



Goodness! does that mean the pudding is actually cooked for nothing?

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Metropolitan Electricity Supply

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LESS
LABOR



*Cook
Electrically
with
a*

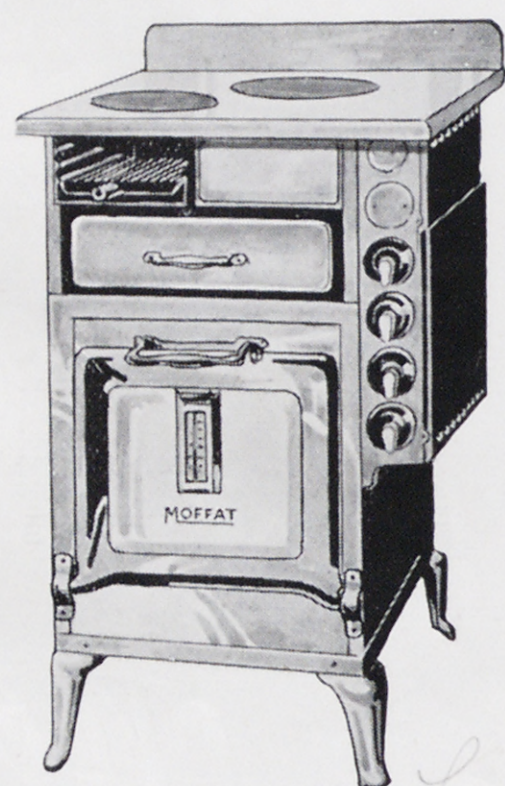


MORE
LEISURE

BETTER
COOKING



LOWER
COSTS



MODEL E.42

Complete with outside griller and dish-warming drawer.

Dimensions—Width. Depth. Height.			
Bake Oven	14	13½	12
Grill Oven	8	10½	4½
Dish-Warming Drawer	15½	14	4½
Top	24	16	—
Floor to Top	—	—	36½
Extreme Dimensions	24	19½	39½

Elements on Top: One 1,700 watts; One Combination Top and Grill Elements, 1,375 watts.
Elements in Oven: Two of 990 watts each.



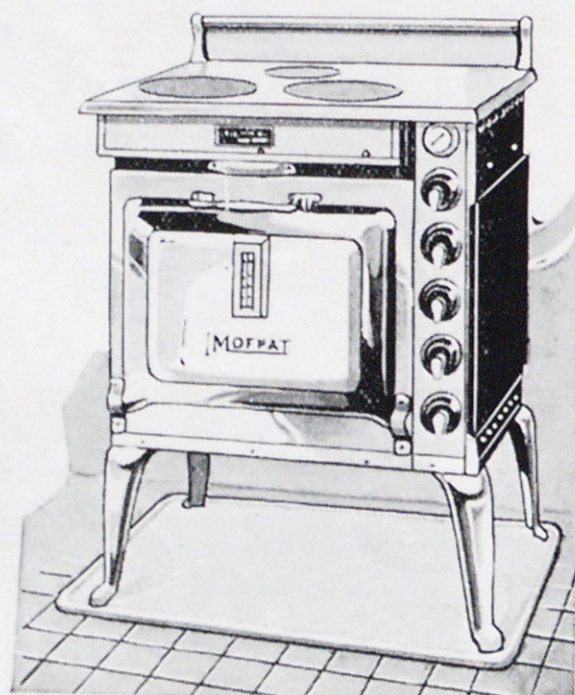
MOFFAT MINOR

(MODEL E.41)

A compact range, especially suitable for the small family, and exceedingly moderate in operating cost. Boils on top, grills below.

Dimensions—Width. Depth. Height.			
Bake Oven	12	10½	11
Top	19	14½	—
Extreme Dimensions	19	15	16½

Combination Element on Top: 1,375 watts.
Bottom Oven Element: 990 watts.



MODEL E.37

This model has an exceptionally wide oven and is a most convenient range for domestic cooking. Finished in nickel and enamel. The ideal range for the average family.

