

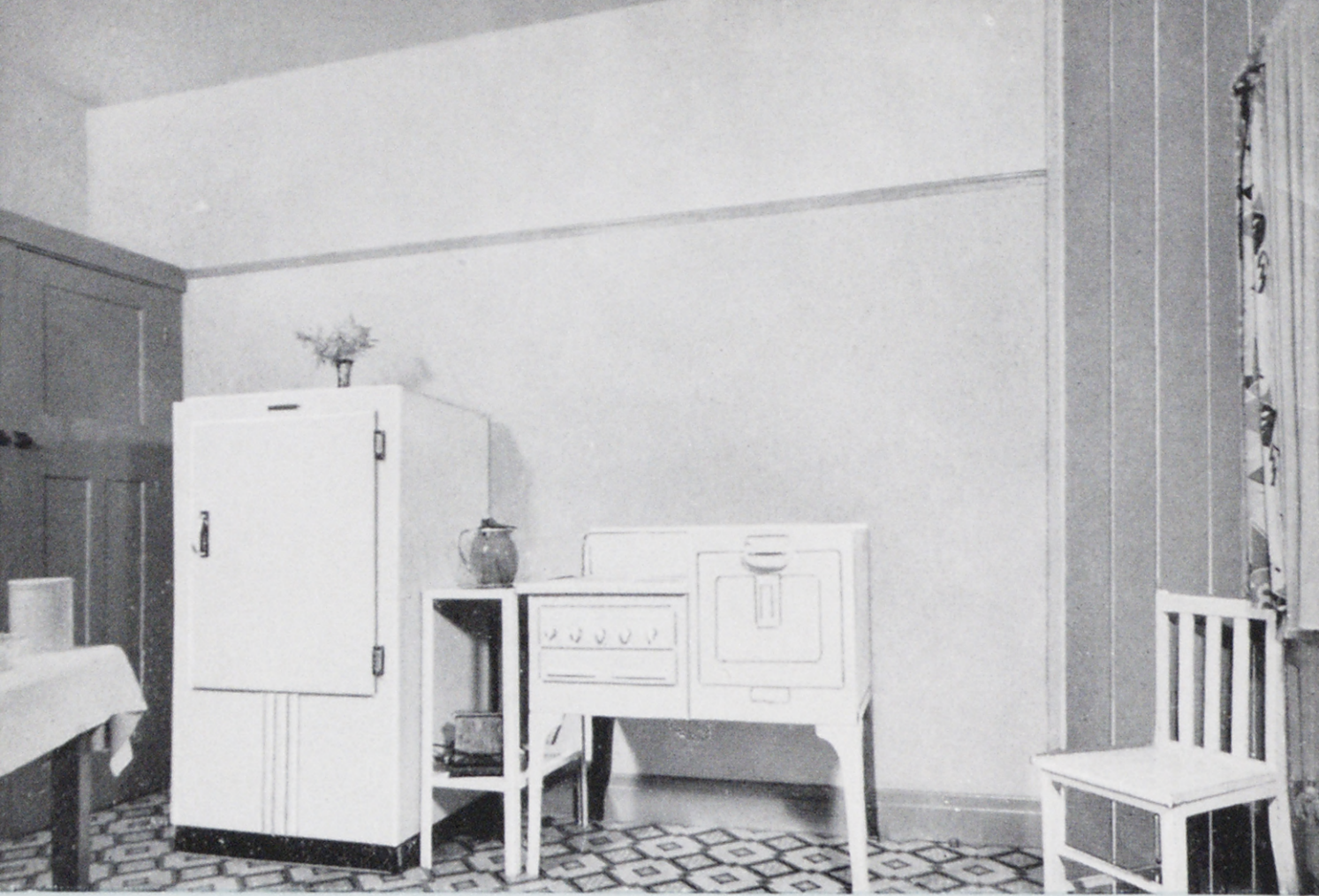
**MODERN**

*Kitchens*



**AND WHAT THEIR OWNERS SAY OF THE**  
*Speed, Comfort, Economy*  
*and Convenience of*  
**ELECTRIC COOKING**





**“YOUR STAFF DID ME A REAL SERVICE,”**  
***Writes Mrs. S. L. Forestier, 26 Fitzgerald Street, Balwyn***

"Your staff did me a real service when they persuaded me to buy an Electric Range," writes Mrs. S. L. Forestier. "Although I cook for a family of four, the electricity costs no more than 2/- a week, while the Electric Range takes all the guesswork out of cooking. Its certainty and cleanliness would delight any woman's heart."

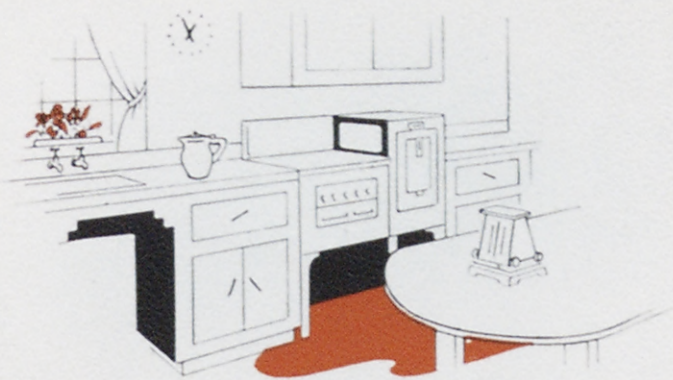
"The proof of the pudding is in the eating" . . . and the best proof of the speed, certainty, economy and simplicity of a modern Electric Range is found in the opinions of the thousands of happy Victorian housewives who cook electrically.

