It's a Richer Life With a Nesco
WHEN you put the new Nesco into your kitchen you do something to time itself. The fleeting minutes of each 24 hours no longer seem to crowd you. There is more time to fulfill the demands of your active daily program.

It's a new and pleasant experience. Things that you've long wanted to do become a part of your "new order of the day." You wonder how you ever managed without your new Nesco.

You're no longer embarrassed because you haven't the time to repay social obligations . . . and visits. You don't have to say "no" to exciting invitations unless you really prefer to stay home. Thrilling party plans occupy more of your time . . . and you're graciously at home to afternoon callers.

Each successive day brings opportunities for new joys . . . precious moments of leisure . . . new mealtime thrills. Your neighbors and friends envy the new convenience and happiness that are yours and wish they had a smart new Nesco to take over many of their mealtime responsibilities.

Plan the most elaborate dinner you like . . . include as many courses as you want . . . then turn the cooking task over to your Nesco and think no more about it. Thanks to the automatic built-in Time Clock, it will be ready when you want it . . . just the way you like it.

You'll like this new standard of living . . . with its added hours of leisure for recreation and rest. The daily "extras" that seek your time and attention are more easily looked after, now.

It's a richer life with a Nesco.
Time on Your Hands . . . and Fancy Free

BRIDGE CLUB . . . You're a "regular" now . . . no longer are you "kitchen bound." It's fun to be with all your friends and not have to keep one eye on the clock when dinner time rolls around . . . your Nesco is doing that.

GOLF . . . Practice makes perfect and these afternoons out on the course are going to do much to bring down your score. There's time for refreshment too, because you don't have to hurry home.

SHOPPING . . . Saunter down to the stores during the afternoon and pick up the bargains you've seen slip out of your fingers other times. Your Nesco makes it possible for you to save in many ways.

WORK IF YOU MUST . . . Probably there are odd jobs such as sewing or repainting that porch chair, for which you've never had time. Do them now at your leisure, while your Nesco looks after the meals.

MOVIES . . . What was that much talked of picture you wanted to see the other afternoon, but couldn't because "your kitchen was calling?" Well, it won't happen again . . . you can go with your friends any time.
THE MINUTE you set the built-in clock in your new Nesco, you’re ready to make the most of your new world of freedom. Tuck your purse under your arm and be off to the things you enjoy.

You have plenty of time for almost anything your fancy chooses—leave the meal tending with your Nesco.

If the afternoon is balmy and full of sunlight, a drive into the country will put roses in your cheeks. You might play a round of golf too, just to loosen up a bit and soak in the good warm sun.

In fact, there are any number of “luxuries” to revel in... you probably have a book that is packed with intrigue—or the most comfortable sofa in the world for an afternoon siesta.

Whatever it is—just SET THE CLOCK AND GO!
Pick out any of your favorite foods. Flavor them with the tastiest seasonings you know... then turn them over to your new Nesco.

Now, set the dial and click on the current. Soon your tempting dish is wrapped in heat... cooking evenly... browning deliciously. It's so easy... so satisfactory.

But then, all cooking is easy for your new Nesco. It cooks with the magic touch of the finest chef... luscious pies and bread—broiled steaks that have that "cooked over the open fire" taste.

No, you cannot stump this Nesco. Turn over all the cooking tasks that have seemed hard... that have taken up so much of your time. You'll be free to go... to enjoy a life that's richer in leisure and recreation.
**Master Chef**

**Baking**... Bread, cake, pies... there is ample room for two pies or three loaves of bread at a time. Efficient circulation assures even browning, and a perfect dry heat buffs out the dough and makes crisp crusts.

**Warming Left-overs**... It's a wonderful saving... just like a meal for nothing—and tasty as ever. Do it anytime... set the thermostat low, and there you are—hot food in a jiffy, ready for serving.

**Delicious Soups**... When the weather's cold and crisp there's nothing so appetizing... so satisfying, as a steaming bowl of soup. Start your dinner off with nourishing tomato soup... prepared in a jiffy in your Nesco.

**Roasting**... Maybe you will never have occasion to roast a 20-lb. turkey, but you could do it easily enough... and the crust would be golden brown—the white and dark meat tender and tasty, just as you like it.

