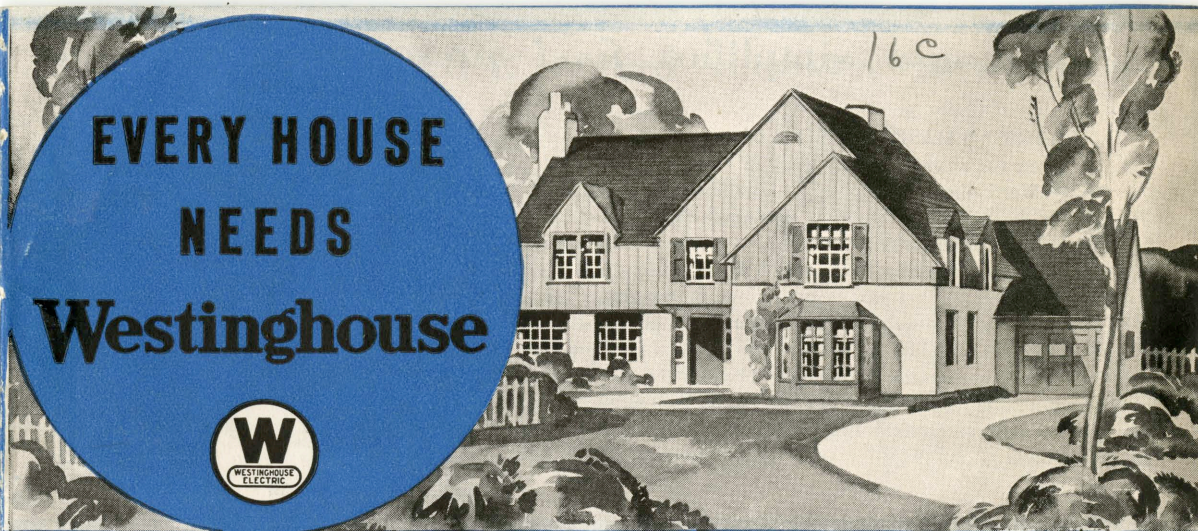


EVERY HOUSE  
NEEDS  
Westinghouse



25 of many ways Westinghouse can Serve you!



## Westinghouse simplifies food preservation . . .

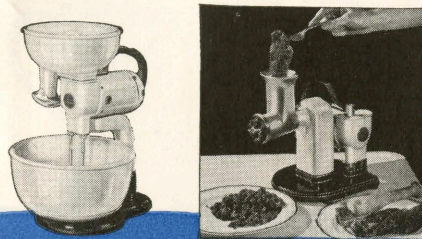
**A**MERICA'S MASTER BUILDER of things electrical offers you the *crowning* achievement in electric refrigeration. Westinghouse *alone* gives you *Dual-automatic* protection, plus an *hermetically sealed-in-steel mechanism* that never needs oiling. Dual-automatic means that if at *any* time some unusual 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, economatic defrosting. The Master Series models offer electrically lighted interiors; flat ribbon shelves; 7 freezing speeds; most economical operation. There are models for every need.



IN ANYTHING ELECTRICAL IT PAYS TO HAVE THE BEST

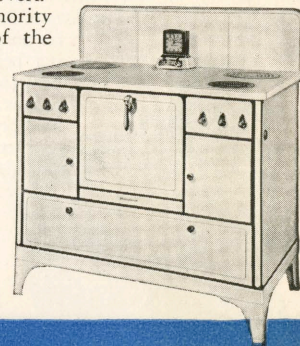
## food preparation . . . and cooking, electrically

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.



QUALITY BACKED BY A NAME THE ENTIRE WORLD RESPECTS

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 (patent 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 scour. So economical that it can actually *save you money*. There are Westinghouse Flavor Zone electric ranges to fit every purse.



. . . 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 2 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, ebonized handle . . . gleaming chrome plate.



