

WHAT WESTINGHOUSE IS DOING TO MODERNIZE THE WORLD

DRAWN FOR WESTINGHOUSE BY C. PETER HELCK.



These buildings are electrically equipped entirely or in part by Westinghouse. From left to right: Eaton Tower, Detroit; Ritz Tower, New York; New York Central Building, New York; Greater Wm. Penn Hotel, Pittsburgh; Harriman Nat'l Bank, New York; Savoy Plaza Hotel, New York; Civic Opera House, Chicago; Sir Francis Drake Hotel, San Francisco; Koppers Building, Pittsburgh; Fisher Building, Detroit; Brooklyn Museum of Art, Brooklyn.

Electricity gives a building life

Imagine a modern skyscraper without electricity. A towering mass of steel and stone; dark, cold, unventilated, inaccessible!

Only by electricity can such structures be transformed into luxurious hotels and apartments, efficient offices, modern hospitals and theaters. Co-operating with architects, contractors and builders, Westinghouse engineers have played a prominent part in making this transformation possible.

Ingenious Westinghouse switchboards distribute through a nerve-network of miles of hidden wire the electric current that gives a building life.

Water flows hundreds of feet above surrounding levels, heat and fresh air circulate to inside, windowless rooms—because electric motors energize these important services.

Westinghouse lighting equipment replaces darkness with day-time brilliance; accentuates with flood and ornamental lights, the architectural beauty of the building by night. The swift, automatic elevator service of today has been made possible by Westinghouse motors and control apparatus. Even the huge steel skeleton of the building itself can now be knit silently and economically by Westinghouse arc-welding devices.

These are spectacular achievements of Westinghouse in the electrification of today's super-buildings. But in millions of homes, as well, these and other developments contribute daily to the comfort and convenience of living.

For any building, anywhere, of any size or type, the Westinghouse organization supplies complete electrical equipment.



Westinghouse