The letters reproduced in this booklet are but typical of the many on our files, all of which tell the same story of the greater success, convenience, and economy of electricity at work in the house. Our thanks go to these ladies for permission to quote their letters, for we feel certain that these opinions must be of considerable interest to every housewife who takes pride in her kitchen and her skill in cooking.

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## THESE ARE THE REASONS WHY MORE AND MORE HOUSEWIVES ARE CHANGING OVER TO ELECTRIC COOKING

### SPEED

There's less work in preparing the meal—less work in clearing up afterwards. Once the dinner is in the oven, it really cooks itself. No basting, no testing, no turning; Electric heat is clean, even, and constant; it never varies.

### ECONOMY

You use every penn'orth of heat for which you pay. The sealed oven stores its heat and wastes none. Foods shrink less and lose none of their flavour, while there's enough heat stored in the oven after roasting to cook a light dessert.

### CLEANLINESS

Electric Cooking is free from flames and fumes which blacken pots and pans, stain walls and ceilings, and heat the kitchen. And there's no need to scrub and scour the range; a quick rub-over with a damp cloth restores its gleaming newness.

### CERTAINTY

Electric Cooking eliminates guess-work. Exact cooking temperatures are prescribed in your free Electric Recipe Book, and are measured accurately by the thermometer on the oven door. Once the sealed oven reaches the correct temperature, you can time every dish to succulent perfection.

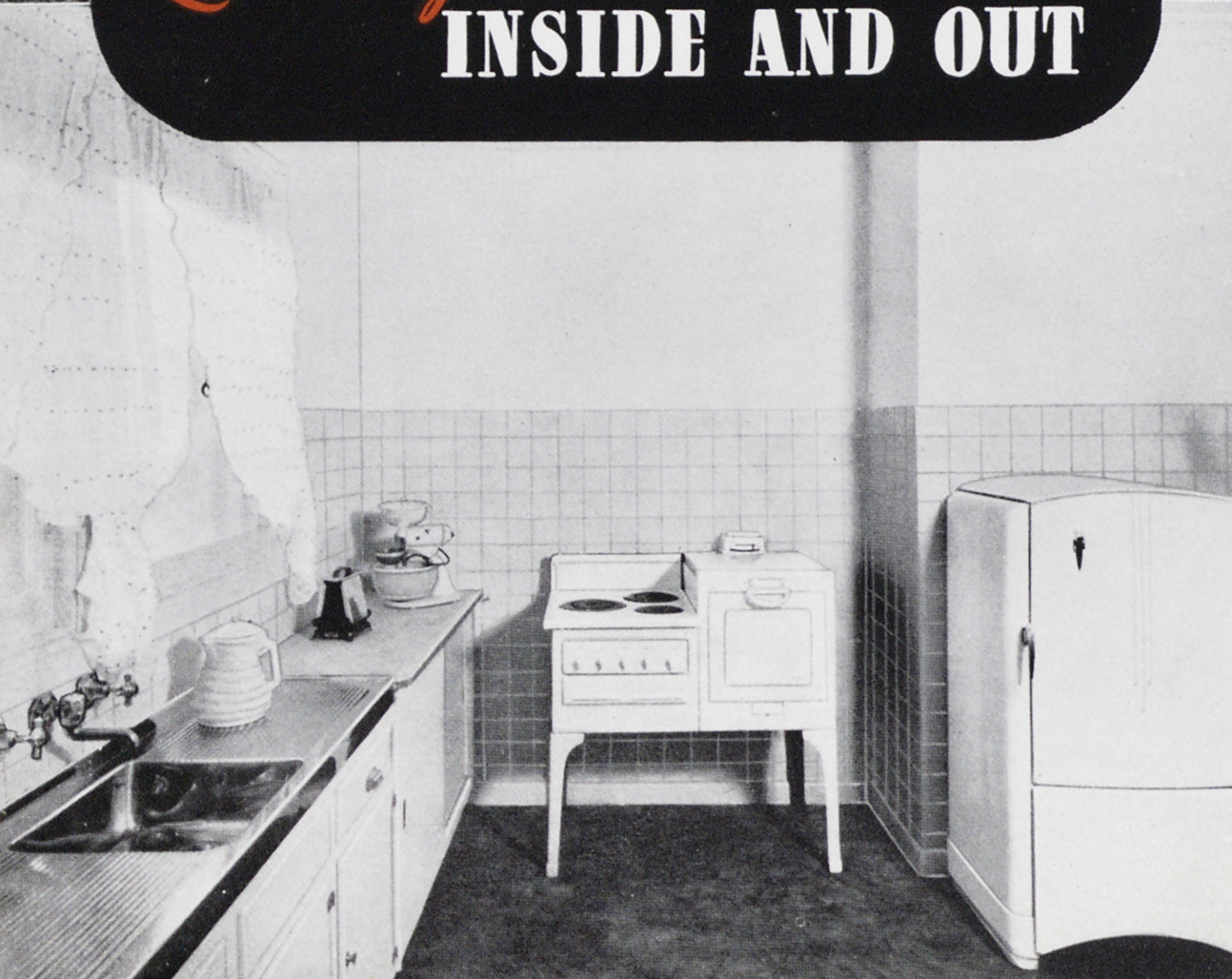
MS  
L





*Lovely...*

**INSIDE AND OUT**







## ONLY AN ELECTRIC KITCHEN COULD BE GOOD ENOUGH FOR THIS ATTRACTIVE HOME

"Since using my Electric Range I have had every satisfaction," writes Mrs. Ida M. Cox, whose lovely home at Kars Street, Frankston, is illustrated on the opposite page. "My range is economical, convenient and clean, and the results are always certain."