Dimensions—Width. Depth. Height.			
Oven	18	15	13
Top	28	21½	—
Floor to Top	—	—	36
Extreme Dimensions	29	22	40

Elements on Top: One 1,700, one 1,500 and one 660 watts.
Elements in Oven: Top, 1,500 watts; Bottom, 1,260 watts.

MOFFAT ELECTRIC RANGE

MADE IN AUSTRALIA

MORE and more people are now adopting electric cooking because they find that it is a real economy to do so. Cooking by electricity has been definitely proved to be convenient and economical, and now due to the efforts of the State Electricity Commission in arranging for the manufacture of the world-famous Moffat Range in Australia, it is possible to buy an electric range at an attractive price that is well within the reach of the average purse.

Every range is sold under guarantee, covering twelve months' free service.

EXCEPTIONALLY EASY TERMS

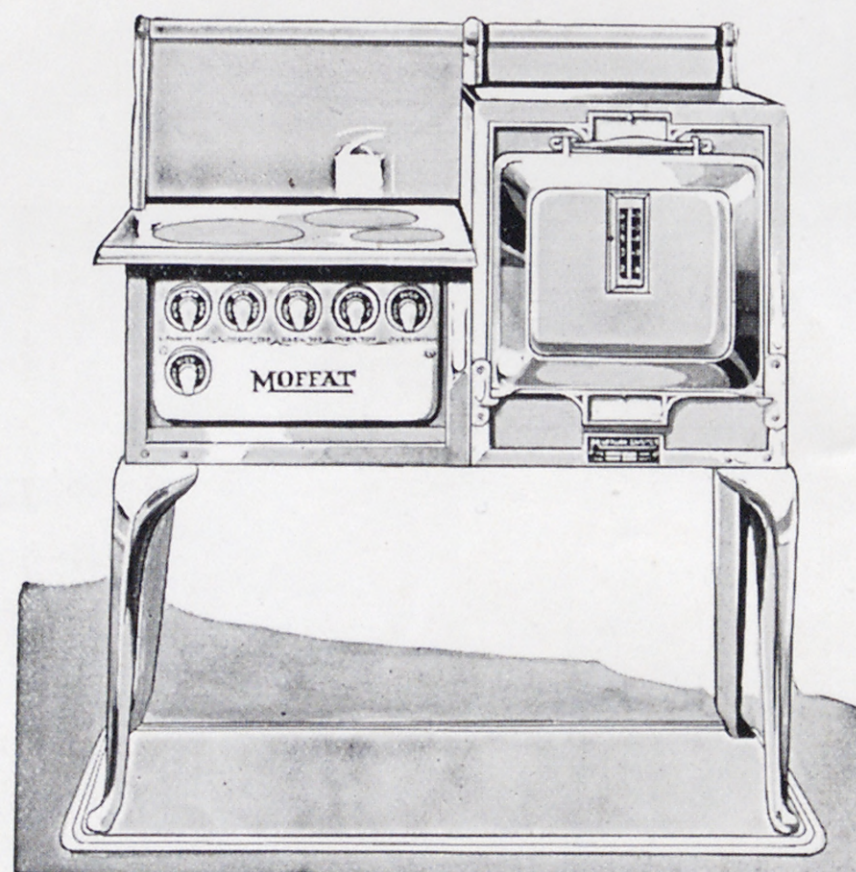
Low deposits, long periods of repayment and exceedingly small interest charges, coupled with bed-rock prices, make the purchase of a Moffat range within easy reach of all. Enamelled floor trays, stands (for Moffat Minor) and high-back shelves (for Models 28, 37, 42 and 43) are extra. Installation (where necessary) is, of course, charged extra, but the cost may also be included in the terms agreement if desired.

EXTRA POWER POINT

All Moffat ranges (except Model 41) are equipped with a power point. This extra point is a great convenience for use with a Boilo Jug, Kettle, Iron or other handy appliances. There is no extra cost for this point.

SMALLER COOKERS

For those who do not desire to instal so large an appliance as a range, there are electric grillers and stovettes, ranging in price from 32/6 upwards. Catalogues and full information supplied on request.



