EVERY HOUSE NEEDS Westinghouse

25 of many ways Westinghouse can Serve you!
Westinghouse simplifies food preservation . . .

In anything electrical it pays to have the best

America's Master Builder of things electrical offers you the crowning achievement in electric refrigeration. Westinghouse alone gives you Dual-automatic protection, plus an hermetically sealed-in-steel mechanism that never needs oiling. Dual-automatic means that if at any time some unusual electrical condition should arise which would incapacitate any other refrigerator, you will never know it occurred. Your Westinghouse Dual-automatic refrigerator will protect itself, then go right on its quiet, efficient way again. Handy latch door opener; economical defrosting. The Master Series models offer electrically lighted interiors; flat ribbon shelves; 3 freezing speeds; most economical operation. There are models for every need.

food preparation . . . and cooking, electrically

The Westinghouse Food Mixer has 65 to 75% more power than other portable electric mixers. Has exclusive swinging beaters; reversible, dripless spout; 3 speeds; never needs oiling. Below is the handy food chopper-one of many attachments you can obtain to further lighten kitchen work.

The Westinghouse Dual-automatic is the only range which can cook meals "the cook book way" (the way the government and every recognized authority recommends) while you are out of the kitchen. . . . even miles away. It roasts at two temperatures (preset applied for); bakes at one even heat. Its patented Corox Quick-cook platform units are the fastest ever invented. There is never a speck of soot to scorch. So economical that it can actually save you money. There are Westinghouse Flavor Zone electric ranges to fit every purse.

Quality backed by a name the entire world respects
brings you delicious, flavorful coffee

The Westinghouse Vacuum Coffee Maker attains utmost perfection from the scientific vacuum method of brewing. The filter is simpler...only a parts, with larger openings which permit the vacuum in the lower bowl to operate faster.

The special filter recess below the bottom of the upper bowl assures complete draining—gets every last drop of flavorful coffee. There is no metal in contact with the finished coffee. The heating brick keeps the coffee hot, the second cup as delicious as the first. Special heat-proof glass...cool, gleaming chrome plate.

Westinghouse percolators and urn sets are world famous for enduring beauty and better coffee flavor. There are models in both China and chrome-plated, at prices to meet every need. Many are automatic, with the famous million dollar Built-in Watchman thermostat. No others have this lifetime protection.

golden toast waffles inlaid MICARTA trays

Make two golden brown slices of toast at a time. Slices turn without touching, by lowering, then raising the trays. Heating element scientifically spaced to brown the toast evenly. All models are chrome finished; cool handles; fiber feet. Here is one of the most versatile of electric appliances. You can make delicious waffles (many kinds), beautifully patterned toasted sandwich cubes, crisp waffle-cookies, etc. Only Westinghouse automatic waffle irons have the million dollar Built-in Watchman; the heat keeps exactly right.

The smartest of ultra modern trays, molded MICARTA, inlaid with colored aluminum. Five beautiful designs by the renowned George Switzer. Alcohol cannot stain nor smoldering cigarettes mar them...their beauty, color and gleaming finish will endure for years to come.
World's easiest-to-use home laundering equipment

The Westinghouse Spinner-Dryer (left) damp-dries an entire tubful of clothes in only two minutes at the same time another tubful is being washed. The patented French type "Pari-Vane" agitator gives a cushioned washing action. Equipped with water pump. (Right) Patented Finger Touch model with dual controls...the easiest-to-use, fastest wringer-type washer. Pari-Vane agitator; Porcelain enameled wringer; 3½" balloon rolls; instant pressure release. With or without pump. Models at every price.

Fatigue-proof irons

This patented Westinghouse Ironer cuts ironing time in half. There are no levers; just a touch of finger or toe controls everything. Ironing is easy and comfortable. Both ends of roll are open; "sleeve board" shoe is open for its full length.

Most powerful vacuum cleaners made

Westinghouse scientists have perfected the ideal, comfort iron; 1000 watts, only 4½ lbs., with sloping Fatigue-Proof handle. Heat is automatically controlled, kept at any temperature you desire by means of the million dollar Built-in Watchman. The full line of Westinghouse ironers offers iron at every price.

