

*Every house needs*  
**Westinghouse**



# AUTOMATIC TOASTERS

DELICIOUS, EVENLY BROWNED TOAST

NO WATCHING, NO BURNING

## HANDSOME STREAMLINE DESIGN

Distinctively styled in modern lines. Fits into the smartest table settings.

## PRESSING LEVER DOWN TURNS CURRENT ON

Just drop in two slices of bread and press lever. When toast "pops up," current shuts off.

## SET FOR DEGREE OF BROWNESS DESIRED

Adjusting knob operates accurate thermostatic control, for light, dark or "in-between" toast.

## KEEPS TOAST WARM IF DESIRED

Setting lever to "Melba" keeps toast warm until manually released, instead of popping it up. Makes "Melba" toast.

## TWO SLICES AT ONCE

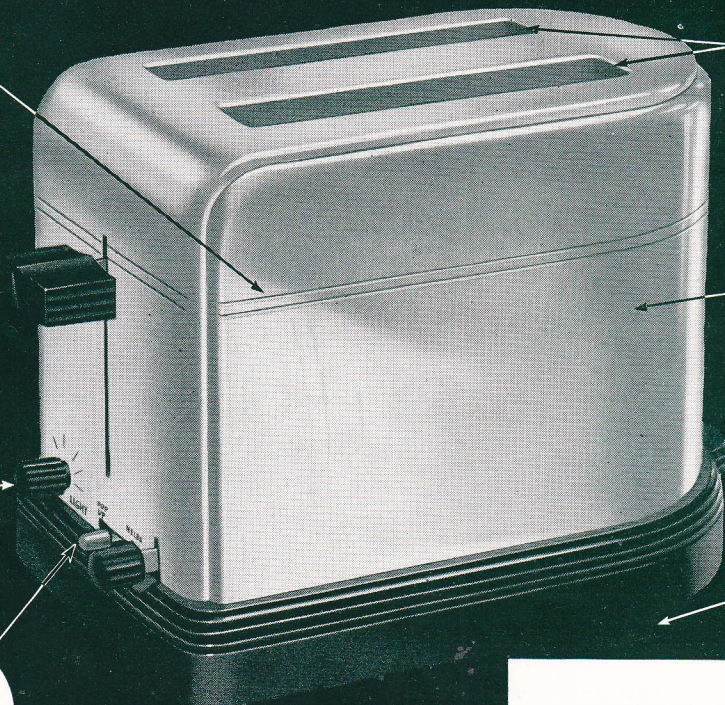
Toasts two large slices of bread, evenly browning both sides at the same time.

## BEAUTIFUL NON-TARNISHING CHROME FINISH

Stays bright, easy to clean. Retains its beauty permanently.

## SCRATCH-PROOF BAKELITE BASE

Will not scratch or mar polished surfaces. Gives extra coolness.



## PLUS FEATURES

- *Silent Thermostatic Control*—eliminates all ticking and noise.
- *Fast Heating, Long Life Element*—highest quality nickel chromium resistance wire hand wound over mica core. Gives fast, even browning.
- *Black Bakelite Handles and Base*—for extra coolness, scratch-proof, no burned fingers.
- *Removable Tray On Bottom*—may be readily taken off for easy cleaning of toaster.

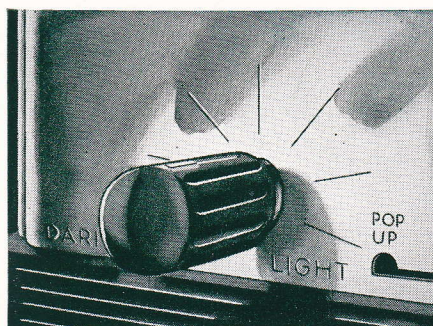
## SILENT AUTOMATIC "POP-UP" TOASTER

*with Optional "Melba Toast" Setting*

**USES:** Makes two delicious, evenly browned slices of toast at one time. Operation is completely automatic with "silent" thermostatic control. "Pops-Up" the toast when it's done . . . OR . . . keeps the toast warm in wells until ready to serve. A touch of the switch sets toaster to operate **either way**. Approved by Underwriters' Laboratories.