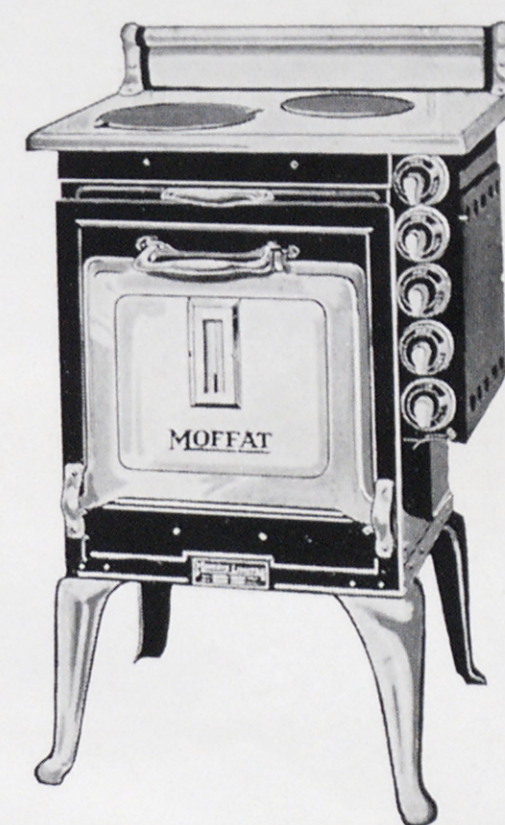
MODEL E.31

A superb model of the horizontal cabinet type, ideal for the larger family of six or eight persons. White and ivory enamel front. Just the range for the average-sized kitchen.

Dimensions—Width. Depth. Height.			
Bake Oven	14	18	12
Top	21	22½	—
From Floor to Top	—	—	33
Extreme Dimensions	39	25½	45½

Elements on Top: One 1,700, one 990 and one 660 watts.
Elements in Oven: Top, 1,500 watts; Bottom, 1,260 watts.

See the MOFFAT
ELECTRIC RANGES at:

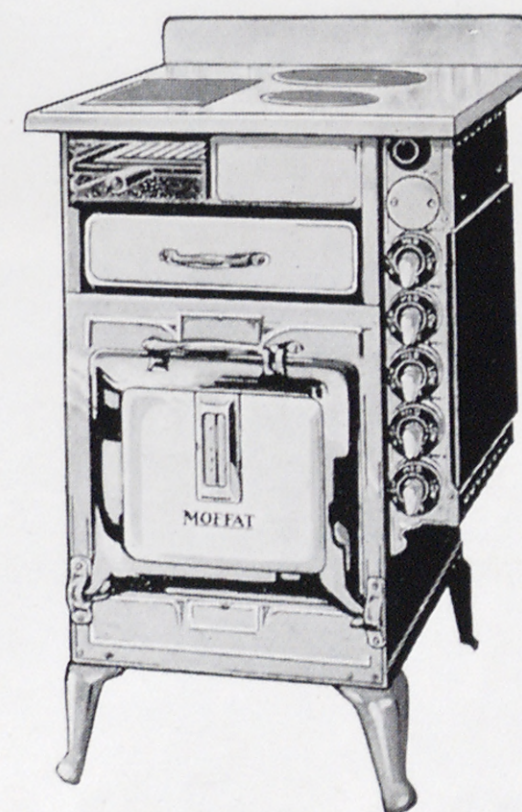


MODEL E.28

An excellent range for the small apartment or where the cooking demand is for three or four persons.

Dimensions—Width. Depth. Height.			
Oven	14	13½	12
Top	23½	16½	—
Floor to Top	—	—	36
Extreme Dimensions	23½	19½	40

Elements on Top: One 1,700, one 990 watts.
Elements in Oven: Two 1,000 watts each.



MODEL E.43

Complete with outside griller and dish-warming drawer.

