

Lincoln Man Will Revolutionize the Art of Cooking

William Gray, Inventor of the Perfection Cooker, Destined to Become One of the World's Greatest Benefactors Through the Aiding Steps to Health.

"If you write a better book, or preach a better sermon, or build a better mouse trap than your neighbor, though you build your home in the woods, the world will make a beaten path to your door."

This homely bit of philosophy, attributed to the sage of Concord, Ralph Waldo Emerson, has a particular application in the case of a modest, unassuming man, some sixty-odd years of age, who lives down at Lincoln, but who spends a large part of his time in Omaha.

This man, whose name is William Gray, has never written a book, never tried to preach a sermon or build a mouse trap, but the world has already begun to make a path to his home, and in years to come his name will be upon the lips of millions as one of the greatest benefactors of the human race. He is not a war hero, nor a capitalist, nor a philanthropist. He never built a monument, constructed a railroad, or endowed a library, but from his fertile brain has sprung one of the greatest and most useful of modern inventions—a device destined to revolutionize the art of cooking food, and thus add immeasurably to the health and prolong the life of the human race.

This wonderful invention is known as the Perfection Cooker—a truly marvelous piece of mechanism, so simple in its construction and so far-reaching in its usefulness that its value to the world can hardly be estimated.

When we think of the untold human misery caused by eating improperly cooked food, it is impossible to estimate the worth of a simple, inexpensive device which insures that every particle of food put into it will be properly cooked, retaining all of the flavor and nutritive elements, and in a fraction of the time required by any other known method.

That necessity is the mother of invention was no less true in the case of Mr. Gray's Perfection Cooker than in hundreds of other great inventions. Listen to his own interesting story as to how the idea was conceived and put into execution:

"It was about eight years ago, and I had just undergone a severe surgical operation. The use of the anesthetic had left the salivary glands paralyzed, which, of course, made the digestion of food impossible. My physician said that some means would have to be found to stimulate the glands and induce a normal flow of saliva. Now, I knew, as everyone else does, that food, properly cooked and palatable, acts as a stimulant to the salivary glands. I thought that if I could just get the food I craved and have it cooked in a different manner, that is, cooked absolutely perfect, my condition would be remedied and I would again be able to enjoy eating.

"I knew that my trouble, as in the case of thousands of others, had been caused primarily by eating improperly prepared and indigestible foods. I knew that food, as ordinarily prepared, loses much of its nutritive value by being cooked in an open vessel or kettle, which allows much of the flavor and substance to escape and prevents the heat element from reaching all parts of the food at the same time, which results in the food being unevenly cooked. When food thus partially cooked is taken into the stomach it imposes a severe strain on the digestive apparatus, resulting in chronic indigestion and many attendant ills.

"While lying in bed at the hospital, I began to think out a way to prepare food as I knew it should be prepared. When I had recovered sufficiently to go to my home, I asked my wife to prepare a piece of meat by placing it between a hot skillet and a hot flat iron, so that it would cook from both sides at the same time. This crude experiment brought very satisfactory results, and the meat thus prepared tasted the best

of any that I had ever eaten. It was because the heat element in cooking had been evenly distributed, allowing the meat to cook on the bottom, sides and top at the same time and at the same degree of temperature. The meat juices and the flavor had all been retained, because there was no way for it to escape.

"Following this crude device, I made a cooker of cast iron material, which, though an improvement over the skillet and flat iron affair, still lacked perfection in every detail. After several years of experimenting I discovered that an aluminum kettle, with a steel cover, clamped down by a single screw, and equipped with a safety valve, answered every requirement of a perfect cooker. The biggest problem was to produce a safety valve that would allow the food to be cooked at a given degree of heat and temperature and at the same time warn the operator of the cooker when a sufficient amount of steam had been raised. This was finally solved through the use of a small steel ball, about an inch in diameter, which fits on top of the escape valve, allowing the heat to be limited or increased to twenty pounds pressure, or 276 degrees Fahrenheit. When the required amount of heat has been attained, the ball begins to dance from the exhaust steam, is a warning to the operator, who merely turns down the fire under the cooker to the proper degree.