**Canning**... Fruits, vegetables, relishes... what a storehouse you'll have for winter! Use your Nesco for either "open kettle" or "oven" canning. It holds as many as 8 quart jars, and operates with an even, controlled heat.

**Broiling and Frying**... Steaks, chops, and fish... bacon, eggs, waffle cakes. Your Nesco is the short order champion. Hurry-up breakfasts, and easy "before the theatre" dinners are a part of its natural routine.

**Picnicking**... Sunday is such a beautiful day that you just can't wait to be off on a picnic. Freshly baked ham, plenty of hot vegetables and dessert... in fact your complete dinner packed in the Nesco keeps hot for hours.
Your Nesco is the only truly automatic Roaster because it has the built-in Time Clock. Place your evening meal in the Nesco any time of day—set the clock—and go. The Time Clock turns the Roaster on and off at the time selected and cooks the meal the exact number of minutes required. You have nothing to do but come home to a delicious, hot dinner.

The big knob on the lower right controls the cover lifting action. It is smooth working and beautifully balanced so that a light turn in either direction raises or lowers the cover. You'll like this extra convenience—as well as the safety factor. There's no chance of a burn from escaping steam or contact with a metal part.
When you get your Nesco you will discover so many extraordinary things about it that you'll wonder why it did not cost more. The happiness it gives you cannot be measured in terms of dollars and cents, for no price can ever be set on freedom.

Take the built-in Time Clock for instance... it helps turn uneventful afternoons into a daily succession of new thrills in living. A few seconds to set the clock, and you're off... going places... carefree.

You'll like the easy-to-clean porcelain enameled cooking set. The insulated stainless steel cover watches over the heat, keeping it inside. It cuts preheating time to a minimum.

When you return home just before dinner you peek in to whet your appetite... a turn of the knob raises the cover so gently and lets the steam out harmlessly. Everything looks so good—smells so delicious. You think, "I'm glad I own a Nesco."

The Double Shell Insulated Cover with chromium plated exterior and stainless steel interior is an exclusive and very important feature of your Nesco. It greatly reduces heat loss—which naturally keeps your kitchen cooler and saves on current. Then too, it cuts pre-heating time as much as 15 to 20 minutes. The highly polished stainless steel interior reflects the heat for more thorough, even cooking.

The cooking set in your Nesco is finished in smooth durable porcelain enamel. That means the surface is the finest obtainable, for Nesco is known the world over for exceptionally high quality porcelain enameled utensils. You'll find these pans a lot easier to clean, too. A little soap and water usually does the trick.
Large size, modern bakelite handles finished in contrasting black do much to enhance the beauty of your Nesco. They are sturdily fastened to the roaster and provide a cool, firm grip.

When you turn on your Nesco you'll notice the red signal light indicating that the roaster is heating. When the light doesn't show, you know that the food is cooking on stored-up heat.

Attached to the cover is a sturdy, smooth working hinge ... no need to look for a place to set the cover now. You'll find the cover is easy to remove. Should you want to clean it just lift it out.


Set the thermostat for any desired cooking temperature ... the dial is marked from "off" to "500°." The thermostat saves on expense because it lets the roaster

Your Nesco has a sturdy, 2-piece bake rack, adjustable to four different levels. It will hold two 9-inch pie tins — three large loaves of bread — or a big layer cake. It is ideal for lifting out the cooking set.

It's fun to bake all kinds of cookies and tarts the Nesco way with the special cookie and biscuit sheet provided. It fits in on top of the bake rack. You can use it as a broiler drip pan if you like.

The bottom and sides of your Nesco are completely and thickly covered with efficient glass wool. It keeps your kitchen cool — assures more even cooking. Glass wool never deteriorates.

The porcelain enameled cooking well is easily removed for convenient cleaning. The extra large capacity makes it ideal for canning, cooking an entire meal, or roasting and baking.

There's no trick to the buffet lunch. It's been warming in your Nesco while you've been playing cards. You haven't had to spend a minute away from your company all evening, yet you know the food will be hot and delicious.

A new cooking thrill awaits you in every page of your Nesco cookbook. Full of illustrations and suggestions, it contains tempting new dishes to wake up the mealtime interest of your family.