Dimensions—Width. Depth. Height.			
Bake Oven	14	18	12
Grill Oven	8	11½	3½
Dish-Warming Drawer	15½	20	4½
Top	24	22½	—
Top to Floor	—	—	36½
Extreme Dimensions	24	25½	39½

Elements on Top: One 1,700 watts; one 660 watts; one grill element, 1,260 watts.
Elements in Oven: Two 1,260 watts each.

METROPOLITAN ELECTRICITY SUPPLY

Showrooms:

238 FLINDERS STREET, MELBOURNE, C.1

(Opposite Station)

And Country Centres Throughout The State



*"but —
is Electric
Cookery
really as
economical
as you say?"*

LADIES ...
Meet
Mrs Cooke



Mrs. Cooke is a woman typical of thousands you'll find in every part of Australia. She has a cosy little home, bonnie children, and a husband who earns just enough—no more—to keep the family in comfort. She is intensely practical, eager to keep her home up-to-date, and anxious to take advantage of every modern convenience that will aid her in her housekeeping. But because she must watch the pennies, she must be convinced that everything she buys has practical value and represents an economy rather than a luxury. Here you read how she learned the facts about electric cooking.

*"Goodness!
does that mean
the pudding
is actually
cooked for
nothing?"*



*"Certainly, Mrs. Cooke, you know we
claim that Electric Cookery saves more
than it costs."*

"Surely that seems a big claim to make!"
"Not when you consider the facts, Mrs. Cooke. You see, unlike ordinary stoves, the electric stove is designed so that it obtains the maximum value from all the heat it uses. You know how ordinary stoves heat up the kitchen whenever a meal is cooked. That's wasted heat—heat which has been paid for and heat which should be used in cooking the food. In an electric range, due to the heavily insulated oven walls, the heat stays in the oven, where it belongs. Since no heat is wasted it is usually unnecessary to keep the electricity turned 'full on' once the oven is heated up. Indeed, many dishes can be cooked in the heated oven with the current turned off altogether. For instance, after you have cooked a joint, the heat stored in the oven will easily bake a light dessert or even a milk pudding after that."

*"Goodness! You mean
that the pudding is
actually cooked for
nothing? That DOES
sound like economy!"*



"And that's only half the story, Mrs. Cooke. Foods lose less weight when cooked electrically. That's because the totally-enclosed oven does not permit the food to dry up and the savoury juices to escape. For the same reason a joint of second-grade quality cooked in an electric stove will be just as tender and appetising as a dearer joint cooked in any other range. Think of the economies that can be effected in your food bill! And speaking of food, just look at these samples of electric cookery over here."

*"Look at that flaky
pastry - - that cream
sponge - - so light it
looks ready to fly
away!"*



"How like a man! Food first, food last, food always! It's the most important thing in the world to you! But, seriously, can an ordinary cook without any experience of electric ranges produce cooking as good as this?"

"Certainly, Mrs. Cooke. And, what's more, she can produce them every day without ever a failure! One of the beauties of the electric range is that it makes cooking so easy. You see, everything is so exact—there is no guesswork. You know exactly how much heat to use and how long to use it. You can do all your cooking by means of the kitchen clock and the thermometer on the oven door. There is no continual glancing in the oven, no tedious pot watching. Once the food is in the oven or on the hot plates your work is almost over—electricity does the rest! You can cut down your time and labor in the kitchen by half. Just imagine this electric range in your kitchen, Mrs. Cooke. Look at that gleaming nickel plate, and that spotless enamel! You can choose a color to match your decoration scheme, too!"

"It certainly would look nice!"
"And, what is more, it would STAY nice, Mrs. Cooke. There are no smoke and fumes, and a soft, damp cloth cleans the shining surfaces in a jiffy."
"Why wait any longer, Mrs. Cooke? Think of the unnecessary labor you are doing, the pleasure and pride you are denying yourself and the savings in food and cooking you are missing, every day you put off buying an electric range! Remember, if you wish you can buy on the easiest terms—you will scarcely miss the payments. You'll buy? Mrs. Cooke, you'll be glad all our life!"

STAMP

If not claimed in 7 days, return to
METROPOLITAN ELECTRICITY SUPPLY
238 Flinders Street, Melbourne

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