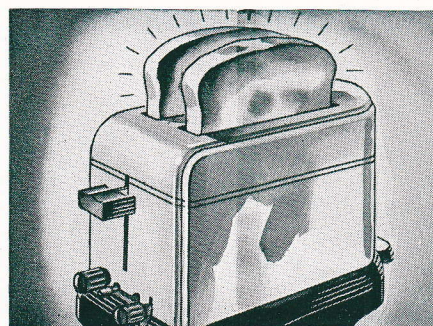
**CATALOG NUMBER TK-24, 115 VOLTS**

**Specifications:** 1150 watts. Includes permanently attached cord and plug. Shipping weight, 8 pounds. Standard package, 4. A-C. operation only.



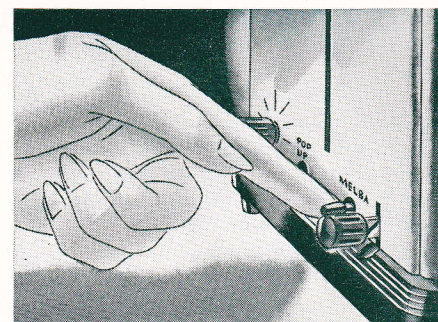
## SET LEVER FOR "LIGHT" OR "DARK"

. . . or any degree of brownness desired. Accurate thermostatic control assures selected degree of brownness.



## TOAST "POPS UP" WHEN DONE . . . OR . . . KEEPS WARM IN WELLS

When lever at bottom of toaster is set for "Pop Up," toast automatically pops up when ready to serve—and current shuts off. By setting lever for "Melba," toast is retained in wells, keeping warm until released by the finger-tip lever. When toast is released current shuts off automatically.





# Westinghouse TOASTERS

## SIGNALING AUTOMATIC

### Two Slice Oven Type

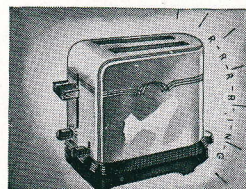
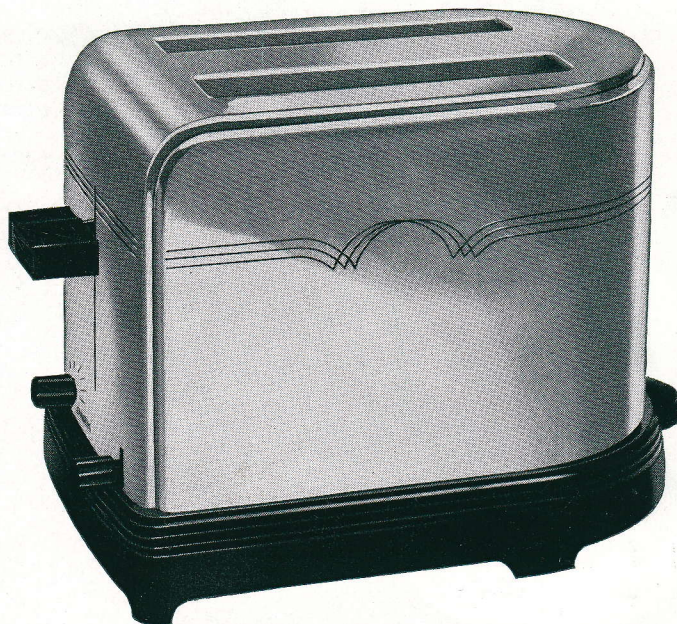
#### FEATURES:

- **Two Slices At Once** . . . toasts two large slices of bread, evenly browning both sides at the same time.
- **Set for Degree of Brownness Desired** . . . adjusting knob operates accurate thermostatic control for light, dark, or "in-between" toast.
- **Pressing Down Lever Turns Current On** . . . just drop in two slices of bread . . . press down lever and forget it. Signal bell tells when toast is done.
- **Thermostatic Control** . . . automatically turns down current when toast is done—keeps toast warm until ready to serve.
- **Finger-Tip Release Lever** . . . "pops up" toast and shuts off current when toast is ready to serve.
- **Makes Melba Toast** . . . by leaving the toast in the wells a minute or two longer, after bell has rung.
- **Silent Thermostatic Control** . . . eliminates all noise.
- **Cool Brown Bakelite Handles and Base** . . . prevent burned fingers and tablecloths. Base is scratch-proof. Rich mahogany brown.
- **Fast Heating, Long Life Element** . . . of highest quality nickel chromium resistance wire over mica core. Assures fast heating—even browning.
- **Removable Tray On Base** . . . may be readily taken off for easy cleaning.
- **Tarnish-Proof Chromium Finish** . . . stays bright and is easy to keep clean. Triple plated with heavy coating of lustrous chrome over platings of copper and nickel.

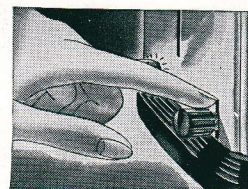
Approved by Underwriters' Laboratories

CATALOG NUMBER TK-14, 115 VOLTS

**Specifications:** 1150 watts. Includes permanently attached cord and plug. Shipping weight, 8 pounds. Standard package, 4. A-C. operation only.



Bell Signals when toast is done. For Melba toast leave slices in wells a minute or two longer, then release.



Finger-tip Release Lever "pops up" toast at a mere touch. For moist, tender toast, release immediately. For drier toast wait a few seconds.

## SIGNALING AUTOMATIC

### Turnover Toaster

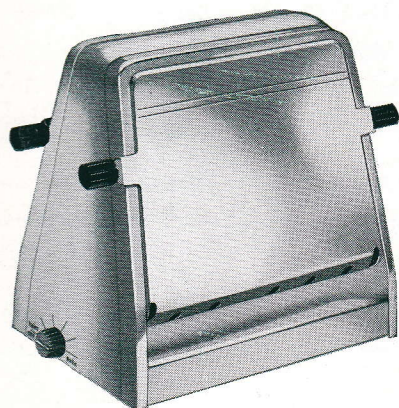
#### FEATURES:

- **Thermostatic Control** . . . with silent mechanism. Heat automatically turns down when toast is done.
- **Bell Signal** . . . sounds when toast is done. Eliminates guesswork and watching.
- **Adjusting Knob** . . . may be set for light, dark or in-between toast, as desired. Built in "off" switch saves annoyance of disconnecting cord.
- **Lowering Either Door Turns Toast Automatically.**
- **High Lustre Tarnish-proof Chrome Finish** . . . with cool black bakelite handles.
- **Finest Ribbon Type Nickel Chrome Heating Element** . . . wound on mica base.

Approved by Underwriters' Laboratories

CATALOG NUMBER TLA-14

**Specifications:** 450 watts. Includes permanently attached cord and plug. Shipping weight 3 1/4 lbs. Standard package, 12. For A-C. operation only.



## NONAUTOMATIC

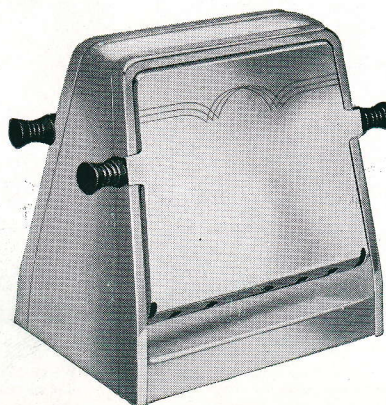
### Turnover Toaster

- Toasts two slices at once.
- Lowering one door turns both slices of toast automatically.
- High lustre tarnish-proof chrome finish.
- Finest ribbon type nickel chrome heating element wound on mica base—toasts evenly.
- Cool brown handles—for easy, cool turning.
- Scratch-proof fibre feet.