A special high-grade cord set is fully approved by the Underwriters Laboratories. Asbestos and heavy durable rubber insulation cover the copper wires. The cord has a special heat resisting plug.

A Nesco can be plugged into any ordinary electric convenience outlet and it is ready for operation. No special wiring is necessary. You can take it to any room in the house, serve wherever you like.
Look at them . . . beautiful beyond words. When you get yours you will understand why thousands of women prefer to buy a Nesco Electric Roaster. No matter which model graces your kitchen, its beauty, superb performance, and unbelievable economy will capture your heart. You can enjoy hours of extra leisure

NESCO No. 9145 DE LUXE AUTOMATIC ELECTRIC ROASTER—WITH CLOCK

CAPACITY—20-quart cooking well.
FINISH—White baked enamel with black and chrome trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate. Low heat radiation—low power consumption.
TIME CLOCK—Large, easy to read, spring wound type. Accurately turns current on and off at any predetermined time.

COVER—Double shell insulated chromium plated exterior and stainless steel interior. Browning vent graduated for all types of cooking.
COVER RAISING MECHANISM—Works smoothly and easily. Controlled by knob on front dial panel.
THERMOSTAT—Bi-metallic type. Exceedingly sensitive, highly accurate. Rust resisting. Pure silver contacts. Control dial marked with “off” position and calibrated from 150° to 500°.
IGNAL LIGHT—Plastic jewel dial flashes on and off with the current. Easily seen.
HANLDES—Modern black plastic handles. Always cool.
DIAL KNOBS—Durable white plastic. Easy to turn. Cool.
HEATING ELEMENT—“Double element” type winding of high-grade resistance wire. Imbedded and cemented between asbestos sheets.

SPECIFICATIONS—Length 23⅞", width 18", height 13". Packed one to a carton. Shipping weight 41½ lbs. 1320 watts. A.C. only, 110-120 volts.

NESCO No. 8845 DE LUXE ELECTRIC ROASTER

Same features as No. 9145 automatic roaster at upper left, but without built-in Time Clock.

SPECIFICATIONS—Length 23½", Width 16½", Height 13". Packed one to a carton. Shipping weight 40 lbs. 1320 watts. A.C. only, 110-120 volts.
and Master Series

and some of the best meals you ever tasted with either the Nesco De Luxe or Master Automatic Electric Roaster. The built-in Time Clock, the cover raising feature, double shell insulated cover, porcelain enameled inset, and all the other Nesco advantages combine to help brighten up your every hour.

NESCO MASTER No. 9037 AUTOMATIC ELECTRIC ROASTER—WITH CLOCK

CAPACITY—18-quart cooking well.
FINISH—White baked enamel with black trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate. Low heat radiation—low power consumption.
TIME CLOCK—Large, easy-to-read, spring wound type. Accurately turns current on and off at any predetermined time.
COVER—Highly polished stainless steel cover. Browning vent graduated for all types of cooking.
COVER RAISING MECHANISM—Works smoothly and easily. Controlled by knob on front dial panel.
THERMOSTAT—Bi-metallic type. Exceedingly sensitive, highly accurate. Rust resistant. Pure silver contacts. Control dial marked with “off” position and calibrated from 150° to 500°.
SIGNAL LIGHT—Plastic jewel dial flashes on and off with the current. Easy to see.
HANDLES—Modern black plastic handles. Always cool.
DIAL KNOBS—Durable white plastic. Easy to turn. Cool.
HEATING ELEMENT—“Double element” type winding of high-grade resistance wire. Imbedded and cemented between asbestos sheets.

SPECIFICATIONS—Length 21½”, Width 17½”, Height 13½”. Packed one to a carton. Shipping weight 36½ lbs. 1320 watts. A.C. only, 110-120 volts.
NESCO No. 7014 OVAL CASSEROLE
CAPACITY—6-quart cooking well.
FINISH—White baked enamel with black trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate.
COVER—White porcelain enamel.
TEMPERATURE CONTROL—Hi-Lo heat control.
HANDLES—Black plastic. Cool.
HEATING ELEMENT—Hi-Lo-grade resistance wire. Embedded and cemented between asbestos sheets.
STANDARD EQUIPMENT—Porcelain enameled cooking well—Underwriters’ approved cord set—recipe book.
SPECIFICATIONS—Length 15½”. Width 11⅛”. Height 9⅜”. Packed one to a carton—3 cartons to a shipping case. Shipping weight 45 lbs. per case. 295-500 watts. A.C.-D.C. 110-120 volts.