You, too, will find the same satisfaction in Electric Cooking. You will find you can attempt more and more recipes with every assurance of success. You will be able to produce the crunchiest of flaky pastry—the lightest of sponges—as easily as you can the simplest of entrees or roasts. For Electric Cooking absolutely eliminates guesswork; you can cook by the clock—to "time" every dish to amazing perfection.

Electric Ranges are made in all types—in all colours—to meet the needs of every family, and to match every scheme of kitchen decoration.





## **“FAILURES SEEM IMPOSSIBLE,”**

***Says Mrs. E. Clyne  
of Lynden Street,  
East Camberwell***

"I thought I would like to let you know how delighted we are with our Electric Range," writes Mrs. Clyne. "After 2½ years, I find it very much cheaper than any other mode of cooking, and the more I use the range the more ways I discover of using it economically.

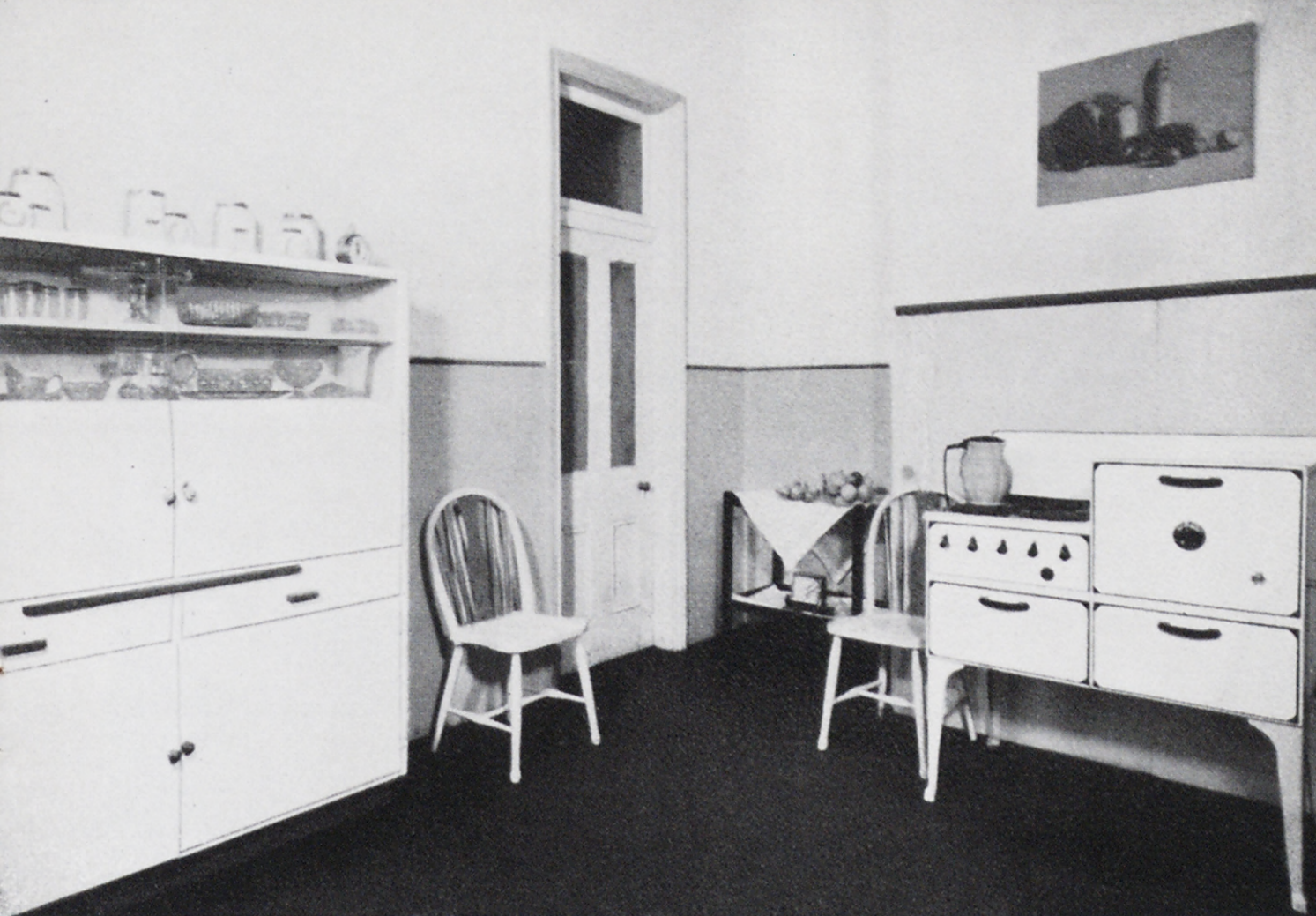
"It seems impossible to have a failure with my Electric Range. The even browning of cakes and scones is really wonderful, and all are cooked perfectly, without turning, simply by timing. I find, too, that with meats there is no shrinkage or waste whatever.

