

*Announcing three
new tile colors
for the*
**Wesco
Ceramic Tile
Stove**

wesco



Deep Brown Lustre

WESO

With the introduction of these three new decorator tiles, we are pleased to be able to offer you an extended choice of colors for your WESO stove, and more options for prompt delivery.

PLEASE NOTE: The stove at left in *Deep Brown Lustre* features top and front metal grilles and legs enamelled in matte black (similar to the four stoves shown in an accompanying brochure). The stoves at right, in *Antique Ivory* and *Autumn Brown*, come with these metal surfaces enamelled in a distinctive matching brown lustre as shown.

Because producing and setting tile sections is a painstakingly slow process and because of the worldwide demand for these magnificent stoves, we cannot promise that all tile colors will be on hand in our stockroom when you order. So we suggest that, before making your final color choice, you refer to the enclosed form "A Word About Shipping Dates" for current delivery information on specific colors. We also suggest you indicate a second color choice when ordering.

Thank you, *Popular Science*. . .

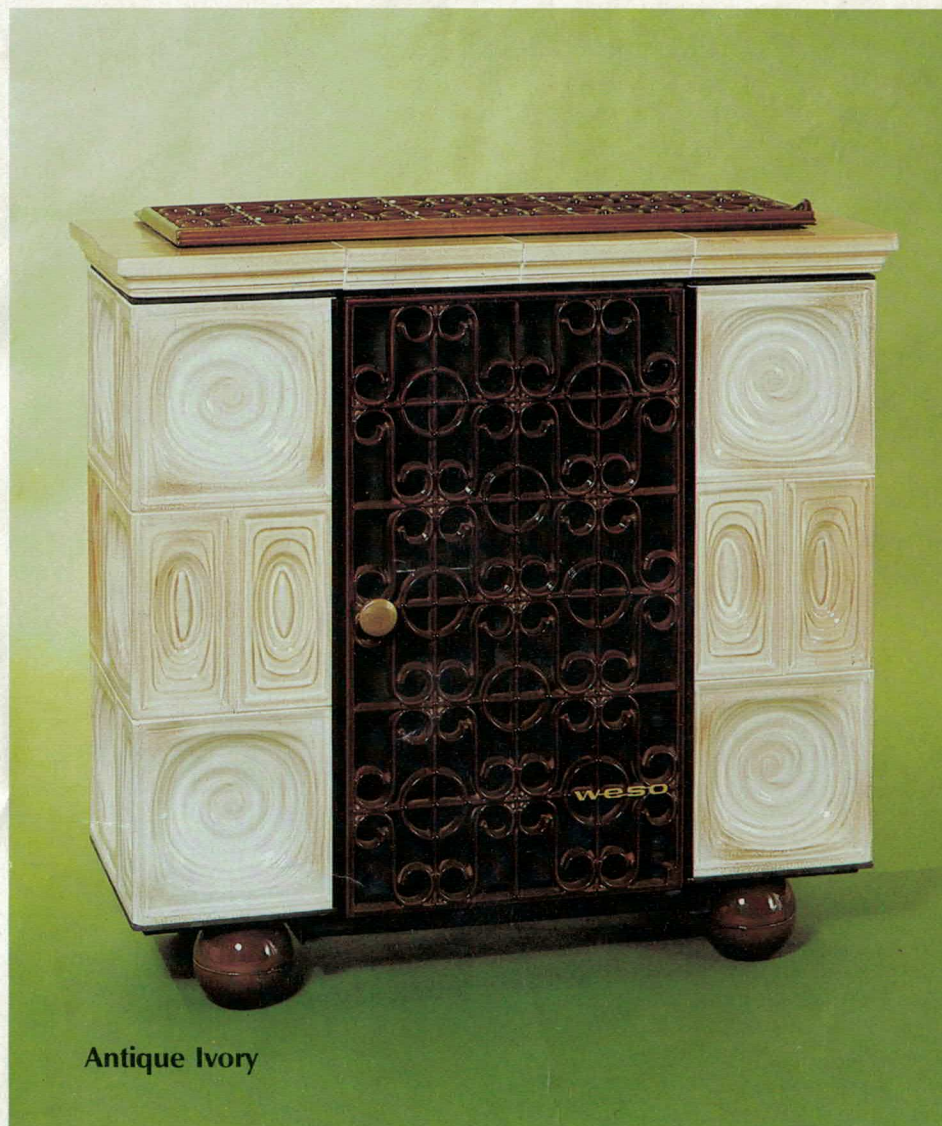
"The renewed interest in wood heat has brought a staggering variety of competing stove designs to the market — and each new design claims ever greater combustion efficiency. Many contemporary woodburning stoves do offer superior efficiency and convenience compared with their 19th-century American counterparts. But few, if any, surpass the *Kachelofen* (kak-ah-LOW-fen), the classic European tile stove that's been around for at least five centuries.