Approved by Underwriters' Laboratories

CATALOG NUMBER TL-14

**Specifications:** 450 watts. Includes detachable cord and miniature plug. Shipping weight, 3 1/4 lbs. Standard package, 12. For A-C. or D-C. operation.





## THE LAST WORD *in*

- **Appearance**
- **Performance**
- **Ease of Operation**

Striking in appearance with many new features, the New Model "E" Mixer opens wider the door of opportunity for greater profits. Dealers like to handle this mixer because it's a quality product built and designed to reduce service to a minimum — coupled with a sales policy that assures a full profit on every sale.

The housewife favors it, because the mixer has all the essentials necessary for convenience and efficiency in operation. These essentials are: the full powered multi-speed motor; bowl shifting device with new and improved control lever; one-piece beater unit with new and easier to clean beaters; new sturdier drive shafts with new oil seals, designed to eliminate oil leakage. It is still the quality one-hand portable mixer.

Choice of Two Colors—  
White or Ivory



# NEW

The only mixer with all these  
FEATURES

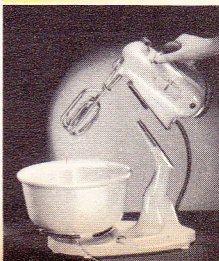
### IMPROVED BOWL CONTROL

Allows bowl to be shifted while mixing. Prevents mixture from piling up — insures thorough mixing. **TURNTABLE**, now enameled.



### EASILY PORTABLE

Portable mixer slides off the stand with one hand. There is nothing to release or detach.



### ONE-HAND OPERATION

When used off the stand same hand that holds mixer controls speed with single thumb-operated switch.



### IMPROVED ONE-PIECE BEATERS

Guarded double beaters in one unit. Quickly attached or detached by twist of a thumb screw. Easy to clean.





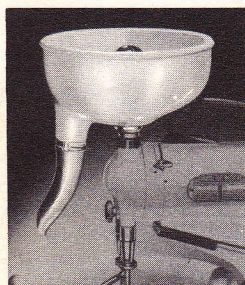
# MECHANICAL DETAILS

## Model "E" FOOD MIXER

**MOTOR**—Built by Hamilton Beach. No radio interference.  
**CURRENT**—Operates on 110-120 volts DC or AC, up to 75 cycles.

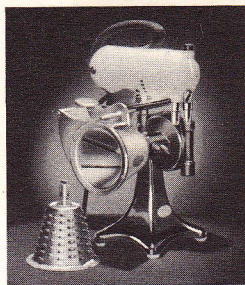
**DRIVE**—Worm Gear of Phosphor Bronze. Quiet, compact, durable.  
**BEATERS**—Chromium plated, mounted in a single, guarded, easily detachable frame.  
**BOWLS**—Opaque glass bowls in ivory or white. Small bowl, 1 quart; large bowl, 3 quarts.  
**FINISH**—Baked enamel, with bakelite handle.  
**CORD**—6-ft. rubber cord with unbreakable moulded rubber plug.

### Attachments fit models B, C, D and E



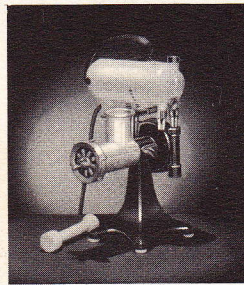
**JUICE EXTRACTOR**

For oranges, lemons, etc. No metal parts connected to bowl. Removable strainer inside of opaque glass bowl. Detachable guide spout. One in carton. Shipping weight 4 pounds.



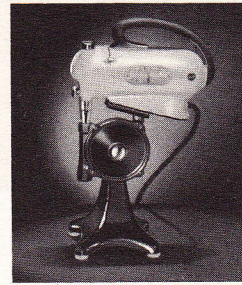
**\*SLICER AND SHREDDER**

Slices fruits and vegetables. Shreds cabbage, carrots, apples, etc. Safety plate keeps fruit or vegetables in contact with cone. Die cast housing. One in carton. Shipping weight 2¾ pounds.