"After 2½ years constant use, the range is as clean as when it was first bought, and there have been no maintenance costs whatever. My only regret is that I did not know about Electric Cooking years ago."



Without exception, every housewife will tell you that you can control the heat of your Electric Range. The reasons are that (1) Electric heat is absolutely constant; it never varies; (2) the sealed oven prevents the escape of warm air, or the influx of cold air—you cook at the same temperature always.





## **"ELECTRICITY FOR ME, EVERY TIME,"**

***Says Mrs. A. Wood, of Northcote Road, Armadale***

"The ease, cleanliness, and certainty of results of Electric Cooking, and economical running of my Electric Range are intensely satisfying," writes Mrs. A. Wood, of Armadale, who in that simple statement sums up the opinions of the thousands of other delighted housewives who cook Electrically.

There are several very good reasons for the superiority of Electric Cooking. Firstly, Electric heat eliminates all guesswork. Once the oven reaches the correct cooking temperature its heat never varies. Thus you can "time" every dish to perfection; your kitchen clock will tell you just when the dish is ready to serve.

Secondly, the sealed oven of your Electric Range preserves all the natural flavour of the foods. Those savoury vapours that add so much to the flavoursome goodness of every dish cannot escape.





# TWENTY ADVANTAGES of ELECTRIC COOKING

that  
No other Method  
Can Offer You!



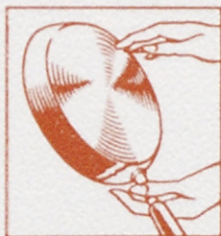
## CLEAN HEAT

An Electric Range uses heat in its cleanest, purest form. No flames, fumes or odours. No loose fuel.



## FAST OVENS

Fitted with powerful heating elements which quickly raise ovens to desired cooking temperatures.



## SPOTLESS UTENSILS

No flames or fumes to blacken pots and pans. Freedom from scouring and scrubbing and ruined tea-towels.



## COOK BY THE CLOCK

No need to open the oven door until the dinner is ready to serve. You can "time" every dish to perfection.



## SURE HEAT

Electric heat never varies. Oven temperatures are easily adjusted to ensure perfect results time after time.



## ECONOMY COOKING

The sealed oven stores its heat, and wastes none. You can cook the whole dinner in the oven at the same time if you wish.





### HEALTHFUL RESULTS

For vegetables, etc., use only enough water to cover the bottom of the pot. No flavour or goodness is boiled away.



### INSULATED OVEN

Your Electric Range is hot inside, but cool outside. No chance of accidental burns, even after the longest day's baking.



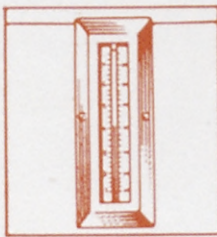
### IMPROVED FLAVOUR

The sealed oven preserves all the natural juices and goodness of the foods. No savoury goodness lost with escaping air.



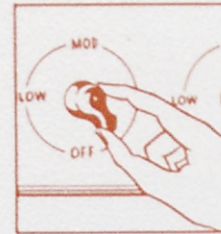
### LONG LIFE

An Electric Range will last for years and never lose the spotless beauty of its enamelled appearance.



### EASE OF COOKING

No need to guess cooking times or oven temperatures. The tell-tale oven thermometer eliminates guesswork.



### CONVENIENCE

No matches, fuss or bother. Snap a switch and the oven starts. Even the most inexperienced can cook perfectly by Electricity.



### SEALED OVEN

Oven is sealed to conserve its heat; to preserve the nourishing qualities of the foods. No flavourless dishes.



### AUTOMATIC COOKING

No need to open the oven door. Once the dinner is in the oven it virtually cooks itself.



### NO FAILURES

The controlled heat of an Electric Range produces the same perfect results time after time. Cook by time and temperature.



### SAVES LABOUR

No need to watch and wait. You can actually leave the house for shopping or visits while the dinner cooks itself.



### COOL KITCHENS

Because your Electric Range is insulated, kitchen temperatures remain comfortably unaltered even on the hottest day.



### VARIED MENUS

The uniformity of Electric heat makes it possible to attempt new recipes without risk of failure.



### CLEAN KITCHENS

No escaping fumes or steam to tarnish walls or ceiling. Your kitchen stays spotlessly clean.



### NO GUESSWORK

Your Electric Recipe Book tells you exact cooking times and cooking temperatures. Nothing could be easier.

