



RELEASE

MIRACLE IN THE KITCHEN

By Reese Mills

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As Exemplified In The Model Kitchen
Of The Westinghouse Electric & Manu-
facturing Company In Its Exhibit At
A CENTURY OF PROGRESS

The preparation, preservation, cooking and serving of food in our 29,000,000 American homes is the biggest and most important industry in the world. Each home must have a kitchen; 29,000,000 workshops that require now an average of at least four hours of work a day in each. This great industry, bigger than our factories or all our offices, has not been considered from the standpoint of straight-line production efficiency and the many electrical conveniences that go with it.

Just how important can efficient arrangement of equipment and facilities be in the kitchen? Can it be as important in the home as it has been in the factories? Experience has proved that it can be.

Just as a quick example, a woman was unknowingly observed while she was making a cake. It required 50 processes and 143 steps. This same kitchen was then rearranged and the same cake was made by the same woman, under the same

conditions -- this time, however, it required only 24 processes and 24 steps. The cake was made with just half the work, and with one-sixth as many steps.

Our first consideration in modernizing the kitchen workshop is to arrange the equipment in logical order for continuous, straight-line flow of material. This means that the electric refrigerator should be nearest the food delivery door, because there is where all perishable foods are stored.

Next in line should be a counter work surface, next to the refrigerator, for cold food preparation. The wall cabinets over and the floor cabinet under this counter should be equipped with the implements that are used in the preparation of cold foods, such as salads, desserts, refreshments, etc. Even the location of all the tools is studied to minimize the amount of reaching or lifting.

Next in line is the clean-up counter, of course consisting of a sink -- and an automatic electric dishwasher. Dishes, pans, bowls, forks, knives, etc. soiled at the adjacent counter can be placed on the clean-up counter without moving.

Then comes the hot food preparation counter. Food that is going to be cooked must first be made ready -- and

open spaces in between, no chance for knives, forks, dishes or anything to fall through, requiring great inconvenience and annoyance to recover. No chance of anything falling off the back or side. Breaking hazard is reduced to a minimum. Lifting, whether it be heavy or not, is eliminated by this continuous counter construction.

requires certain items of equipment, all of which are conveniently located in the upper and lower cabinets, right within reach.

When food is ready to cook you don't want to walk back across the kitchen. Therefore, next in line is the range. It also is equipped with wall and floor cabinets, efficiently equipped. The range is closest to the service door to the dining room. Thus you will see that straight-line production has done exactly the same thing for this workshop women use as it has for men's workshops. It has reduced processes and motions to a minimum. It saves steps, saves labor, speeds the flow of work, brings about greater efficiency and adds greater convenience and comfort to the housewife.

With this much accomplished, our next essential is to make the kitchen lovely, cheerful, inspiring. For it is a woman's workshop -- and should have these feminine qualities to which wives and mothers are entitled. This is done with color and by the selection of wall and floor materials.

WORKING SURFACES AND WALLS

Another feature of the ideal kitchen is an unbroken counter surface -- right from the refrigerator or delivery point, past the range, to the serving point. There are no

open spaces in between, no chance for knives, forks, dishes or anything to fall through, requiring great inconvenience and annoyance to recover. No chance of anything falling off the back or side. Breakage hazard is reduced to a minimum. Lifting, whether it be heavy or not, is eliminated by this continuous counter construction.

CLEANLINESS

Cleaning difficulties are further simplified by "coving" the base. The linoleum floor continues unbroken up into this coving. There is no crack or angle to clean. You can clean this area just like the floor; in fact it is a part of the floor. It makes for greater ease, greater speed, no banging and marring of furniture, no bruised knuckles. It will help your disposition, too. You can stand right up to the work surfaces, lean against them in fact, for this cut-away section provides ample toe room. It protects shoes and the finish of the base cabinets, too.

