

1850

1955

2016



## "Carrier'ı Aramanın Tam Zamanı"

1953 yılında oda tipi hava koşullandırıcıların satışı 1 milyonu aştı. Bu sıçrama, her ne kadar konut pazarındaki artış kadar olmasa da ulusal ve uluslararası pazarlarda hava koşullandırma endüstrisindeki gelişimi ortaya koydu.

Bu gelişme Carrier'in, 1955 yılında, daha önce belirttiğimiz Affiliated Gas Equipment şirketi ile birleşmesini sağladı. Bir gece içinde Carrier, 200 milyon dolarlık iş hacmi ile ısıtma ve soğutma pazarının en büyük üretim kapasitesine sahip oldu.

### 702 Evin Merkezi Hava Koşullandırması

1956 yılında Carrier, Levittown ve Pennsylvania'da, konut hava koşullandırmasında en büyük sözleşmeyi yaptığını duyurdu. Bu sözleşmeye göre Carrier WeatherMaker merkezi hava koşullandırma sistemi ile Levittown'da 702 bağımsız evin hava koşullandırılması gerçekleştirilecekti.

Basında ve kamuoyunda ilgi uyandıran bu proje "geleceğin evleri" olarak sunuluyor ve bu yolla ileride her evde konfor sağlanabileceği belirtiliyordu. Willis H. Carrier'ın 1940'larda belirttiği bir hayali gerçeğe dönüşüyordu.

### Kapsamlı Tanıtım Kampanyaları

Carrier yıl boyunca The Saturday Evening Post, Time, Newsweek, Better Homes&Gardens gibi Amerika'nın en önemli yayın organlarında duyuru ve kapsamlı reklam kampanyaları ile bu başarısını vurguladı ve ilk kez televizyona reklam verdi.

Bütün bu reklamlarda konfor teması öne çıkıyor, izleyenlere daha sağlıklı, daha mutlu ve daha temiz evler vaat ediliyordu. Kampanyaların temel sloganı "Carrier'ı Aramanın Tam Zamanı"ydı.

"MANUFACTURED WEATHER"  
makes  
"EVERY DAY A GOOD DAY"

*The day has come!*



Carrier Equipment is creating ideal air conditions here in the new Madison Square Garden, in the Astor Grill, in the Rivoli Theatre and in other theatres throughout the country.

"Every day is a good day"  
The owners find this profitable.  
The public find healthful comfort.

*The day will come*

when Carrier equipment will be indispensable in all Theatres, Auditoria, Department Stores, Banks, Large Offices, Hospitals and Work Rooms.

The air is made cool and dry in summer, warm and balmy in winter.

The result:  
Health, Enjoyment, Efficiency

Submit your problem now.  
Ask for our new book:  
"THEATRE COOLING"

**Carrier Engineering Corporation**  
Offices and Laboratories  
750 FRELINGHUYSEN AVENUE - NEWARK, N. J.  
NEW YORK BOSTON PHILADELPHIA CLEVELAND  
CHICAGO KANSAS CITY LOS ANGELES

Carrier'in 1950'li yıllarda verdiği bir dergi reklamından; "Her gün güzel bir gün", "O gün geldi", "O gün gelecek".



When a guest gets stuck on your favorite chair... it's time to call Carrier!

Mark just said that word again. He mentioned when the birthday will occur. Don't you?

That day, that day, that day... you're waiting for it to happen every year. You're waiting for the day when the day will come. It's time to call Carrier!

Carrier's new Air Conditioning unit is perfect for every room. Carrier's WeatherMaker air conditioner is a real beauty. (See the ad on page 12)

Price: \$100.00 to \$100.00. (See the ad on page 12)

Send us your best address today to the Carrier Sales and Service Department. We'll send you your free copy of our new air conditioning book. Carrier Engineering Corporation, Newark, New York.