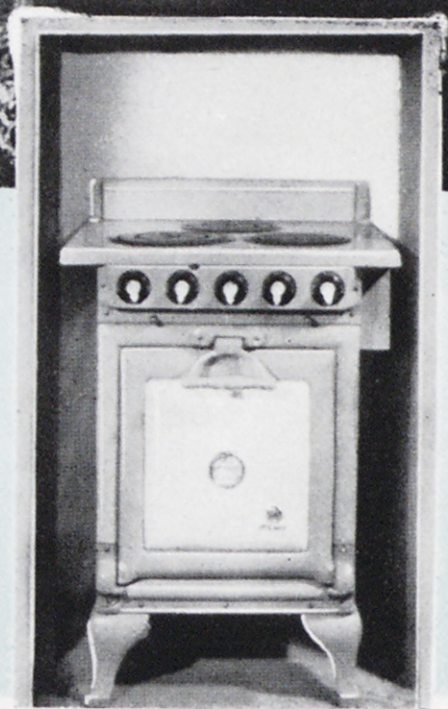




# "YEARS AHEAD OF ANY OTHER METHOD,"

***Says Mrs. A. Blashki, E. Malvern***

"In my opinion, Electric Cooking is years ahead of any other method," writes Mrs. H. A. Blashki:—



"1. IT IS CHEAPER. It only costs a little over 2/- per week to cook for our family of 6.

"2. IT IS CLEANER. All I have to do after cooking is to wipe the range over with a damp cloth.

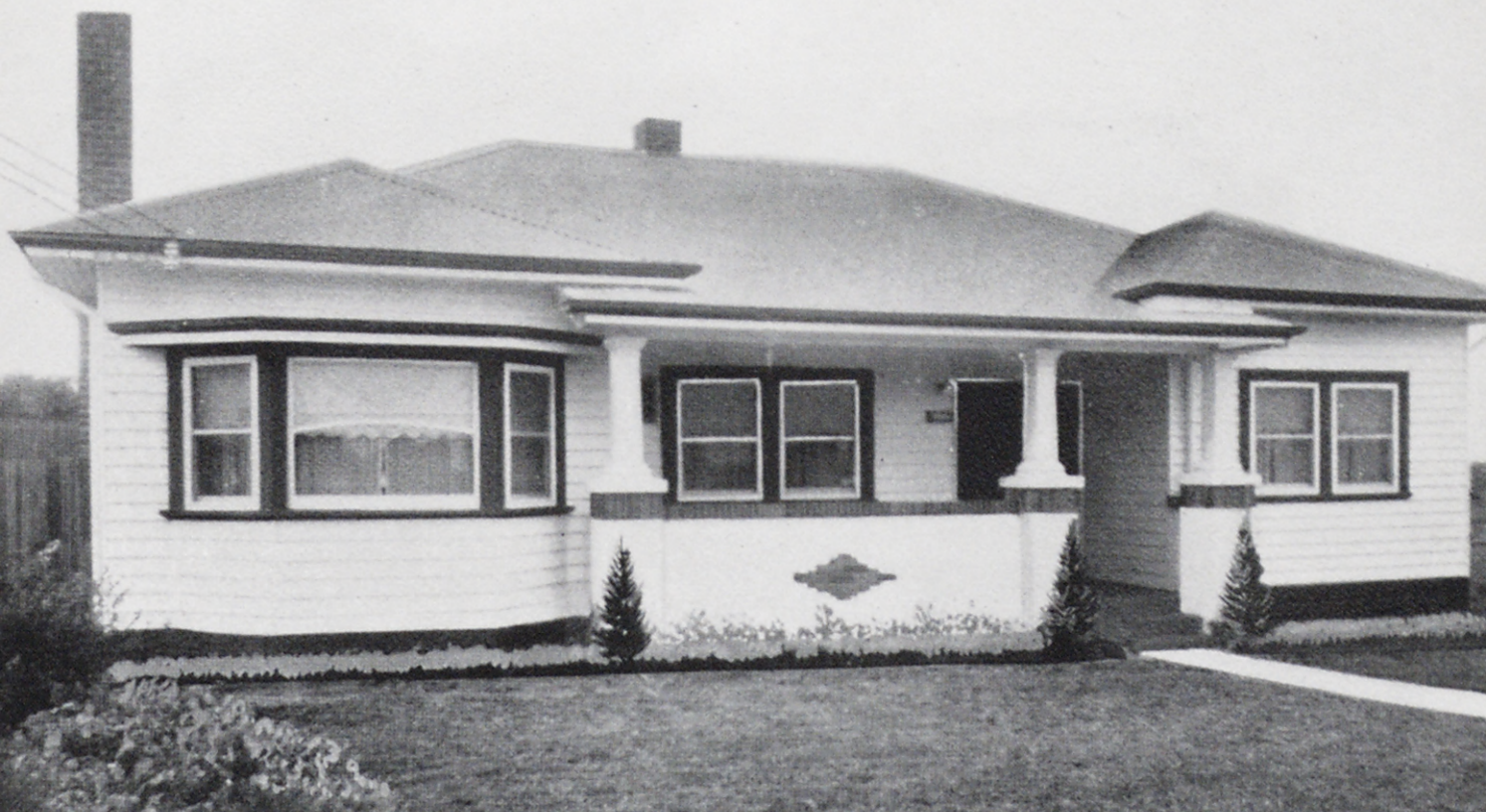
"3. IT IS EASIER. You cook by heat and time only, and do not have to guess whether your cakes or dinners are cooking correctly. Once the food is in the oven it is not disturbed until ready for serving.

