

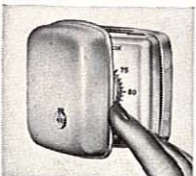
here's the new

Mark of Distinction

symbolizing White-Rodgers famous standard of quality in controls for modern comfort



Raymond Loewy,
internationally famous
industrial designer



styled by **RAYMOND LOEWY ASSOCIATES . . .**

world's largest firm of industrial designers . . . whose internationally famous creative talents have developed new prestige and sales for some of America's most distinguished products.

Look for this trademark . . . you'll be seeing it everywhere . . . on White-Rodgers heating, refrigeration and air conditioning controls . . . on cartons, boxes, labels, catalogs and new products.

One of the first products to display the new Mark of Distinction is the *NEW Fashion* Thermostat—most exciting design idea in thermostats . . . in years.

AUTOMATIC CONTROLS for heating, air conditioning and refrigeration

WHITE-RODGERS

ST. LOUIS 6, MISSOURI

TORONTO 8, CANADA





now...

White-Rodgers

Fashion

THERMOSTAT

adds the sales power of

PUSH BUTTON

heating-cooling control

Thermostat and sub-base
for every heating-cooling system!

Each equipped with latest
design dial-type adjustable
resistor... can be set to
match any primary control.



*Cash in now on
the sales power
of PushButton
...write, wire, or
phone today!*

TEMPERATURE CONTROLS
FOR MODERN COMFORT

WHITE-RODGERS

ST. LOUIS 6, MISSOURI
TORONTO 8, CANADA



THE *Fashion* THERMOSTAT
by WHITE-RODGERS

sets the new style trend...
completely out-fashions all others

The only thermostat with ALL THESE FEATURES...

■ **THE RIGHT SHAPE**

Soft contours harmonize with any room furnishings — modern, period or traditional.

■ **THE RIGHT COLOR**

Neutral Adobe Beige blends with any home decorating color scheme (see other side).

■ **HINGED COVER**

Ends "mechanical look" — dial, indicator and thermometer are concealed.

■ **CAN BE PAINTED**

Easily painted if desired . . . practically disappears into the wall.

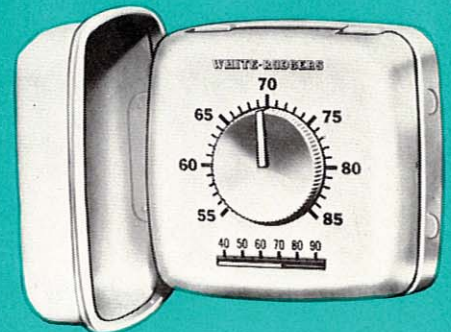
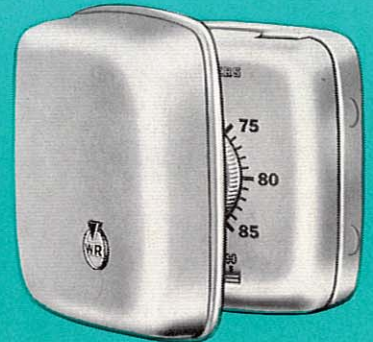


The Mark of Distinction
designed by **RAYMOND LOEWY**
LOOK FOR IT ON ALL WHITE-RODGERS CONTROLS