Carrier'in dikkat çeken esprili bir reklamı; "Bir misafir gözünü en favori sandalye-nize dikince... Carrier'ı Çağırmanın Tam Zamanı!"

## Carrier Sistemleri Kutsal Mekanlarda

1954 yılında, Kuzey Caroline eyaleti Morehead şehrinde bir rahip Carrier'a "cemaatinin kiliselerine hava koşullandırma sistemi kurulması için karar verdiğini" bildirerek başvurdu.

Rahip bu kararı, son toplantılarında beş kişinin sıcağtan bayılması, bu nedenle cemaatin kiliseye gelmek istememesi nedeni ile aldıklarını belirtiyordu. Rahip kilisenin nemli, sıcak ve kirlili şehir havasından arındırılmasını istiyordu.

Carrier mühendislerinin hava koşullandırma sistemi kurmalarından sonra rahip memnuniyetini şöyle açıklıyordu; "Kilisemiz artık konforlu, cemaatimiz de çok memnun."

KEEPER AIR CONDITIONING FOR EVERYBODY... EVERYWHERE

**Which is the best way to air condition your home?**

That depends on the home. Where you live, the number of rooms, the kind of architecture can make a big difference. To make sure of the best way to air condition your home, talk with the Carrier dealer in your community. He handles every type of air conditioning. (Four of the many ways are shown below.) So his only interest is to recommend the type that serves you best. Throughout the world, in thousands of dependable installations, Carrier air conditioning serves more people and more purposes than any other make. Good reason to call Carrier. The nearest dealer is listed in your Classified Telephone Directory. Carrier Corporation, Syracuse, New York.

**Do you rent an apartment?** A Carrier Room Weathermaker will cool one room, or several will make your whole apartment comfortable. Easy to install, you can take them with you when you move.

**Do you own an older house in the city?** Add a Summer Weathermaker to the top of your present furnace and existing ducts will handle summer cooling as well as winter heating. You save a pretty penny!

**Are you building in the suburbs?** Specify the Carrier Summer Weathermaker when you plan. To compare it with other air conditioning systems, call your Carrier dealer.

**Are you remodeling a country home?** Plan to use a Carrier Year-round Weathermaker that cools and heats every room. It takes no more space than most furnaces. Either automatic gas or oil heat.

Tanıtıcı bir reklam; "Evinizin hava koşullandırması için en iyi yol hangisidir?"

Carrier mühendisleri ana cihazları kilisenin kulesine yerleştirerek iç ortamda yer kaybedilmesini de önlediler".

Aslında Carrier'ın kiliselerdeki ilk hava koşullandırma uygulamasının geçmişi 1912 yılına, Detroit'te bir kilisede kurulan sisteme kadar gidiyordu. Bu ABD'de kutsal bir mekanda gerçekleştirilen ilk hava koşullandırma sistemiydi.

Carrier daha sonraki yıllarda ABD'nin değişik eyaletlerindeki kiliselerde, sadece kiliselerde değil, Houston kentindeki bir Yahudi sinagogunun, Suudi Arabistan'da Riyad kentindeki bir camide de hava koşullandırma sistemleri kurdu.

Carrier hava koşullandırma sistemleri, dünyanın değişik ülkelerinde tüm dinlerin kutsal mekanlarında insanların huzurlu bir ortamda ibadetlerini gerçekleştirmelerine yardımcı oldu.

*Brings May-day Comfort Indoors!*

**Carrier Air Conditioning**

Remember those glorious days in May? When the air was so fresh, so bright, so refreshing? Today you can bring this time of year indoors - all over - with Carrier Automatic Heating and Air Conditioning! It's true - air conditioning - the system used in palatial homes both here and abroad - is winter - just like Carrier Room Weathermakers - it cleans the air, removes dust and harmful germs. It circulates the air, makes you feel wonderfully comfortable. And it handles the air - with that comfortable, unobtrusive Carrier Web-Cooled cooling, the same expert work you've known for many years - automatic heating, and conditioning of humid, clean air.