Improbable? Not when you realize how difficult it is to improve any woodburning stove, even by applying the latest combustion technology. The large size, irregular shape, and relatively low energy concentration of wood limit any stove's effectiveness. It's almost impossible to simultaneously achieve both the superior heat transfer produced by a long, slow-burning fire, and the good combustion efficiency of a fast, roaring, hot fire.

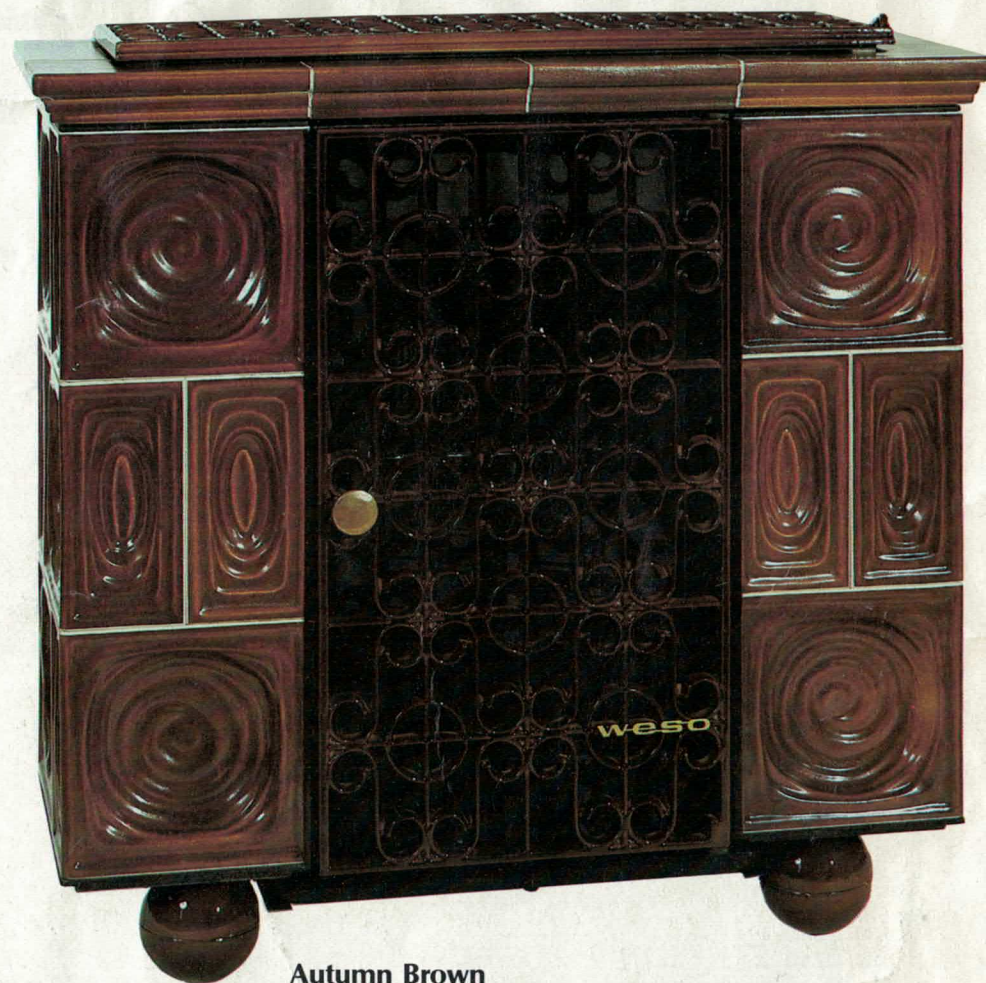
But through centuries of painstaking trial and error, the *haftermeisters*, or master tile-stove makers, of Renaissance Europe developed a remarkably effective compromise. Their solution: a massive stove designed to capture, store, and slowly release the heat produced by a fast-burning fire."