NESCO No. 4211 ROUND CASSEROLE
CAPACITY—2½-quart cooking well.
FINISH—White baked enamel with black trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate.
COVER—White porcelain enamel.
TEMPERATURE CONTROL—Hi-Lo heat control.
HANDLES—Black plastic. Cool.
HEATING ELEMENT—High grade resistance wire. Embedded and cemented between asbestos sheets.
STANDARD EQUIPMENT—Porcelain enameled cooking well—Underwriters’ approved cord set—recipe book.
SPECIFICATIONS—Width 11”. Height 8½”. Packed one to a carton—6 cartons to a shipping case. Shipping weight 29½ lbs. per case. 130-425 watts A.C.-D.C. 110-120 volts.

NESCO No. 9736 DELUXE OVAL ELECTRIC ROASTER
CAPACITY—15-quart cooking well.
FINISH—White baked enamel with black trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate. Low heat radiation—low power consumption.
THERMOSTAT—Bi-metallic type. Exceedingly sensitive, highly accurate. Rust resistant. Pure silver contacts. Control dial marked with “off” position and calibrated from 150° to 500°.
SIGNAL LIGHT—Plastic jewel dial flashes on and off with the current. Easily seen.
HANDLES—Modern black plastic handles. Always cool.
DIAL KNOBS—Durable white plastic. Easy to grip. Cool.
HEATING ELEMENT—“Double element” type winding of high-grade resistance wire. Embedded and cemented between asbestos sheets.
STANDARD EQUIPMENT—4-position adjustable wire baking and broiling rack—porcelain enameled cooking well. Heavy Broiler-griddle, 3-piece cooking set, roaster stand.
SPECIFICATIONS—Length 20⅛”. Width 14”. Height 12”. Packed one to a carton. Shipping weight 56½ lbs. 1320 watts. A.C. only. 110-120 volts.
Nesco
Standard Series . . .
and Casseroles

Supported by thousands of enthusiastic users who have been quick to appreciate their outstanding economy, loyal performance and smart, modern styling.

We believe you will find no more satisfactory and suitable cooking appliance for the money, than these fine Nesco Standard Roasters and Casseroles. For those of you whose requirements do not demand more, these units, containing nearly every quality feature of the larger Nescos, will serve you unflinchingly in every respect.

NESCO No. 8734 STANDARD ELECTRIC ROASTER

CAPACITY—18-quot cooking well.
FINISH—White baked enamel with black trim. Porcelain enamel heating and cooking wells.
INSULATION—Thick, efficient glass wool. Does not deteriorate.
COVER—Highly polished aluminum cover. Adjustable browning vent.
COVER RAISING MECHANISM—Works smoothly. Controlled by knob on front dial panel.
THERMOSTAT—Bi-metallic type. Exceedingly sensitive, highly accurate. Rust resisting. Pure silver contacts. Control dial marked with "off" position and calibrated from 150° to 500°.
SIGNAL LIGHT—Plastic jewel dial flashes on and off with the current. Easily seen.
HANLES—Modern black plastic handles. Always cool.
DIAL KNOBS—Double plastic. Easy to turn. Cool.
HEATING ELEMENT—"Double element" type winding of high-grade resistance wire imbedded and cemented between asbestos sheets.
STANDARD EQUIPMENT—4-position adjustable wire baking and broiling rack—porcelain enameled cooking well.
Heavy tinfoil cookie sheet—Shelvings, approved cord set—beautiful, illustrated 24-page recipe book. AC-
CASSEROLY EQUIPMENT—Broiler-griddle, 3-piece cooking set, roaster stand.
SPECIFICATIONS—Length 21½", Width 17½", Height 19½". Packed one to a carton. Shipping weight 34½ lbs.
1280 watts. A.C. only. 110-120 volts.
Extra Luxury . . . Yours to Enjoy

The accomplishments of your Nesco . . . the superb cooking performance it renders day after day . . . the great number of quality features . . . all combine to add to your joy of living.

