

## Westinghouse Has Most Complete Appliance Line In Its History

COLUMBUS, O.—Westinghouse Electric Corporation has unveiled a new line of laundry, kitchen and room air conditioning equipment that is the most comprehensive appliance introduction in the company's 77-year history.

Faced by a line of "new from the floor up" washers and dryers, the appliances include seven refrigerators, six freezers, 14 free standing ranges, a front-loading dishwasher that rounds out that product line and 12 room air conditioners, including a new super high capacity series for greater performance.

"Of particular significance to our full line this year is the addition of laundry equipment that has a three year design and development program behind it and an investment of \$4,000,000," R. P. Brook, Marketing Manager for the major appliance division, said in reviewing the new appliances. The heavy duty washers and matching dryers have a new shape and size, increased capacity in less space and better washability than the traditional Westinghouse Laundromat, he noted, adding:

"The keynote to this three-year program has been versatility of installation, for we knew that the modern homemaker does not want to do laundry work in the basement. With that as our goal, we have designed heavy duty washers and

dryers that are only 25 inches deep, 27 inches wide and countertop-high. These can be installed in any dual function room in the house as built-in undercounter equipment, stacked one on top of the other in a bedroom or bathroom alcove or arranged as free standing units."

An appliance industry "first" this year is the retailing by Westinghouse of a complete home laundry center as a single package. The center includes a deluxe washer and matching dryer, a storage cabinet for laundry aids, a sink for pre-treating clothing and a roll-out ironing unit that conceals a full size ironing board. Covering the top of the appliances and cabinets is an 88-inch Micarta counter.

## Automatic Hot Water With Electric Heater

If you are now using an AUTOMATIC OIL FURNACE FOR WATER HEATING, here are a few facts to think about. Oil consumption for just water heating may be as much as 40 gallons a month, and during the summer months the unit continues to operate, but only for the purpose of heating water. This continued operation is inefficient and, of course, consumes electricity for the ignition system. Furthermore, where this system is used, a larger furnace is necessary, initially, and maintenance may be frequent and costly. HOW THIS SYSTEM WORKS: The automatic oil furnace uses a heat exchanger installed in the hot-water boiler. It takes up quite a bit of space and is bulky. With this unit, too, many

people mistakenly believe it delivers free water.

WITH AN ELECTRIC WATER HEATER you have a compact unit that takes little space, has no moving parts to wear out, is silent, odorless and fully automatic. Practically all the heat goes into the water—not up the chimney.

WITH AN ELECTRIC WATER HEATER there is no need staying awake nights worrying about it. Since it is completely automatic it looks after itself. Even if the current should go off and on again, you live safe and worry-free because there are no fuels to store, no fumes or combustible materials to escape or create a hazard. The fully insulated tank can keep water hot for days.

## Location of Home Laundry

Where do you want your home laundry?

At one time there was little choice. The drudgery, dampness and disorderliness of this once irksome chore banished it to the least habitable part of the house, the basement.

The compact, beautiful washers and dryers of today have released the laundry from its basement bondage to the point where statistics show that 58.3 per cent of the appliances are on the first floor now.

Here's a brief rundown on laundry locations for you to consider:

Laundry area near the kitchen is popular. In older houses, those pointless butler pantries are ideal locations.

The kitchen is a location that ranks high in convenience. Washers and dryers blend perfectly with kitchen appliances and can offer added counter space.

The bathroom is another convenient location. Availability of plumbing connections keeps installation costs to a minimum.

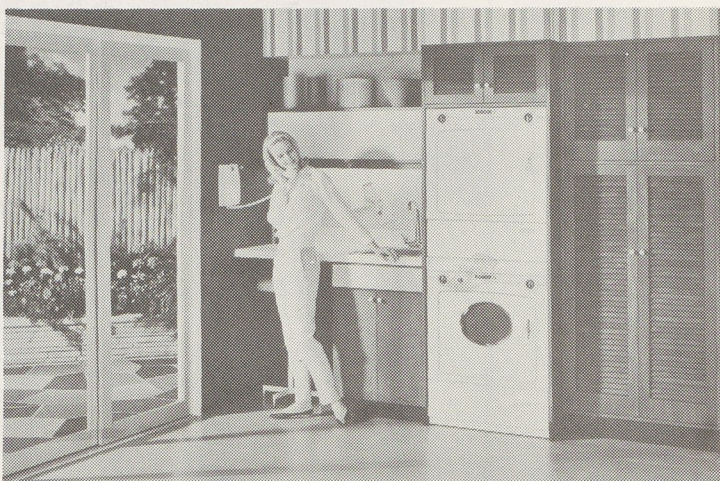
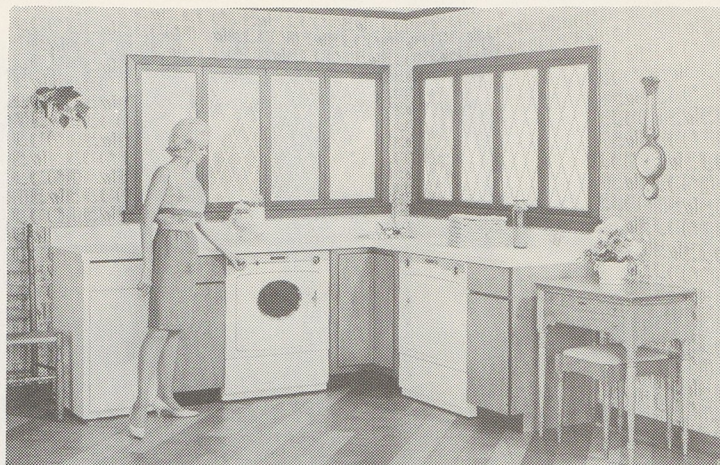
Room adjacent to the bathroom is a good location particularly if it affords space for ironing.

