern cooker.





DICK STRAWBRIDGE

Today's Rayburn and AGA stove owners often pride themselves on thinking beyond the everyday and the currently controversial. One such ambassador is Dick Strawbridge, the TV personality and chef who has made a series of explanatory videos for Rayburn glorifying the engineering and life-style traditions of the Rayburn.

"When I was given the opportunity to be an ambassador for Rayburn I didn't hesitate, I have always been proud of being British, and our heritage, and, not surprisingly, as an engineer I know the value of owning and using quality tools. Having a Rayburn just makes sense to me; who wouldn't choose British engineering that is designed and built to last?"



AGA, RAYBURN, STANLEY

The heart-warming story continues....

The AGA cooker became an icon in the 1930s because it was attuned to the needs of more affluent households and has a remarkable team of marketers and engineers behind it. That time also saw the need to have products fulfilling needs of a wider customer base for food quality and for economy in keeping the house warm. The cooker and stoves they created represented leaps forward in engineering and design bringing real style to the most practical product offerings.

Today the AGA, Rayburn and Stanley brands have picked up the same themes. The engineering teams in Telford and Waterford have created products for the baby boomer generation, their children and grandchildren.





ACKNOWLEDGEMENTS

In 2011, AGA Rangemaster entered into a Knowledge Transfer Partnership (KTP) with Birmingham City University to establish a digital gallery of selected archive material charting the development of the AGA Rangemaster businesses. The digital archive is to be donated to the new Birmingham City Library.

Charlotte Whitehead – appointed as KTP associate and archivist – undertook the principal research for our earlier publication ‘How the AGA became an icon’. This latest publication, ‘AGA-Rayburn – a heart-warming story’ is the result of further research into the development of its core home heating and range cooking products led by the AGA Rangemaster’s Research Analyst, Silvena Toncheva. Significant contributions to this publication have also been made by:

- David Carpenter, Research & Development Director for AGA and Rayburn
- Richard Maggs, AGA and Rayburn Cookery Doctor and author of several cookery books including ‘The Little Book of Rayburn Tips’
- Dawn Roads, AGA and Rayburn cookery writer and author
- Nigel Morrison, Marketing Manager for Rayburn
- Eileen Slattery, Marketing Director for Waterford Stanley
- Michael Stack, Technical Director for Waterford Stanley

Most of the images used are from the archives of AGA Rangemaster Group and the board minutes for AGA Heat and Allied Ironfounders from the 1930s to the 1950s provided the background for the research.

AGA Rangemaster would like to thank The National Gallery of Australia, the Advertising Archives Picture Library and the National Library.

To create a warm welcome home, visit
www.agarangemaster.com





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