"... One final advantage of these classic tile stoves is the quality of heat they put out — mild yet penetrating... heat from a tile stove does feel different from the heat you get with a cast-iron or steel stove. And the heat is certainly more even than that given off by many metal stoves."

From "Tile Stoves — Efficient and Elegant Woodburners"
Popular Science, January, 1979



Antique Ivory



Autumn Brown

"The dark brown color is great and fits in our living room beautifully. More important is that our stove burns extremely well. It heats the whole first floor of our house . . . I studied many stoves before deciding on the WESO. It is the best decision we could have made."

T. Robin Cook
Coopersburg, Pa.

"Let me take this opportunity to tell you how pleased we are with our WESO. It is, at this point, our sole source of heat. We've had a coal fire going for the last six weeks and the only unhappy person is our oil dealer . . . Thank you for a terrific product."

Richard J. Luszc
Ocean Grove, N.J.

"I am very highly pleased with the performance of our stove. It does everything you claim for it and then some . . . I am so delighted with the stove that I recommend it to anyone showing the least interest in it."

Max Honeyman
East Nassau, N.Y.

WESO

Kind words from our customers

All of these comments from owners of the WESO Ceramic Tile Stove came to our office unsolicited. These good folks subsequently gave us permission to reprint their opinions here.



A thing of beauty

"I cannot express how happy we are with the performance of our ceramic stove. It is not only a thing of beauty but has lived up to your advertisement."

Erich Gaedt
Flemington, N.J.

Mr. Gaedt with his WESO stove



Eye-catching rather than an eye-sore

"The stove arrived in wonderful condition. I am so pleased with the beauty and color of the stove. It is eye-catching rather than an eye-sore. My husband is more interested in how very well-built and sturdy it is, not creating a fire hazard."

Lesta & Lloyd Watkins
Platteville, Colorado

The Watkins' grandson, Zachary Watkins, discovers the joys of *kachelofen* warmth

Warms all parts of the room evenly

"The stove is beautiful, and the warmth is just as described in your brochure. It warms all parts of the room evenly, with adequate heat for the adjoining rooms. We would never want any other kind of stove for heat. We're enjoying every minute of it!"

Mrs. Joseph W. Crosby
Osterville, Mass.

Unbelievable performance

"We are more impressed with our Kachelofen than ever and remain your loyal boosters. The performance of this unit is actually unbelievable and we have demonstrated this to many of our friends. Among other plus items is the stove's good looks . . . We are discovering further virtues such as the ingenious ash removal system and the glass door which invites the viewing of the merry flames."

Mr. & Mrs. Jack Franck
Fort Orchard, Washington

Wouldn't take twice the price

"We received our WESO stove December 21, 1979. It was the nicest Christmas present we have ever received. We have had a fire in it continuously and have enjoyed every minute of being warm . . . We would not take twice the price for it."

Dean B. Davis
Matthews, N.C.

Gives us even heat throughout

"It heats our 26 x 38 ranch house beautifully. Though our house wasn't designed for a wood-stove, it gives us even heat throughout . . . I believe 2½ to 3 cords of wood will last us all winter . . . The color is just perfect and it is greatly admired by everyone who sees it."

Walter Zachau
Bowdoinham, Maine

Prompt and courteous attention

"I want to thank you for your prompt and courteous attention which I received last month when I required a replacement part for my WESO stove. It was wonderful to see how much you stand behind your product. We are delighted with our WESO stove and feel it was an excellent investment."

Katherine C. Shapiro
Colchester, Vermont



Division of Texnit
Service & Supply Corp.

Pleasant Drive
Lochmere, N.H. 03252
603/524-9663

Sole importer and distributor
of WESO Ceramic Tile Stoves
in USA/Canada