Location of electric laundry equipment near the bathroom is a new trend in modern homes. According to the Live Better Electrically Program of Edison Electric Institute, homemakers like being able to assemble, wash and dry clothing and linens close to the point of greatest use.

And from this convenient laundry location, it takes only a few steps to return freshly laundered clothing and linens to nearby closets.

The garage, or in mild climates the carport, is another location to consider.

The basement remains the best location in many homes. Dryers have made basements much more acceptable for two reasons: carrying heavy baskets of wet clothes to outdoor lines is eliminated as is the messy indoor hanging of clothes in stormy weather.



ALL CLOTHING NEEDS HANDLED HERE—Designed around new Westinghouse heavy duty laundry equipment, this sewing center can accommodate all the homemaker's needs in laundering, ironing, altering or making new clothing for the family. A roll-out ironing unit conceals a full-size ironing board in the cabinet at left. The washer and dryer have greater capacity and better washing action than the traditional Laundromat line and are designed for heavy duty use.

STACKED LAUNDRY—Only 27 inches wide, this Wash 'N Dry stacked pair of laundry units just introduced by the Westinghouse major appliance division can wash over 12 pounds of clothing in the washer (bottom) while more than 12 pounds of clothes is being dried above. The stacked units fit flush against the back wall and can be built into a family room, alcove or other similar location. Westinghouse designers and engineers worked for three years in developing the versatile equipment.

## Wise Shoppers Will Choose Electric Dryers

Are you a sophisticated shopper? Do you plan ahead before investing in a major appliance? Do you compare quality as well as price when you shop? Do you read labels on appliances and make use of their information, not only in deciding on a purchase but also in using the product? According to the Live Better Electrically Program of the Edison Electric Institute, consumers who buy an electric clothes dryer are wise and sophisticated shoppers.

Once she has decided she needs a clothes dryer, the shopper who thinks ahead, compares quality and reads labels, knows that an electric clothes dryer offers its owner the best in modern, flexible convenient and quality equipment.

When buying an electric dryer the old advertising slogan "shop and compare" is a wise one. All clothes dryers are not the same. And Live Better Electrically feels that the electrical advantages of the total electric dryer can only be fully appreciated by comparison shopping.

Electric dryers have a number of major benefits, according to LBE. Household linens and clothing dry odor-free and spotless. There are fewer installation problems with total electric equipment—only an electrical outlet is required so your

laundry room plan can be easily stream-lined. Electric clothes dryers come in all shapes and models with a variety of special features to meet your own particular family or personal needs.

In special research studies Live Better Electrically has found that the American consumer feels that electric living is the most modern and convenient. When the consumer buys an individual appliance, it is the beneficial characteristics, flexibility and automatic features of the total electric concept that offer the strongest sales appeal.



### ENJOY LIVING

Waltzing through washday the automatic way is one of the joys of total electric living. For home laundry or any other job, electricity is truly the "do everything" source of energy.



ONLY ONE OF ITS KIND—This laundry center, being retailed by Westinghouse dealers as a package unit, combines all laundering functions into a single attractive location and is the appliance industry's first complete home laundry available from one manufacturer. Topped by an 88-inch Micarta counter and sink, the units (from left) include a storage cabinet for laundry aids, the heavy duty Laundromat washer and dryer and a roll-out ironing unit that houses a hide-away ironing board. The ironing unit also has a telescoping clothes rack for hanging finished garments, a cord minder and storage compartments for the hot iron and laundry materials.

DUAL PURPOSE VANITY—Recognizing that most soiled clothing accumulates around the bedroom and bath areas, Westinghouse laundry equipment designers have developed a washer and dryer that can be installed in those areas of the home. Built-in and taking a minimum amount of space, the Laundromat and matching dryer have capacities of over 12 pounds each and have automatic program cycles to handle any type of fabric.

### Total Electric Laundry Will Cut Cost of Clothing and Linen

Clean garments and linens may be replenished frequently when you own an automatic, electric washer and dryer duet, according to the Live Better Electrically Program of the Edison Electric Institute. Gone are the days when that dress couldn't be worn because it was soiled or father's shirt was in the laundry and unavailable for that

special occasion. Flameless electric laundry equipment can have them clean and ready to wear in a very short time.

Easily installed electric laundry equipment "pays for itself" by saving on the number of clothes and linens needed for household use. Savings are greater with growing children.