"There is no circulation of steam within the vessel, which allows different articles of food, such as rice and onions, to be cooked at the same time without the slightest taint of mixed flavors. Simply place a cover over each article, and the concentrated steam pressure from all sides of the vessel prevents any escape of flavor or odors. All sorts of food may be perfectly cooked in this manner, in a fraction of the time and at much less expense than by the old method of an ordinary pot or kettle.

"I firmly believe that I owe the fact that I am alive today to the discovery of this means of cooking food in an absolutely perfect manner, which makes any article of food easily digestible and at the same time makes it far more palatable and nutritious than any other known method."—Adv.



William Gray, Inventor of the Perfection Cooker.

THE NEW AND IDEAL



CONSERVES FLAVOR. HEALTH.

New Industry, Cradled and Nursed in Omaha, Will Within a Few Years Make the Name of Omaha Synonymous With One of the Greatest Industries in the Country.

Perhaps few Omahans are aware that right here in this city of opportunity and achievement, an industry destined to write the name of the Gate City in flaming letters across the map of the continent, has had its birth and beginning.

Just the same as the Ford made the city of Detroit known throughout the world as the mother city of the automobile industry, so this new industry, cradled and nursed in Omaha, will within the space of a few years, make the name of this city synonymous with one of the greatest of modern enterprises.

Just as the Ford motor cars filled a long-felt want by answering the demand for a practicable, serviceable article at a low net cost, so now will this wonderful invention, now being manufactured, and sold in Omaha, gain its popularity by its own merits.

The name of this marvelous device, which is destined to add immeasurably to the sum of human happiness, is the Perfection cooker, the only known method by which food can be scientifically cooked without the semblance of a flaw, and at a fraction of the time and cost of the ordinary methods used by the housewife.

Starting in a small way last July, the Perfection Cooker corporation, 1424 Capitol avenue, has increased its output from five Perfection cookers to more than sixty-five a day.

H. R. Follmer, head of the company, has the following to say about this new invention:

"William Gray of Lincoln, the inventor of the Perfection cooker, will be known as one of the greatest benefactors of humanity the world has ever produced. His invention touches what is in reality the most vital problem of all the ages—the problem of food. We depend for our very existence on food. All the material success in this world comes from the nourishment of our bodies

and brains with the substance that preserves life. The misery caused by improperly cooked food, with the attendant impediment of physical and mental vigor, is impossible to estimate. By this new device a new era of health and happiness has dawned for human kind.

"The field of usefulness of the Perfection cooker is co-extensive with the civilized world. If all of the women of the land knew the value of this wonderful article, a thousand factories could not supply the demand. It is the greatest conservator of the age. It is held by competent judges to be an invention equal in importance to the sewing machine. As a household utility it will be in greater demand than the clothes washing machine, the refrigerator, the vacuum cleaner, the gas stove or the carpet sweeper, all of which have developed great industries.

"The kettle is the oldest known article of manufacture. The world has not a home in it that does not have a pot, a stew pan or a kettle of some description, besides the countless thousands of hotels, restaurants, cafes, hospitals and camps, all using the old style pots and kettles. Every one of these is regarded as a potential customer or buyer of a Perfection cooker.

"Household utilities become commonplace to us. We see them every day and accept them as a matter of course. We seldom stop to think what these commonplace articles may have meant to industry, to the employment of thousands of workers in their manufacture and sale, and, what is more important, to the good fortune of those who use them daily.

"But to demonstrate the merits of the Perfection cooker:

"By the use of the higher degrees of heat obtained by this vessel, the operator saves two-thirds of the time, three-fourths of the fuel and all the flavor of the articles of food. These facts can be scientifically demonstrated and proven to anyone who will investigate.

"Just how is this done? It's very simple, as are most great inventions. In the old boiling kettle we get only 22 degrees of effective cooking heat at sea level, while at the same time

much of the nutritive value and flavor of the food escapes by being carried off by the steam. In higher altitudes the effective degree of cooking heat are still further reduced, because of the lack of pressure. In other words, the higher the altitude the harder it is to cook in an open kettle. With the Perfection cooker we can cook with the same perfect results in any altitude because the degree of heat obtained by the pressure within the vessel give a temperature of 276 degrees Fahrenheit, leaving 86 degrees of effective cooking heat as against 22 degrees supplied by the old style kettle at sea level altitude. The concentration of steam from all sides of the vessel at the same time not only makes it impossible for the slightest amount of the flavor or nutritive value of the food to escape, but allows the cooking simultaneously of different articles of food with absolutely no danger of the flavors becoming tainted or mixed.