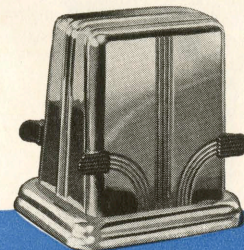
Westinghouse percolators and urn sets are world famous for enduring beauty and *better coffee flavor.* There are models in both china and chrome-plate, at prices to meet every need. Many are automatic, with the famous million dollar Built-in Watchman thermostat. No others have this lifetime protection.



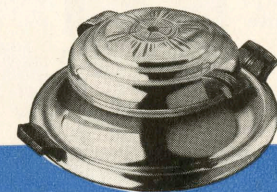
WESTINGHOUSE IS FAMOUS FOR LASTING ECONOMY

. . . golden toast . . . waffles . . . *inlaid* MICARTA trays

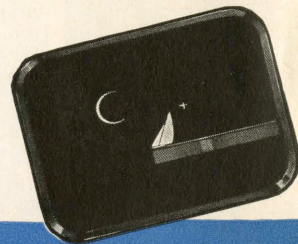
Make two golden brown slices of toast at a time. Slices turn without touching, by lowering, then raising the trays. Heating element scientifically spaced to brown the toast evenly. All models are chrome finished; cool handles; fiber feet.



Here is one of the most versatile of electric appliances. You can make delicious waffles (*many* kinds), beautifully patterned toasted sandwiches, crisp waffle-cookies, etc. Only Westinghouse automatic waffle irons have the million dollar Built-in Watchman; the heat *keeps* exactly right.



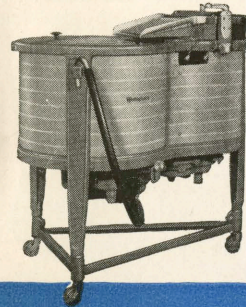
The smartest of ultra modern trays; molded MICARTA, inlaid with colored aluminum. Five beautiful designs by the renowned George Switzer. Alcohol cannot stain nor smoldering cigarettes mar them . . . their beauty, color and gleaming finish will endure for years to come.



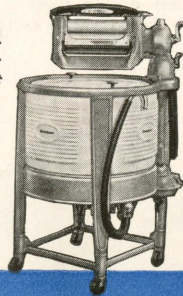
WESTINGHOUSE QUALITY-AT-A-PRICE IS WORLD FAMOUS

## World's easiest-to-use home laundering equipment

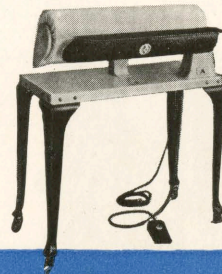
The Westinghouse Spinner-Dryer (left) damp-dries an entire tubful of clothes in only two minutes *at the same time another tubful is being washed*. The patented French type "Pari-Vane" agitator gives a *cushioned* washing action. Equipped with water pump. (Right) Patented Finger Touch model with *dual* controls . . . the easiest-to-use, fastest



wringer-type washer. Pari-Vane agitator. Porcelainenameled wringer; 2½" balloon rolls, *instant* pressure release. With or without pump. Models at every price.

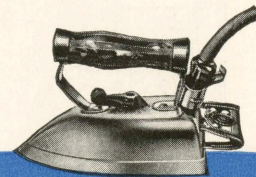


This patented Westinghouse Ironer cuts ironing time in half. There are no levers; just a touch of finger or toe controls *everything*. Ironing is *easy* and comfortable. Both ends of roll are open; "sleeve board" shoe is open *for its full length*.



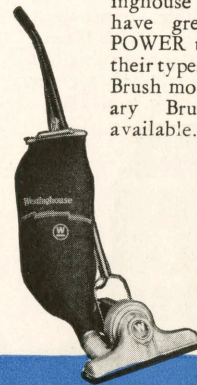
## Fatigue-proof irons

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



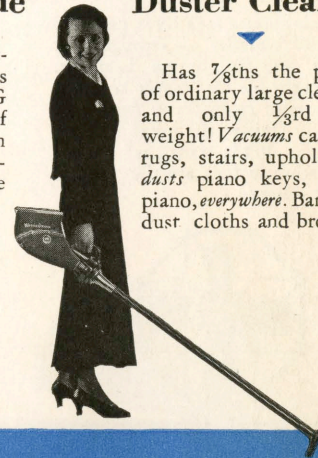
## Most powerful vacuum cleaners made

By laboratory test Westinghouse vacuum cleaners have greater **CLEANING POWER** than any others of their types. A Motor Driven Brush model and a Stationary Brush model are available.



