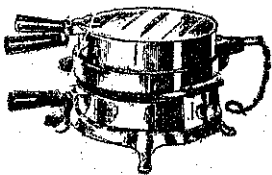


Small Cookers for Small Homes

Electric Cooking for All

OVER twenty thousand women are using electric ranges in this Dominion to-day. At a mild estimate there are easily another twenty thousand earnestly desiring to do so, who, for perfectly valid reasons, have not installed one of the standard size and type.

Probably the first reason why ranges are not installed when they might be is insecurity of tenure. A rather high-sounding phrase, it is true, meaning that many of us are for the



time being beholden to the powers that be with regard to the place in which we shall live, and not only where, but for how long in that particular place. In these circumstances, we do not feel justified in investing in the range of our dreams, when it means not only the cost of it, but also the cost of installation, be it only from £5 to £8.

AGAIN, the question of space is one that has to be considered with so many families living in flats, small apartments, and small houses. Kitchens and kitchenettes in many cases are not built to accommodate a full-sized range even if one were necessary. Happily, a full-sized range is not necessary to cater for the cooking wants of the average-sized family, and since supply is created by demand, manufacturers have become alive to the fact that people of fluctuating abode, bachelors of both sexes, and lesser households are, given the means, prepared to take advantage of cooking electrically. And so springs into being, as the result of such demand, the smaller electrical stove, that will in fact do all that we shall ask of it.

Do All That is Required.

SALES of electric ranges would not increase so rapidly if the ranges were not all that is claimed for them. That many more will be sold now that the needs of smaller households have been studied to such good effect is easily foreseen. There are still housewives who think that a big stove is necessary, but it is not. Years ago a key of a gaol was a ponderous affair. Now a Yale key serves the purpose. Years ago a good watch was a big watch. Now efficient timekeepers are made of an inch diameter, and as thin as a wafer.

Women already using these smaller stoves know that they are economical, so perfectly "lagged" that much of the cooking is accomplished on stored heat, that they bake pastry as efficiently as the larger stoves at three times the price, that they are fitted with a reliable heat indicator, in fact, that they will take care of a whole dinner efficiently and independent of the temper

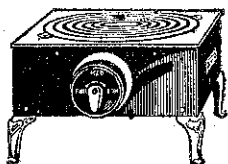
of the cook, on which so much has hitherto depended for the perfection or otherwise of the meal.

Individual Types.

HANDSOME in appearance, finished in most cases in white enamel, with nickel or porcelain finished top, the ranges can be placed on bench or table at the right height for the individual operator; they save space in themselves, and also eliminate the necessity for space for the storage of fuel.

With a boiling ring on the top plate, three pans or two pans and a steamer can be used at the same time, the oven with upper and lower element will take a joint the size of a leg of mutton, and either a pan of potatoes or a baking dish, thus providing a complete dinner. When we remember that these smaller ranges can be moved as easily as an electric iron are delivered ready for use, and that they work from any heating-point, is there any reason why any woman should not cook electrically? Food so cooked is cleaner, more wholesome, with less shrinkage, the natural juices of meats are conserved, the health-giving properties of vegetables. The appearance of the range, matching the lay-out of the modern kitchen or kitchenette is a joy in itself.

Another great point in these times of national stress is that all the models now on sale are of Empire make, one



excellent example being of New Zealand manufacture, another from Great Britain, and still others from Canada and Australia.

Is it any wonder then that these same electric stoves are finding their way in increased numbers every day not only into flats and "baches," but also into larger households, where they make perfect adjuncts to the tiresome old-fashioned range, which is thus relegated to occasional use, until such time as the ideal of the larger electric range can be achieved.

Useful Little Appliances.

STILL smaller appliances are available for those who, for some reason or other, must still bake and roast in the old-fashioned way, enabling them to grill, fry, boil, or toast, even at the table itself, with cleanliness, ease, and economy. As breakfast cookers they are ideal, effecting an immense saving of time at the time of day when time is itself most valuable. Single hot-plates of neat appearance will cook many tempting dishes, while the double ones on stands will take an ovenette, which in its turn will take a roast and vegetables.

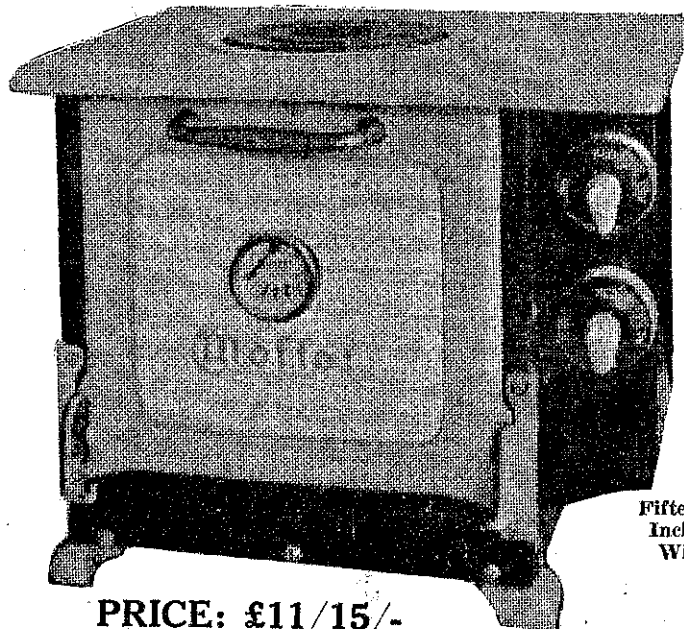


Son tells of the MOFFAT RANGE

AT LUNCH TIME

- Son: "Go'day, Mum!"
 Mother: "Go'day, Son; how now?"
 Son: "Had a chap and his shalah in this morning."
 Mother: "Say 'young lady,' Son. What did they buy?"
 Son: "Wanted to see electric ranges, Mum. Think they are going to get married, and the chap wants to be fed."
 Mother: "What did you show them, Son?"
 Son: "The big Moffat, Mum; two ovens and warming oven, but the sh—young lady wanted a small cooker, so I showed them the model same as we have there, Mum, and said you cooked all our food in a small Moffat. Stews, roasts, eggs and fruit salad. Then the salesman came over and I had to listen."
 Mother: "What did the Sales Manager say?"
 Son: "Gosh; lots, Mum! There were 12,000 Moffat Ranges in use in New Zealand, all of them satisfying everybody. Made in the big factory, of the best materials. Neat appearance and porcelain enamel interior, so easy to keep clean. Elements that were fixed and can't go wrong. Cook everything for a family of four, and at a pinch, more, if you have to entertain. Bakes scones and grills chops at the same time. Cost £11/15/- for the small Moffat Cooker. No fitting charges, and, gosh, lots more; but he can't cook like you, Mum!"
 Mother: "You have not got it all right, and must read the instruction book to-night."
 Son: "The sales manager gave the couple an instruction book, and said they could take the Moffat from the flat to the seaside cottage for week-end cooking without any trouble. Nothing to break."
 Mother: "I am very satisfied with our small Moffat range. It cooks nicer food and does not cost us so much as we used to pay for cooking. I hope your couple buy a small Moffat, because they will like electric cooking, and there will be no smelly fumes in the small rooms of a flat. "Next week is your birthday, so we will have a birthday dinner cooked on our Moffat."
 (Readers!—Look for the homely story of Son's birthday dinner next week.)

Nineteen Inches Long.



Fifteen Inches Wide

PRICE: £11/15/-

NO FITTING CHARGES!

TURNBULL & JONES Ltd.

AUCKLAND, WELLINGTON, DUNEDIN, CHRISTCHURCH, HAMILTON.