"Another important feature of the Perfection cooker is that it is impossible for this receptacle to boil over or boil dry. Covered with a steel lid that clamps down tight by means of a single screw, and guarded by a safety valve, a pint of water may be boiled all day long without losing a drop through evaporation. By means of a small steel ball, fitted over the exhaust tube in the cover, an alarm is sounded when the required amount of steam has been obtained, and the operator merely regulates the fire to the desired temperature.

"Because all of the flavor of the article is retained or cooked into it, the Perfection cooker, besides being a great time saver and conservator of fuel, is a great economizer in that the cheaper cuts of meat, such as neck bones and rump steak, may be cooked in such a manner as to be wholly as palatable and nourishing as the finest cuts of meat.

"I consider the field for such an article practically unlimited. The only problem is to bring the merits of the Perfection cooker before the people, to educate them to the health value as well as the money value of this household utility, which will eliminate the drudgery of the kitchen and revolutionize the art of cooking."—Adv.



WE WANT SALESMANAGERS
Each Cooker represents virgin territory.
Practically unlimited possibilities.

A Word to the Wives

WE WANT SALESMANAGERS
Each Cooker represents virgin territory.
Practically unlimited possibilities.

You Can Now Save One-Third the Fuel, Two-Thirds the Time, and All the Flavor

Why waste or worry? Read what a Perfection Cooker will do for you in your kitchen

The PERFECTION COOKER is the only cooking utensil that conserves all the things the old-fashioned boiling kettle wastes. The cooking utensil that won't boil over or boil dry; that saves two-thirds the fuel used in ordinary cooking, one-third the time of ordinary cooking and every bit of the food flavor. The cooking utensil that thoroughly breaks up and releases the oils, fats and nutrients contained in the food cooked therein, therefore insuring you better tasting, better digesting, more enjoyable meals.

Foods cooked in a PERFECTION COOKER are not predigested, but are in a form that whets your appetite, they taste so good; are easily digested, and absorbed by the system.

The strongest stomachs appreciate such foods; the weakest stomachs find foods so cooked provide a health-building treatment which promotes the flow of digestive fluids without the aid of drugs or other methods of artificial digestion. We want you to have a Perfection Cooker in your home, and to enjoy the saving its use will mean.

A PERFECTION COOKER will save you time, work and worry, fuel, food and flavor. We guarantee to give you satisfaction.

Why be without this modern convenience? Five thousand PERFECTION COOKER users in Omaha and Lincoln demonstrate that PERFECTION COOKERS reduce gas bills, grocery bills and promotes saving, not waste. Use the coupon and let us deliver one to your home.

You can buy a Perfection Cooker on weekly or monthly payments if you wish.

Live Wire Representatives Wanted in Every County in Every State

From every state in the union we are receiving requests for cookers. We need live wire representatives in every town, county and state to look after these inquiries. This is a real opportunity to get into a new field, where the market is unlimited and the demand increasing every day. A field where your income will match your efforts and be just as big as you choose to make it.

If you want to make \$2.00 an hour or better get in touch with us at once, but be sure to give bank or other substantial references; as we are not seeking floaters nor have we anything to give away; but for live wire men and women who have vision and are willing to work we have the opportunity of a life-time. Use the coupon or write us a letter. DO IT NOW.

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PRESSURE COOKER SERVICE CO.

1424 CAPITOL AVENUE

Phone Tyler 2862

OMAHA, U. S. A.

Kindly send me further information relative to purchasing a Perfection Cooker. This incurs no obligation on my part to buy.

NAME.....

ADDRESS.....

I am interested in your proposition to see Perfection Cookers and will appreciate further information.

NAME.....

ADDRESS.....

REFERENCES.....

