

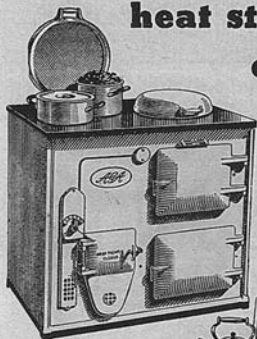
1920s and 1930s

In the late 1920s and early 1930s, furniture manufacturers found a ready market for kitchen cabinets. These were designed to hold almost everything the cook needed, complete with flour bins, egg racks and extending tables. They also often had vented compartments as refrigerators were still uncommon. From 1932–34 in the USA, General Electric and Westinghouse opened cooking institutions. Engineers, chemists, architects, nutritionists and professional cooks studied all aspects of the kitchen. The work process was scientifically investigated, and the way was opened for the modern streamlined kitchen.



A so-called 'Planned' kitchen by Hygena in the 1930s which cost £35. The units were finished in cellulose enamel 'in any colour or combination of colours'

The only heat storage cookers

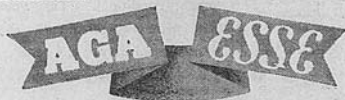


★
AGA Model C is suitable for most households. Larger models for schools, restaurants, etc.

★
ESSE Fairy, the model for the small family's requirements. Larger models also available.



AGA and ESSE—the famous cookers with exceptional advantages. Economy—fuel consumption never rises. Perfect cooking and absolute cleanliness. At cooking heat night and day, they cope with the most irregular meal-times without increasing fuel bills. They need attention only once every twelve hours. They are backed by first-class Service Departments for repairs and adjustments. How lucky are the people who own an Esse or an Aga these days! There are some still available, despite present manufacturing restrictions. If you would like one, enquire at one of the addresses below.



the only heat storage cookers

HEAT ACCUMULATING, THERMOSTATICALLY CONTROLLED, CONTINUOUS
BURNING, INSULATED COOKERS

AGA Registered trade mark of Aga Heat Limited (Proprietors: Allied Iron-founders Ltd.). Showrooms: 20 North Audley Street, London, W.1.

ESSE Registered trade mark of Smith & Wellstood Ltd. (Proprietors of the Esse Cooker Company). Showrooms: 63 Conduit Street, London, W.1.

In 1940, a mutual desire to support the war effort made AGA Heat Ltd in London and its rival, the ESSE Cooker Co. in Scotland combine forces to promote their cookers. Courtesy of the AGA Food Service Group archives