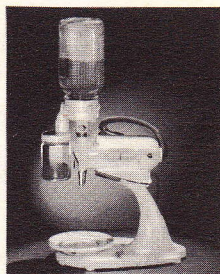
**\*MEAT GRINDER AND CHOPPER**

Inside cutter grinds meat without crushing. Coarse plate and two cutters for chopping vegetables furnished; also wooden stomper. One in carton. Shipping weight 4¼ pounds.



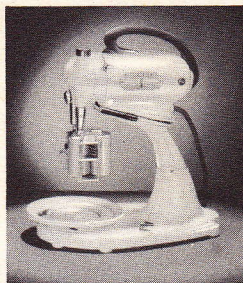
**POWER UNIT**

Required for operating Meat Grinder and Slicer - Shredder. This unit not connected to mixer. Instead, motor is attached to Power Unit. One in carton. Shipping weight 6½ pounds.



**COFFEE GRINDER**

Adjustable, grinds coarse for boiling, medium for percolating and very fine for vacuum coffee makers. One in carton. Shipping weight 5¼ pounds.



**PEA HULLER AND BEAN SLICER**

Hulls peas—slices string beans in long thin strips quickly and easily. Attached to motor in place of beaters. One in carton. Shipping weight 1½ pounds.



**POTATO PEELER**

Removes peel by abrasion method same as commercial machines. Height 11¾ inches. Diameter 9⅞ inches. Galvanized steel with ivory enamel finish. One in carton. Shipping weight 12 pounds.

HAMILTON BEACH COMPANY  
 Division of Scovill Manufacturing Co.  
 RACINE, WISCONSIN

## DEALER PRICES

EFFECTIVE JULY 1, 1939-E

Choice of Two Colors  
 White or Ivory

	DEALER Price Each		LIST Price Each
	3 or more	Less than 3	
Food Mixer with Juice Extractor.....	\$14.25	\$15.44	\$23.75
Food Mixer without Juice Extractor.....	12.60	13.65	21.00
Special Voltages—\$1.00 extra net.			

### ATTACHMENTS

	Asstd.	Asstd.	
Juice Extractor (Ivory or White).....	1.65	1.79	2.75
Potato Peeler (Ivory only).....	4.80	5.20	8.00
Slicer-Shredder—Requires Power Unit.....	2.40	2.60	4.00
Meat Grinder and Chopper—Requires Power Unit.....	1.95	2.11	3.25
Coffee Grinder.....	2.10	2.28	3.50
Pea Huller and Bean Slicer.....	1.47	1.59	2.45
Power Unit—Black.....	2.70	2.93	4.50

### PARTS

	DEALER Price Each Any Quantity	List Prices
No. RMC-120—Set of Bowls (1 large, 1 small) (White or Ivory).....	\$1.31	\$1.75
No. RM-140—Large Mixing Bowl (White or Ivory).....	.83	1.10
No. RM-141—Small Mixing Bowl (White or Ivory).....	.56	.75
No. RMC-166A—Extractor Bowl (White or Ivory).....	.83	1.10
No. RMC-166—Extractor Bowl (Clamp Style).....	.83	1.10
No. KMC-190—Extra Beaters, per set.....	.90	1.35
Abrasion Liners for Potato Peeler.....	.75	1.00

Specify Ivory or White Bowls.

Mixers cannot be grouped with Attachments to get quantity price.

All Attachments, including Power Unit, can be grouped for quantity price. Prices subject to change without notice.

Orders for White Mixers and Ivory Mixers can be combined to get quantity price.

If color is not specified, Ivory finish will be shipped.

Mixers packed singly, complete with mixing bowls, in one carton. Shipping weight 22 lbs.