The amazing Duster Cleaner

Has 3½ lbs. the power of ordinary large cleaners and only ½ lbs. the weight! Vacuum carpets, rugs, stairs, upholstery; dust piano keys, inside piano, everywhere. Banishes dust from clothes and rooms.

WESTINGHOUSE BROUGHT AMERICA THE A. C. ELECTRICITY WHICH IS MAKING MODERN LIFE EASIER AND FULLER
Silent fans

Westinghouse fans have patented MICARTA Blades — stronger, yet lighter, less weight on bearings, less weight for the motor to turn. Hence more breeze-power, longer life. They are Quieter; the usual whir of metal blade fans is absent. Westinghouse fans are the world’s largest sellers.

Scientific humidifier and winter air-conditioner

Winter indoor air is dry, dust-laden, harsh. Authorities blame this condition for much winter illness. This portable, almost silent device washes the air with filtered water, circulates 200 cubic feet of refreshing, humidified air per minute. Good looking, too.

Solar Glow heaters

Instantaneous, clean electric heat when and where you want it! Ideal for bath rooms, bed rooms, dressing rooms, etc. Three heat switch gives adjustable control. Furnished in a variety of colors; easily built into the wall or attached to it. Banishes chills . . . brings warm pure comfort.

Cozy Blow heater

Just plug into any electric wall outlet and instantly a steady current of warm air starts circulating through the room. Ideal for chilly mornings and evenings.

Ultra violet lamps

At the left is the Ultra Violet therapeutic lamp, to be used under the direction of your physician. On the right is the Georgian decorative lamp for your living room. You can absorb the benefits of ultra violet irradiation continuously while you read or play. Also available in handsome bridge lamps. A modern Westinghouse contribution to health!

Warming pads

The soothing, comforting warmth of a Westinghouse electric warming pad drives away aches, pains, cramps, etc. Adjustable heat; non radio interfering thermostat; moisturizes the air, sheathing under the soft eiderdown covers.

Westinghouse inventions are transforming America

They serve everywhere — on land, at sea, in the air.
Curling Irons


Aquarium heater

Bring tropical waters home to your aquarium. No special mounting or drilling required. Just hang the heater over the side of the aquarium, plug the cord into a convenient outlet, turn on the heater and water is kept automatically at the correct temperature.

Electric water heaters

Here’s the modern, automatic way to assure a constant supply of hot water for bathing, laundring, washing dishes, etc. Sizes and types to meet every home need. Only Westinghouse water heaters have the patented Corox heating elements, the million dollar built-in Watchman thermostat, etc.

Westinghouse MAZDA lamps

The true cost of lamps is told by your light bill. Cheap, poorly made lamps may save pennies in first cost, but they steal dollars in later wastefulness. Scientifically made Westinghouse Mazda lamps save by giving more light for less money — and by dependable long life. The only thing you need to know about a lamp, for economy, is that it bears the Westinghouse Mazda trade-mark. Make certain that the lamps you buy for your home (for your car, too) are Westinghouse Mazdas. Their quality is backed by a name the entire world respects.

A home without fuses!

Modern homes are fuseless, thanks to this Westinghouse NoFUSE Load Center, which eliminates the old-fashioned fuse box and the inconvenience incident to fuse replacement. Attractive in design, it can be installed in the kitchen, while restoration of service is as simple as flipping a light switch.

WESTINGHOUSE MAKES ELECTRICITY THE CHEAPEST THING YOU BUY

DEPEND ON WESTINGHOUSE FOR DEPENDABILITY
BECAUSE an appliance is electrical, it's what's INSIDE that counts most. Inferior electrical appliances may look outwardly much like similar quality appliances. But they will waste electricity, ultimately cause trouble, and prove expensive.

Properly made electrical appliances will operate without trouble for years and years; they'll prove cheapest by far in the end.

Westinghouse prides itself on making only the best electrical products—at the lowest prices, consistent with safe, lasting electrical quality. You are sure of satisfaction and economy if you insist on Westinghouse.

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