## The amazing Duster Cleaner

Has 7/8ths the power of ordinary large cleaners and only 1/3rd the weight! *Vacuums* carpets, rugs, stairs, upholstery; *dusts* piano keys, *inside* piano, *everywhere*. Banishes dust cloths and brooms.

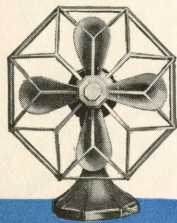


WESTINGHOUSE BROUGHT AMERICA THE A. C. ELECTRICITY

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-r-r of metal blade fans is absent. Westinghouse fans are the world's largest sellers.



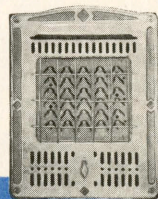
## Scientific humidifier and winter air-conditioner

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!



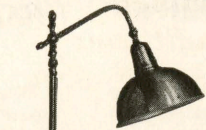
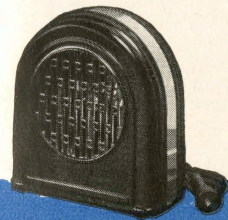
## Solar Glow heaters

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*.

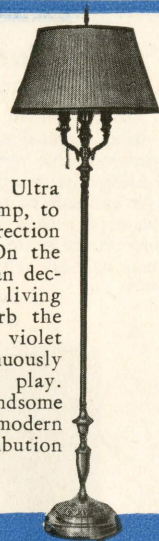


## Cozy Blow heater Ultra violet lamps

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.

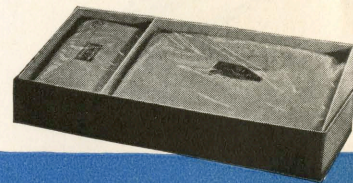


At the left is the Ultra Violet therapeutic lamp, to be used under the direction of your physician. On the right is the Georgian decorative lamp for your living room. You can absorb the benefits of ultra violet irradiation continuously while you read or play. Also available in handsome bridge lamps. 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 thermostats; moisture-proof sheathing under the soft eiderdown covers.

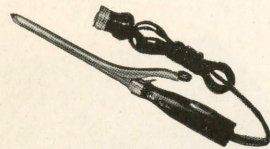


WESTINGHOUSE INVENTIONS ARE TRANSFORMING AMERICA

THEY SERVE EVERYWHERE -- ON LAND AT SEA, IN THE AIR

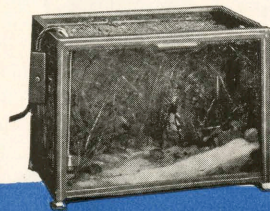
## Curling Irons

Every dressing table needs a Westinghouse curling iron. Available in a choice of colors. Convenient switch in the handle. Cool, insulated button for your thumb. Available in two sizes.



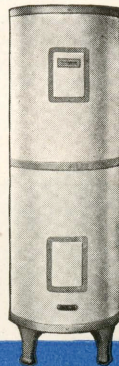
## Aquarium heater

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, laundering, washing dishes, etc. Sizes and types to meet every home need. Only Westinghouse water heaters have patented COROX heating elements, the million dollar Built-in Watchman thermostat, etc.



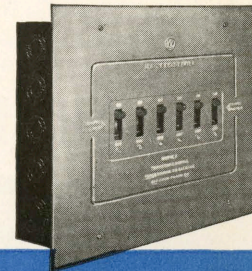
## Westinghouse MAZDA lamps

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 *least* 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 MAZDA*. Their quality is backed by a name the entire world respects.



## A home without fuses!

Modern homes are fuseless, thanks to this Westinghouse NOFUZE 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

**B**ECAUSE 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.

**EVERY HOUSE NEEDS Westinghouse**