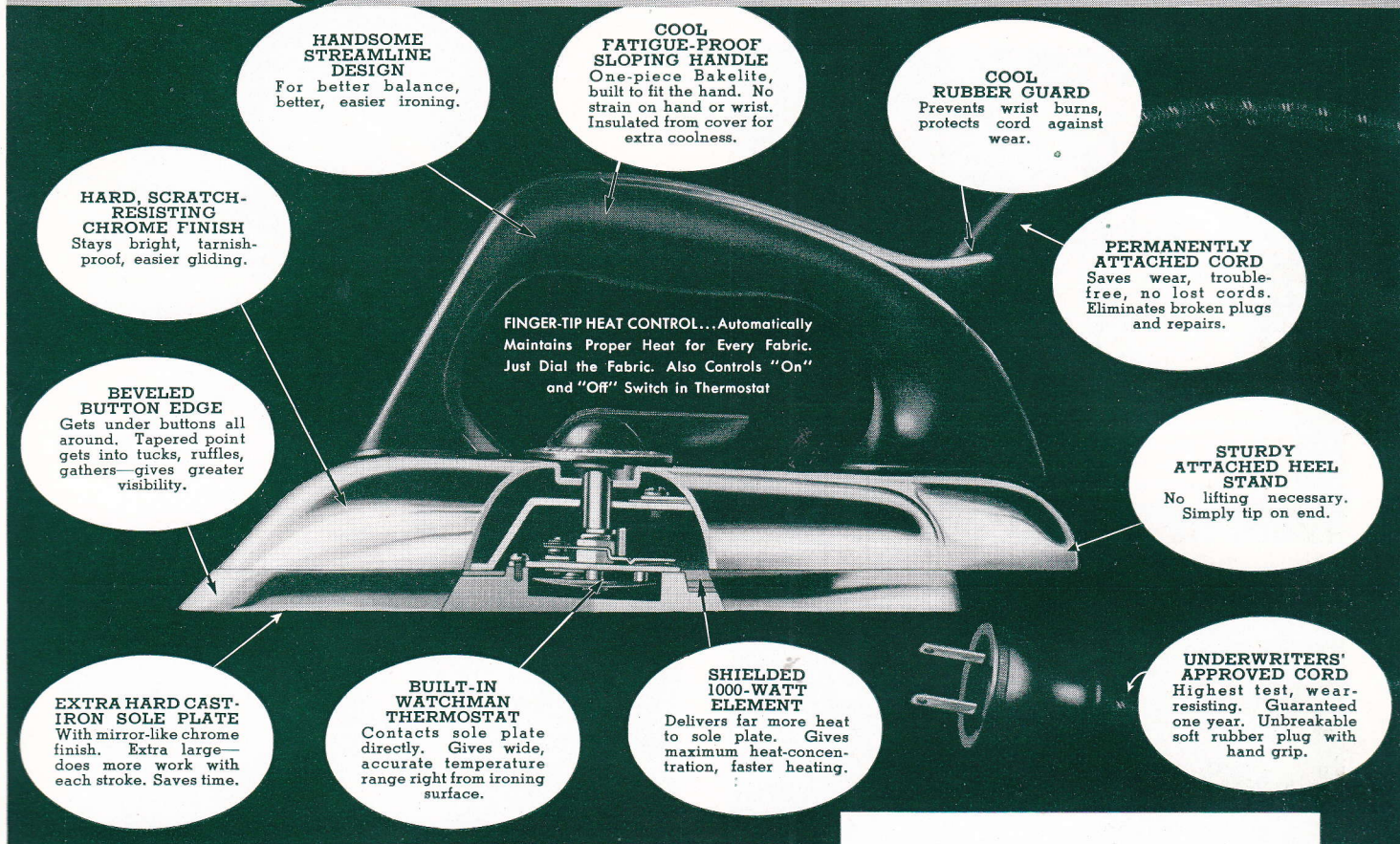


*Every house needs*  
**Westinghouse**



# STREAMLINE ADJUST-O-MATIC IRON

MORE THAN ONE MILLION IN USE!



