

From George E. Simons
General Electric Company
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Electrical Housekeeping
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A school of electric cookery, a kitchen in which electricity does practically everything but the talking and thinking, is one of the General Electric Company's new bids for the attention of women visitors to A Century of Progress this summer.

With the electric range, refrigerator, dishwasher, and small electric household appliances as her corps of servants, Miss Irma Koch, of the Gray Institute of Home Economics, presents two demonstrations daily. The first, at two in the afternoon, is the preparation of a complete meal, from hors d'oeuvres to dessert, while at four, after a ten-minute style talk, a special demonstration is given by Miss Koch or a guest demonstrator. Salads, fish dishes, desserts, meats, or other specialities are characteristic of the later session.

A new menu is used every day, and copies of it with recipes for each dish included are distributed to visitors.

In a near-by space is another cooking demonstration, this one limited to the use of small appliances -- electric mixers, grills, hot-plates, and a dozen others. Next to it is an all-electric home laundry in which the newest devices -- washing machine, ironer, and electric clothes dryer -- are operated where visitors may inspect them.

"These demonstrations," explained K. R. Ross, manager of the General Electric Exhibit, "along with our two all-electric kitchens, and the electric dishwasher demonstration occupy nearly one half of all our space. We could think of no better way than by actual demonstration to show the progress of electricity in the home. Many of our visitors seem to agree that the development of household appliances in the last few years is as fascinating as a century of progress in many other lines.

"A lot of people ask us what will be next in the line of electrical household appliances, but there are so many new things coming along that we hardly know what to tell them. We may have new things to show them even before the Fair is over, though I'd hate to promise it," Mr. Ross concluded.

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