For extra luxury . . . for cooking convenience you never dreamed was possible, Nesco makes available smart unit cabinets, indispensable broiler-griddles, and extremely handy cooking sets. They are grand accessories for your new Nesco . . . they'll save many precious steps and minutes.
No. 3012 BROILER-GRIDDLE . . . For Nos. 9145, 8845, 9037, 8937, 8734 Roasters. Large cast aluminum griddle surface for frying. Heating element easily removed for cleaning. Black plastic handle. 1500 or 1320 watts (specify). Packed one to a carton. Six to a shipping case. Weight 35 1/2 lbs. per case.

No. 91003 COOKING SET . . . For use with Nos. 9145, 8845 Roasters. Black porcelain enamel finished. One 4 3/4-qt. roasting pan and two 3-qt. vegetable pans. Packed one to a carton. Six cartons to a shipping case. Weight 39 lbs. per case.

No. 90003 for No. 9037 Roaster.
No. 89003 for No. 8937 Roaster.
Packed one to a carton. Six cartons to a shipping case. Weight 38 lbs. per case.

No. 97003 ONE LIFT COOKING SET . . . For No. 9736 Oval Roaster. Black porcelain enamel with cool lifting handle. Two 1 1/2-qt. covered vegetable pans and one 5-qt. roasting pan. Packed one to a carton. Six cartons to a shipping case. Weight 40 lbs. per case.

No. 91005 DE LUXE NESCO CABINET . . . For No. 9145 Roaster. Hinged door front with back. Two storage shelves. Finished in white baked enamel with black trim. Rubber casters. Height 29". Width 21 1/2". Depth 14 1/4". Packed one to a carton. Weight approx. 32 lbs.

No. 90005 DE LUXE CABINET . . . For No. 9037 Roaster. Approx. 28 lbs.
No. 88005 CABINET . . . For No. 8845 Roaster. Approx. 30 lbs.
No. 89005 CABINET . . . For Nos. 8937 and 8734 Roasters. Approx. 26 lbs.

STEAM COOKER No. 49004 . . . 1 1/2-qt. capacity. Doubles the utility of your Casserole. Makes the entire unit large enough to prepare a complete meal for as many as 6 people. Vegetables in the Steam Cooker are cooked by the steam from the meat below. Used simply by placing on top of Casserole.

Construction—One piece steel with white porcelain enamel finish. All corners rounded for easy cleaning. Specifications—10 1/4" diameter, 3 1/2" high. Packed one to a carton. Six to a shipping case. Weight 21 lbs.

No. 3013 BROILER-GRIDDLE . . . For Nos. 9037, 8937, 8734 Roaster. Extra large aluminum alloy surface for frying. Removable heating element for easy cleaning. Black plastic handle. 1500 or 1320 watts (specify). Packed one to a carton. Six cartons to a case. Weight 18 1/2 lbs. per case.

No. 3011 BROILER-GRIDDLE . . . For use with No. 9736 Oval Roaster. Large cast aluminum surface for frying. Removable heating element for easy cleaning. Black plastic handle. 1500 or 1320 watts (specify). Packed one to a carton. Six cartons to a shipping case. Weight 27 1/2 lbs. per case.
Set the Clock... and Go

We’ve told you how the new Nesco redesigns your day to let you indulge in more of the pleasant things of life.

You know why it is capable of such day-in day-out dependable performance — why it adds hours of glorious leisure to your weekly calendar. You’ve learned about the wonderful built-in Time Clock that makes this new freedom possible, about the convenient cover raising feature, the porcelain enameled cooking set, and the exclusive double shell insulated stainless steel cover.

We know that you’re not going to be satisfied until there’s a new Nesco in your own kitchen. It will thrill you with its beauty and amaze you with its versatility. It will make your life richer in activities and enjoyments... give you more time for companionship and recreation.

You’ll be glad you have a new Nesco. Get it now... so you can just "SET THE CLOCK AND GO."

You'll be glad you have a new Nesco. Get it now... so you can just "SET THE CLOCK AND GO."