"4. IT IS COOLER even on the hottest day, as the packed oven keeps the heat inside the oven instead of permitting it to escape into the kitchen. Also, there are no fumes.

"The food is far more appetising because, when the food is cooked (especially meat), the true flavour is retained.

"I find I can cook more quickly with my Electric Range, while the range is so easy to handle that I now find my greatest delight in cooking, whereas I once used to dread the time when I had to prepare meals."





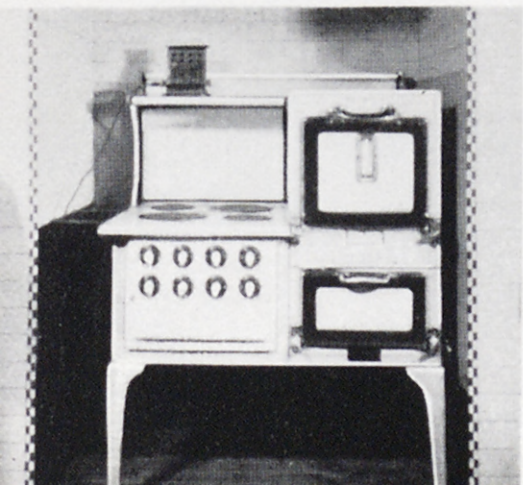
# ONE GOOD RANGE DESERVES ANOTHER

*In Her New Home, too, this Lady Cooks Electrically*

So delighted was Mrs. Mickelborough, of Cheltenham, with the results and convenience of the Electric Range with which she had been cooking for years that when her new home was planned she insisted upon the installation of another Electric Range. Read what she says:—

"Our Electric Range has been in continuous use, and never fails to give easy, reliable, clean and accurate cooking. One of its greatest features is the coolness of the kitchen while cooking and working. The running expenses compare very favourably with any fuel, and the range offers the added comfort of always being ready for immediate use."

AT LEFT: The original range which convinced Mrs. Mickleborough that she should instal another Electric Range in her new home, illustrated above.







## THIS RANGE IS 13 YEARS OLD . . . And is *STILL* GOING STRONG

"Some 13 years ago I bought an Electric Range for my home," writes Mr. Jas. B. Brewer, of Bath Road, Burwood, "and it has been in constant use ever since. It is functioning to-day as well as when it was new. It has always produced excellent results, and we have never had a cooking failure.

"I think the best testimony I can give is to say that I have just built a new home and placed a similar Electric Range in it."

Thirteen years is a long, long time . . . but not so far as an Electric Range is concerned. For an Electric Range is built to last a lifetime — to give the same perfect results time after time, and lose none of its cooking efficiency.

It's time, too, that tells the story of the cleanliness of Electric Cooking, for even after years of use your range will be clean and easy to clean. There's less blackening of oven and hot-plates — no "burning-in" of soots and carbons.





# "CANNOT SPEAK TOO HIGHLY OF ELECTRIC COOKING," *writes Mrs. Doddrell, Hughes Street, East Malvern*



"I should like you to know how much I appreciate my Electric Range," writes Mrs. Doddrell. "It is very much cheaper and cleaner to use. The food, too, is far more appetising, and my husband has benefited very much from the better cooking."

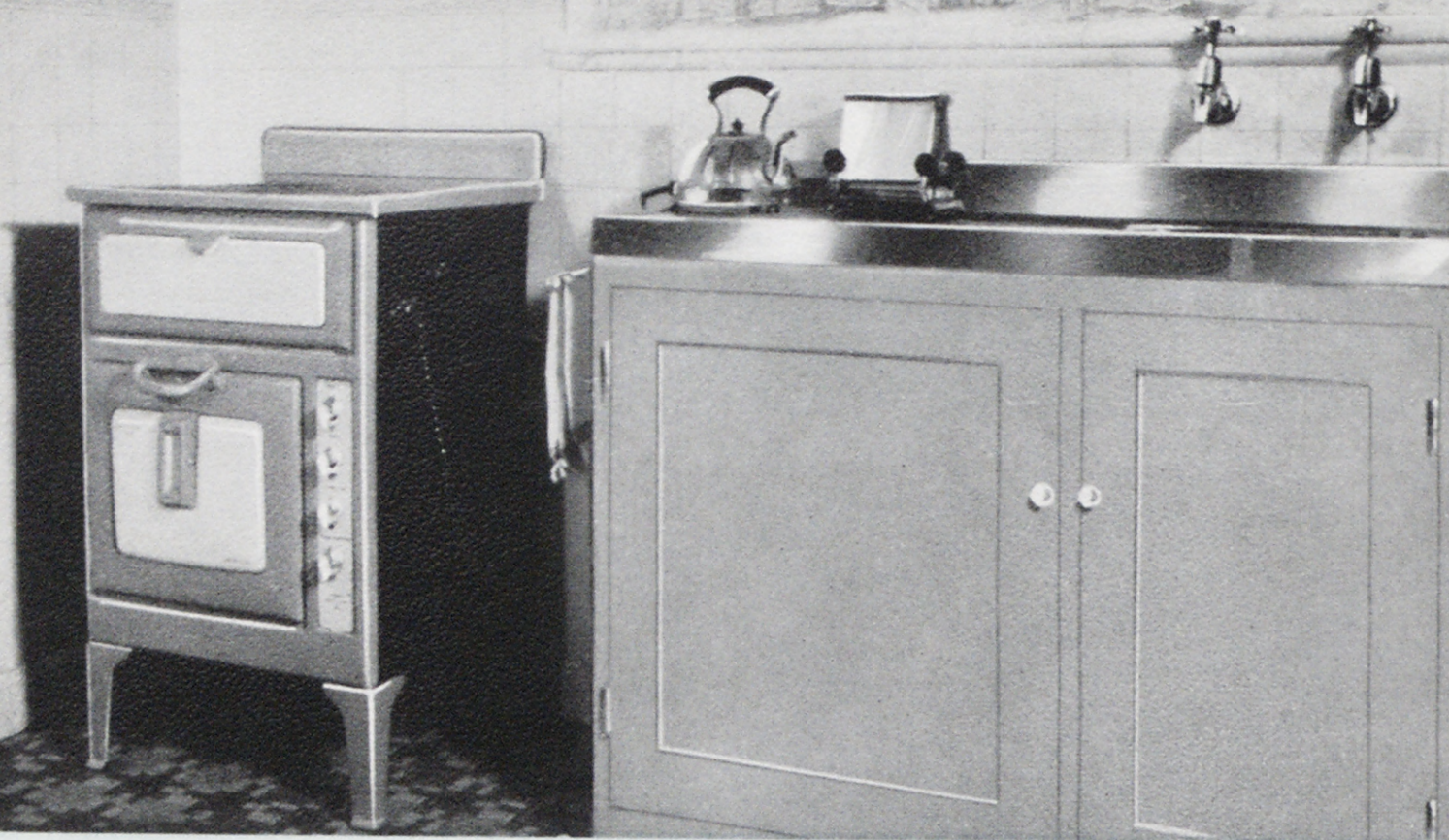
"I bake all my cakes, and have made all my jams and pickles on the Electric Range. I can heartily recommend anyone to Electric Cooking, as I am more than satisfied and cannot speak too highly of it."