THE LIGHTING

In addition to the cheerful general illumination of the entire kitchen provided by a central ceiling light, light is provided for your convenience right over the work surfaces where you prepare food -- and over the clean-up counter where you wash vegetables, pans and dishes. With this flood of rightly-placed light it becomes easy to get every last trace of dirt out of the celery, every last grain of

sand out of the spinach. Seeing is made easy, eye-strain prevented.

MODERN ELECTRICAL EQUIPMENT

The model kitchen is equipped with one of the famous Westinghouse Dual-automatic refrigerators, with its gleamingly clean white porcelain interior and all-porcelain froster. There will always be an abundance of ice cubes. And here we have dual assurance that foods will always keep fresh and pure, for no other possesses its Dual-automatic protection. It is exceedingly quiet. Its mechanism is hermetically sealed in a permanent bath of oil -- it will never need oiling. More than that, it is forced-draft cooled, which accounts in a measure for its greater efficiency and economy.

The cabinet space below the refrigerator is convenient for storing bulky food supplies, such as potatoes, apples and oranges. This cabinet is ventilated; it has a continuous circulation of air through it.

The automatic electric dishwasher is equipped with a shelf-type door opening down from the front, so that the counter top can be used as a work surface. Sliding racks are equipped with baskets in which to load the soiled dishes. Its capacity is ample for an entire day's dishes in the average household, so that dishes can be scraped and put into it **after** each meal -- then washed just once a day. It washes

dishes much more thoroughly than is possible by hand (sterilizes them), yet is far safer and gentler for even the very finest china. It not only washes the dishes, but dries them, too. I know all this sounds almost too good to be true, but a simple demonstration will make you marvel at the efficiency of this amazing new Westinghouse convenience. Your hands need never touch the water, there is no work for you to do at all.

Since the dishwasher also dries the dishes, there is less need for dishtowels. But of course you will want to dry the silver, and you will want a cloth with which to wipe off the counter surface. These damp cloths are quickly dried in an electric towel dryer which is just inside the left hand dishwasher door.

The Westinghouse Dual-automatic electric range completes the list of major appliances. Handy compartments are built-in each side of the oven, convenient places in which to keep small utensils. Beneath the range are two large compartments in which to keep larger utensils.

You will note that no flue is necessary with this range, for there are no flames, exhaust gases, fumes, soot or smudge. Its electric heat is just as clean as electric light.

You will note that the range has a flat work-table top, which is a continuation of the counter surfaces. Even the

heating units on the platform are divided, two to each side, so as to give a convenient work space between.

This range is the most marvelous ever developed, for it can change the oven temperature automatically during the cooking operation. Let me illustrate. Every cooking authority says that a roast of meat should be seared in the oven at high heat for a few minutes, to seal in the juices and so that the delicious "browned" flavor will cook into the roast; then finished at a lower temperature until done to the desired degree. The electrical brain of this range (the patented Dual-automatic control) does all this automatically.

For instance, you may put a roast (and the rest of a meal, too) in the oven in the morning or early afternoon, set the simple controls and leave the house. At the time you desire (while you are out) the oven will turn on, sear the roast at say 500 degrees... then change the heat to say 350 degrees to continue the cooking. At the time you have set it for, the oven will turn off -- and the meal will be kept hot until you take it out to serve. No basting is required. The meat is juicier, tenderer, more delicious. And it scarcely shrinks at all, this scientifically correct way.

On this modern electric range meals can be cooked faster than on fuel-flame ranges. And the amazingly effi-

cient new COROX heating units, insulation and other features make it the most economical way to cook, all things considered.

This kitchen is also equipped with a Westinghouse No-Fuze Load Center. Never again will you have to go down into the basement with a match or candle to try to find which fuse has burned out, and replace it. No fuses are required. All the lighting circuits in the house center right here in this simple, economical automatic panel. Just the flip of a switch restores service at any time.

Every tiniest detail has been very carefully thought out -- even to the point of having a "tray rack" built into the cabinets.

The scientific planning of arrangement and equipment in this modern kitchen will free many hours each day for the housewife -- hours which she can devote to personal interests, companionship with her children and all the better things of life.