R-1488

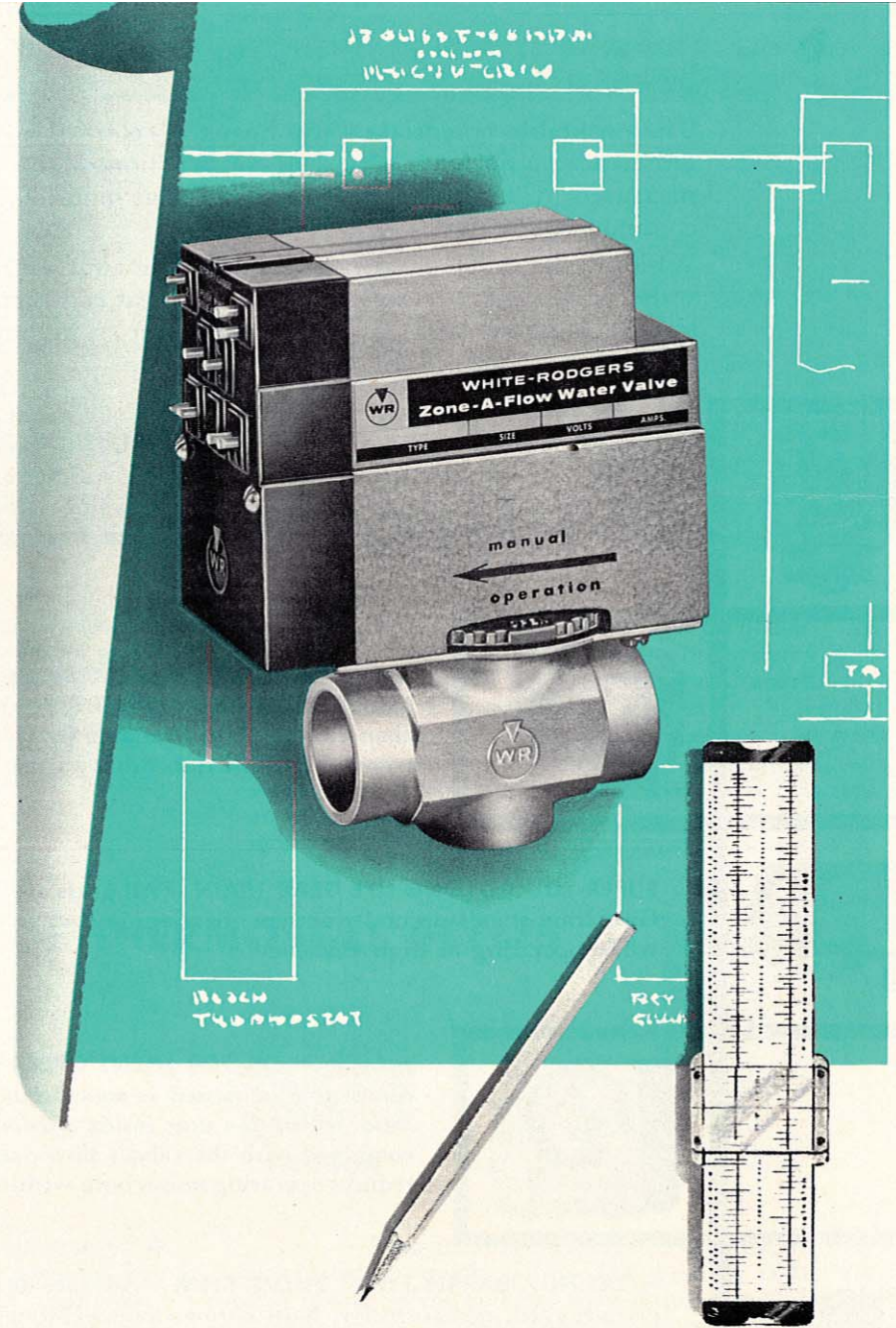
WHITE-RODGERS COMPANY
1209 CASS AVE. • ST. LOUIS 6, MO.

Fashion
...today's trend
for Heating and
Air Conditioning



BULK RATE
U. S. Postage
PAID
St. Louis, Mo.
Permit No. 1234

**NOW... the
unfailing
quality
that's required
for
trouble-free
hydronic
zone control**



**NEW PERFECT PERFORMANCE WATER VALVES
AND THERMOSTATS**

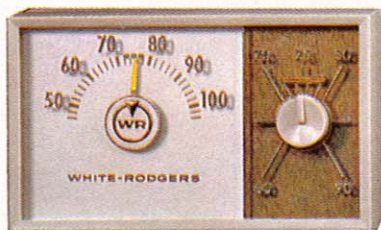
*soundly engineered!
solidly constructed!
sensibly priced!*



WHITE-RODGERS

TIMES change... THERMOSTATS should, too!

These new ~~STRAIGHT-LINE~~'stats
by White-Rodgers
match the modern mode...
let you pocket more profits



Styled by
Earl Claus

D'LUXline... the Aristocrat of Room Thermostats

Distinctive STRAIGHT-LINE styling moulded into durable Terra-Beige plastic that blends with any decor. Sparkling clear face with gleaming gold markings; birch veneer accents the dial. Level-bubble in mounting plate and sealed mercury contacts provide quick installation... assure accurate calibration and reliable operation. Heating anticipation, adjustable .35 to 1.1A; cooling is fixed range 0 to 1.5A. Low voltage.

Types Available: 120-215, Heating
121-215, Cooling
125-215, Heating-Cooling

Features of D'LUXline and PushButton Thermostats



Sealed Mercury Contacts
Lifetime protection against
dirt, dust and corrosion.



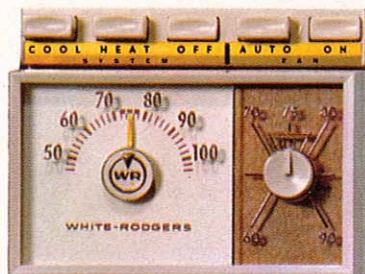
Adjustable Anticipation
Easy-to-set dial matches
any primary control.



Exclusive Level-Bubble
Fast, level-sure mounting
for accurate calibration.



Knob-Type Adjustment
Easy to see and adjust, with
large dial and thermometer.



See
back
fold for
specifications

PushButton... The Ultimate in Home Comfort Control

Combines D'LUXline styling and the appeal of push-buttons. Type S13 sub-bases are available for use with thermostat types 121-215 and 125-215 to handle a wide variety of HEAT-COOL-FAN operations. Sub-bases have level-bubble and match Terra-Beige color of thermostat. Buttons are wide, and on top; easy to see and use.



SPECIFICATIONS

Range: 55 to 90°. Special "comfort zone"
70 to 80° marked in 2° increments.

Differential: Heating, adj. 1/2 to 1 1/2°.
Cooling, adj. 1 to 2°.

Switch Action: Heating, open-on-rise.
Cooling, close-on-rise.

Electrical Rating: Max. 30v AC.
Heating, adj. .35 to 1.1A.
Cooling, fixed 0 to 1.5A.

Dimensions: ht. 2 3/4", wd. 4 1/2", dp. 1 1/2"