## ***Mrs. Grant Echoes That Opinion —***

"I have no hesitation in saying that Electric Cooking is the safest and most economical method of cooking food. The range is so simple to operate that my eleven years old child can use it with every confidence."—Mrs. A. Grant, 27 David Road, Hampton, S.7.





## **"COOKING NO LONGER A DRUDGERY,"**

***Mrs. M. Martin, of Swindon Road, Oakleigh***

Just imagine the difference that Mrs. Martin must find since she installed her Electric Range in 1938! Once she used to suffer the inconvenience and uncertainty of cooking on a fuel stove, but to-day she says:—

"I feel I must express my appreciation of the advantages of Electric Cooking. I find it very efficient and clean, and cooking is not the drudgery it was with a fuel stove."

Regardless of the method by which you have cooked before, you will find that a modern Electric Range makes such a tremendous difference that cooking becomes ever - so - much more easy and convenient than ever before. Electric Ranges

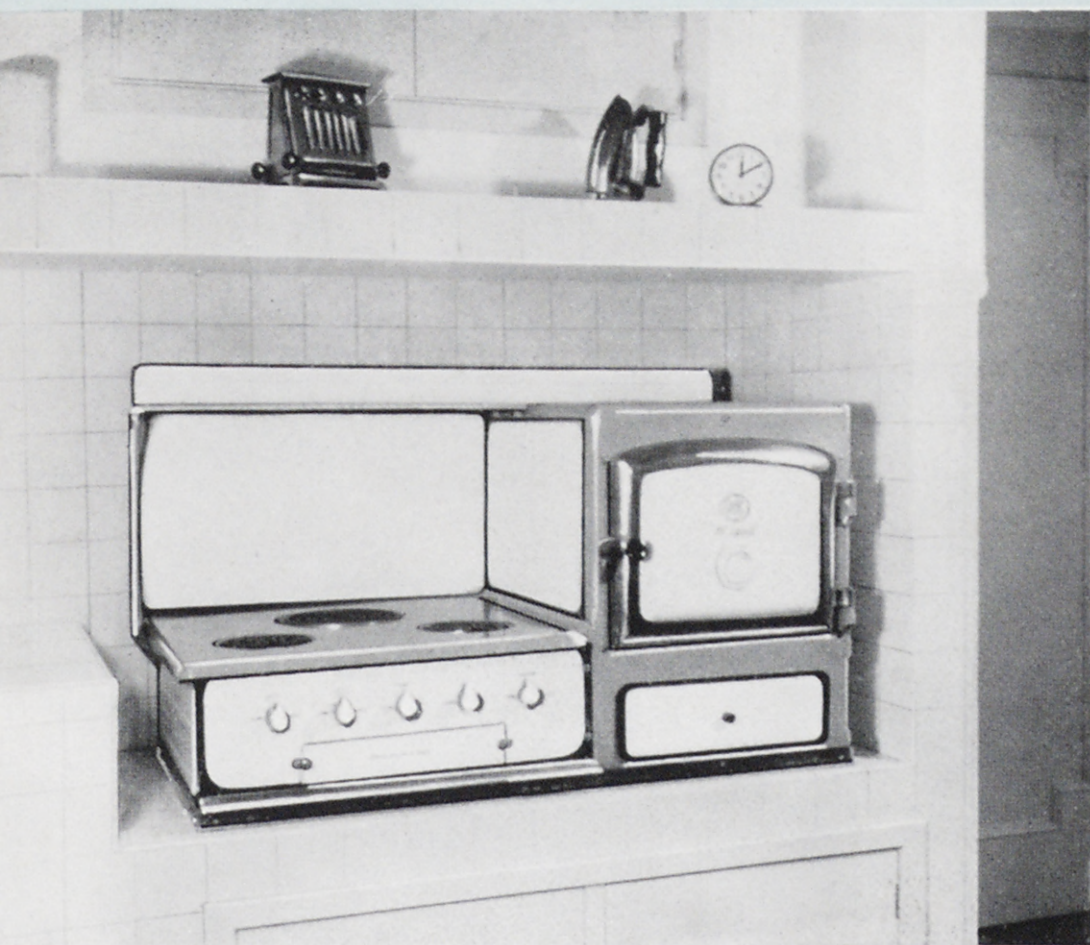
are so safe, simple and certain to use that cooking becomes a pleasure, while even the most puzzling recipes may be attempted with almost certain assurance of success. Let us explain why. Inquiry entails no obligation, and we are only too happy to help you.