With all this freedom, the new Carrier Home Weathermaker is so compact that it requires only small space - so adaptable that it can be installed quickly in one room or more - in homes that frequently lack of your present heating equipment can be changed. And its dependability is assured by the organization that has delivered 28 years exclusively to air conditioning - that has air conditioned such famous structures as Radio City, the U. S. Capitol and the "Great Hall".

Call your Carrier representative today!

• Check your local Carrier dealer for the nearest Carrier dealer in your area. He will give you the name of the nearest Carrier dealer in your area.

• This Carrier weathermaker will cool and heat one room or more.

1954 Model - 1/2 ton, 1/3 ton, 1/4 ton, 1/5 ton, 1/6 ton, 1/8 ton, 1/10 ton, 1/12 ton, 1/15 ton, 1/20 ton, 1/25 ton, 1/30 ton, 1/35 ton, 1/40 ton, 1/45 ton, 1/50 ton, 1/55 ton, 1/60 ton, 1/65 ton, 1/70 ton, 1/75 ton, 1/80 ton, 1/85 ton, 1/90 ton, 1/95 ton, 1/100 ton, 1/110 ton, 1/120 ton, 1/130 ton, 1/140 ton, 1/150 ton, 1/160 ton, 1/170 ton, 1/180 ton, 1/190 ton, 1/200 ton, 1/210 ton, 1/220 ton, 1/230 ton, 1/240 ton, 1/250 ton, 1/260 ton, 1/270 ton, 1/280 ton, 1/290 ton, 1/300 ton, 1/310 ton, 1/320 ton, 1/330 ton, 1/340 ton, 1/350 ton, 1/360 ton, 1/370 ton, 1/380 ton, 1/390 ton, 1/400 ton, 1/410 ton, 1/420 ton, 1/430 ton, 1/440 ton, 1/450 ton, 1/460 ton, 1/470 ton, 1/480 ton, 1/490 ton, 1/500 ton, 1/510 ton, 1/520 ton, 1/530 ton, 1/540 ton, 1/550 ton, 1/560 ton, 1/570 ton, 1/580 ton, 1/590 ton, 1/600 ton, 1/610 ton, 1/620 ton, 1/630 ton, 1/640 ton, 1/650 ton, 1/660 ton, 1/670 ton, 1/680 ton, 1/690 ton, 1/700 ton, 1/710 ton, 1/720 ton, 1/730 ton, 1/740 ton, 1/750 ton, 1/760 ton, 1/770 ton, 1/780 ton, 1/790 ton, 1/800 ton, 1/810 ton, 1/820 ton, 1/830 ton, 1/840 ton, 1/850 ton, 1/860 ton, 1/870 ton, 1/880 ton, 1/890 ton, 1/900 ton, 1/910 ton, 1/920 ton, 1/930 ton, 1/940 ton, 1/950 ton, 1/960 ton, 1/970 ton, 1/980 ton, 1/990 ton, 1/1000 ton.

Ev konforunu öne çıkaran bir dergi reklamı; "İç ortamlara bir Mayıs günü konforu getiriyor; Carrier AC"

**How much is a child's comfort worth?**

It's the most important thing you can do for your child's health - and it's so easy to do. Just install a Carrier Room Weathermaker in the child's room. It will keep the air fresh and clean, and it will keep the child comfortable all year long. The Carrier Room Weathermaker is so compact that it requires only small space - so adaptable that it can be installed quickly in one room or more - in homes that frequently lack of your present heating equipment can be changed. And its dependability is assured by the organization that has delivered 28 years exclusively to air conditioning - that has air conditioned such famous structures as Radio City, the U. S. Capitol and the "Great Hall".

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Çocukların sağlığında hava koşullandırmanın etkisini vurgulayan bir reklam; "Bir çocuğun konforunun değeri ne kadardır?"