## AMERICA'S FINEST IRON

Only Westinghouse offers all these features for better, faster, safer Effortless Ironing. Wide temperature range with positive, accurate Spencer disc thermostat heat control. Exclusive type base and heating element providing faster heat recovery and more even heat distribution. Heat concentrated in the base where it belongs, providing a cooler top and handle. Mirror-like chrome ironing surface that is almost self-gliding. One piece Bakelite "Fatigue-proof" sloping handle insulated from the cover for extra coolness. Lighter weight, only 4 pounds. Cord is permanently attached to the iron handle, and made with highest quality, extra long-wearing covering. Approved by Underwriters' Laboratories.

CATALOG NUMBER; LPC-4, 115 VOLTS\*

4 lbs.; 1000 watts; shipping weight, 5 lbs.; standard package, 12. Catalog number includes 7-foot permanently attached cord with soft rubber attachment plug. For A-C. operation only.

\*For other voltages, see cost sheet.

### Plus Features

ONE-THIRD LIGHTER  
IRONS FASTER  
NEVER OVERHEATS  
PROTECTS CLOTHES  
SAVES CURRENT

MORE THAN A MILLION IN USE

(See Reverse Side)



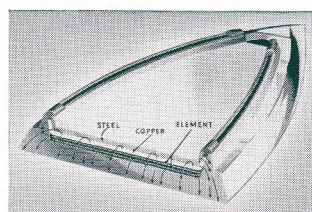
#### WEIGHS ONLY 4 POUNDS

This means less effort in ironing, less useless weight to push, and less current consumption—because there is less metal to be heated up.



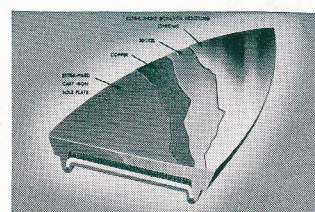
#### FABRIC MARKED LEVER

Gives any desired heat from 250° "low" for rayons to 550° "high" for damp, heavy linens. Accurately marked to give the best ironing results for each fabric.



#### SCIENTIFIC HEAT CONTROL

Heat shield confines heat in base, thus giving better heat distribution and conserving current. Iron is "off" approximately 40% of the time while in use.



#### MIRROR-LIKE IRONING SURFACE

Extra hard cast-iron sole plate, triple plated with heavy layers of copper and nickel. Extra large, does more work with each stroke. Finished with extra hard scratch-resisting chrome.



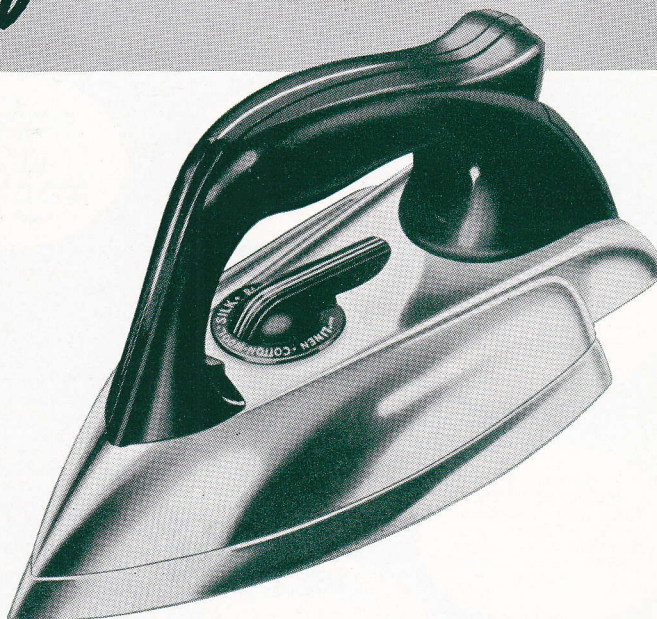

# WHY THE WESTINGHOUSE STREAMLINE IRON MEANS

## Effortless Ironing



**LIGHTER**  
Easier to Use

Tests show that an average 4-hour ironing will require lifting the iron over 400 times. By using the 4-lb. Westinghouse Adjust-o-matic Iron instead of an old-fashioned 6-lb. iron, this means 800 lbs. less weight to lift.