# NEVER COOKED ELECTRICALLY BEFORE

*. . . Yet She Hasn't Had a Failure*

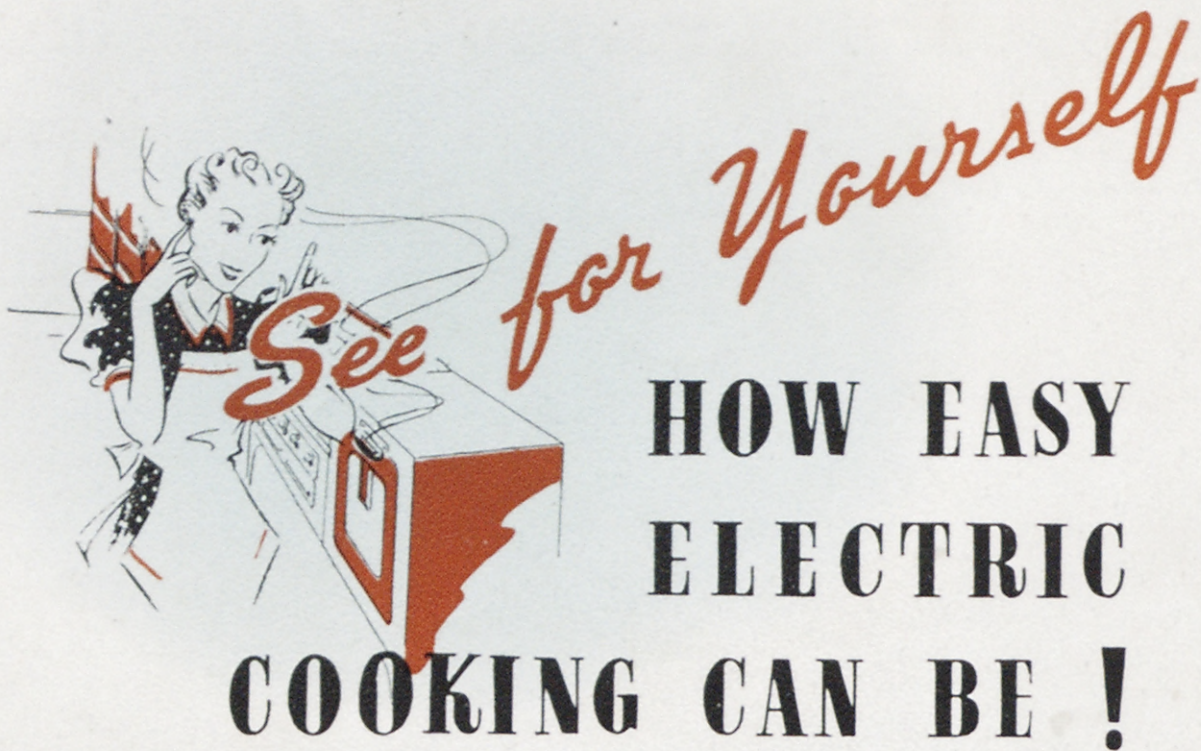


"Although I have never used an Electric Range before, I have never had a failure," writes Mrs. R. Healey, of South Road, Moorabbin. "The Electric Range installed in my new home is giving every satisfaction. It is labour-saving, is clean, cool and very economical, and the quality of the cooking is excellent."

Above : The Range which has earned Mrs. Healey's praise; and below: the lovely home in which the Range is located.







IN the pages of this booklet we have given you actual quotations from a few of the many letters which we have received from delighted users of Electric Ranges. All tell the same story of "cooking made easy" . . . of the time, trouble, money and disappointment that can be saved with a fast-cooking, modern Electric Range.

Doubtless you know someone, too, who cooks Electrically. May we suggest you seek HER opinion, for who other than a friend, who understands YOUR needs, is better able to explain to you the advantages of modern electric cooking.

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**State Electricity Commission**  
**OF VICTORIA**

**ELECTRICITY SUPPLY DEPARTMENT**

**238 FLINDERS STREET, MELBOURNE, C.1**  
**SUPPLY BRANCHES THROUGHOUT THE STATE.**