NEWS DEP'T

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

EAST PITTSBURGH, PA.



B

Westinghouse Theater With Revolving Stage Will Tell Of Home Electrification At Chicago RELEASE

MAY 20 1934

Six scenes that tell the drama of electrical living comprise a romance to be presented in the Westinghouse Little Theater of the Home, one of the most interesting exhibits in the Hall of Electricity at a Century of Progress in Chicago.

The Westinghouse Electric and Manufacturing Company with its large display filling much of the Hall of Electricity, in order to present this human interest story to the crowds who will attend, arranged for a separate theater in addition to its regular space. The theater has been well decorated and airconditioned thus providing a restful spot for those who come to the Exhibit. Seating approximately 150 people, presentations of the show will be given every fifteen minutes throughout the period of the day the exhibit is open.

With but a guarter-hour available for complete performances, it required the development of special equipment in order that the different scenes could be staged without loss of time. That problem was solved with a revolving stage, which has five prepared sets on it. These are presented to the audience, one after the other and only 12 seconds are required for scene shifting. The same setting is used for the first and last scene thereby permitting the showing of six scenes with five sets.

Westinghouse Theater With Revolving Stage ...

The stage is 23 feet in circumference and its five scenes are wedge-shaped, just as though the stage were a pie cut into five sections. The scenes fit into an apron at the front. One actress carries the full dramatic load and she, as the stage revolves, steps through a door, from one scene to another, thus preserving continuity of action.

A control board is placed on the apron, from which an operator shifts scenes, controls lighting, operates a large clock, which provides a part of the dramatic action and times the show. Time saved electrically is the essence of the Westinghouse Drama.

The first scene of the story opens in an ordinary living room. The setting includes a chaise lounge, a table, window and other conventional fixtures. Illumination is proyided by an oil lamp and candles. Here is seen a day that is past, when illumination in rooms was somewhat less than perfect.

The scene then changes to that of an old fashioned kitchen in daylight. We see an ice-box, a gas range, a kitchen sink, where plumbing is exposed and an ordinary kitchen table. Here the story is told of the physical labor required by the badly designed and equipped kitchen.

This scene, too, rolls on to that of an old-fashioned laundry. Its walls are white-washed; there are tubs with washboards; the ceiling is unplastered. Gas is used to heat irons and there is an unstable ironing board. Clothes are kept in an untidy hamper with a chair used to supplement it. Lighting is provided by a drop cord with unshaded lamp. Again is depicted a story of exertion.

Westinghouse Theater With Revolving Stage.

This scene rolls on. It is followed by one showing the modern electric laundry, where engineering has changed the manner of installing appliances from the haphazard method of a former day to one where the function of each unit blends logically into that of another. Where unnecessary steps and unneeded exertion have been banished. This laundry is correctly illuminated. There are no shadows. Electrical equipment for washing, for ironing, for heating and for all the other tasks of the wash day are installed. Here is a place where worry has been eliminated from work. Safety and convenience are built into the laundry.

Again the scene turns. The audience now sees a modern electrical kitchen, that most fascinating modern accomplishment of electrical engineering. Illumination and ventilation are provided. As in the laundry electrical equipment has been not only designed to do its work properly but also it has been correctly installed in relation to other units of the kitchen so that work may be done efficiently. The same principle as that applied in the manufacturing aisles of large establishments, "straight line production" is exemplified in this scene. The electric range and refrigerator, electric dishwasher, with other smaller appliances, its convenient and well illuminated cupboards all present the picture of the kitchen that women can have today. Beauty, too, is not neglected in the design of this kitchen, in fact, appearance, with utility and convenience are the highlights of the scene.

As the next scene comes to view, the last of the drama, the living room is returned, this time correctly illuminated. There is an electric table lamp for reading, overhead lights for general room illumination, even side lighting for the window, to

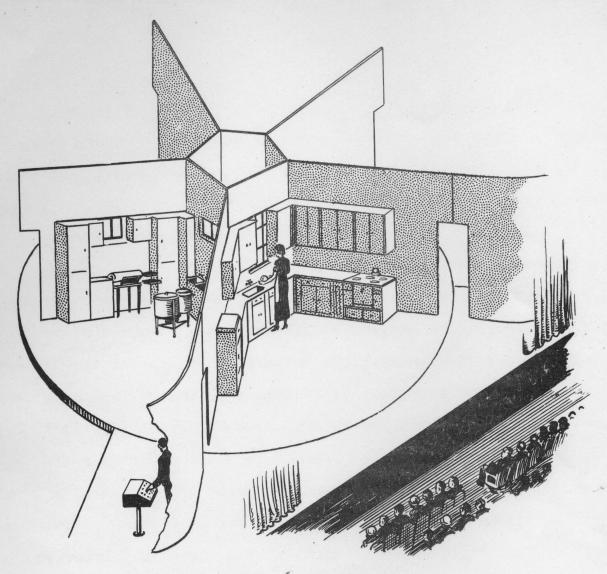
demonstrate the transformation that can be made in a room with adequate lighting.

So the drama ends, a complete picture of household emancipation, all in 15 minutes.

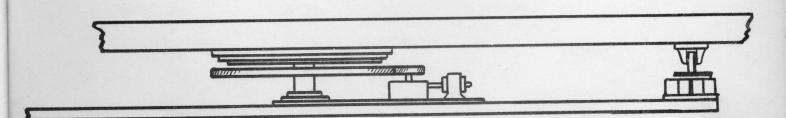
During the staging of the scenes, a story is told by sound equipment. Its recorded voice provides the story, in blank verse, of the struggle to provide households with their proper measure of electrical engineering. It tells of the pioneering work, of research, of conquests made by science so that lighting and household appliances could be at the command of every woman in every house.

Costume changes, for the actress, are arranged for in a dressing room, located in the exact center of the revolving stage. Everything is complete, therefore, from gears to turn the stage, illumination for it, sound to describe the romance, an actress to dramatize it; all the mechanics of actual stagecraft are present in the Westinghouse Little Theater of the Home.

It will be a well patronized spot at Chicago.



The Westinghouse Little Theatre of the Home, with its revolving stage which will present the drama of home electrification at a Century of Progress, Chicago.



Detail indicating how stage revolves. A two horsepower motor drives the entire mechanism and there is an outer track for the stage to run on.