**FASTER**  
Cuts Ironing Time 20%

Like Pushing A Feather. Automatic—never too hot, never too cool. No waiting for heat to "catch up"—no time wasted plugging in and unplugging the cord.



**AUTOMATIC  
HEAT CONTROL**  
Saves Clothes

One garment scorched by an old-fashioned iron is often worth more than the entire cost of a Westinghouse Adjust-o-matic Iron. Scientific heat control protects dainty fabrics.



**SAFER**  
Because of Heat Control

The Westinghouse Adjust-o-matic Iron is safer to use because automatic heat control protects against fire hazard.



**SAVES  
CURRENT**  
From \$2 to \$5 per year

A nonautomatic iron costs money to own. It's like a room heater that could never be turned down no matter how low a heat was wanted. With the Westinghouse Streamline Automatic Iron, only electricity actually needed for correct ironing temperature is used.



Every house needs  
**Westinghouse**



# AUTOMATIC IRONS

FOR BETTER. FASTER. SAFER "EFFORTLESS IRONING"

## COOL FATIGUE-PROOF HANDLE

Sloping wood handle in maroon finish. Designed to eliminate arm or wrist strain.

## FINGER TIP HEAT CONTROL

Clearly marked for every fabric. "Off" position on dial saves disconnecting cord.

## TAPERED POINT

Gets into tucks, ruffles, gathers—gives greater visibility for easier ironing.

## BEVELED BUTTON EDGE

Irons perfectly under buttons all around the iron. Gets around frogs and fasteners quickly and smoothly.

## MIRROR-LIKE CHROME IRONING SURFACE

Extra-hard scratch resisting chrome finish makes iron almost self-gliding. No labored pushing.

## COOL RUBBER SLEEVE

Protects cord from wear or burnouts. Protects user's wrist from burns caused by touching hot plug.

## UNDERWRITERS' APPROVED CORD

Six-foot detachable cord with soft rubber attachment plug included with iron.

## STURDY ATTACHED HEEL STAND

Iron tilts back easily on broad, nontipping base. No complicated mechanism to operate.

## COVER INSULATED FROM BASE

Cover touches base at only 5 points. Heat shield confines heat in base, making top and handle much cooler.

## 850-WATT ADJUST-O-MATIC

5 Pounds, 850 Watts

This smartly streamlined Automatic Iron gives exactly the right heat for every fabric—for faster, safer ironing. Fast-heating 850 watt element is controlled by positive acting Spencer Disc Thermostat, tested and proved by years of use in millions of automatic irons. Built into base of iron, close to ironing surface, for accurate control. Saves money, uses current only as needed. Protects against scorching and fire hazard. Approved by Underwriters' Laboratories.

CATALOG NUMBER: LT-4

**Specifications:** 115 volts, 5 pounds, 850 watts. Shipping weight, 6 pounds. Standard package, 12. Includes 6-foot detachable cord and soft rubber attachment plug. For A-C. operation only.

## PLUS FEATURES

- Long-life Heating Elements—of finest quality ribbon nickel chrome, hand-wound on genuine Mica base.
- Perfect Balance Between Weight and Wattage—to give the utmost in scientific, even heating and proper heat control.
- Long-life, Silver Surfaced Monel Plug Contacts—protect against burnouts.
- Extra Hard Cast Iron Sole Plates—with mirror-like chrome finish.
- Underwriters' Approved Cord—with cool rubber sleeve guard.



**DIAL THE FABRIC**—Accurately marked lever gives correct ironing heat for every fabric. No guesswork.

**HEAT CONCENTRATED IN BASE**—Steel heat shield concentrates heat in sole plate near the ironing surface, where it's needed to do the ironing.

