

### Make Your Own Terms in Reason

Any person buying a Universal heater or range will be allowed to name their own terms of payment, providing, of course, they are within reason. Select yours tomorrow and pay for it while using the same.

### See Also Back Page

this section, for other important Meier & Frank Store news.



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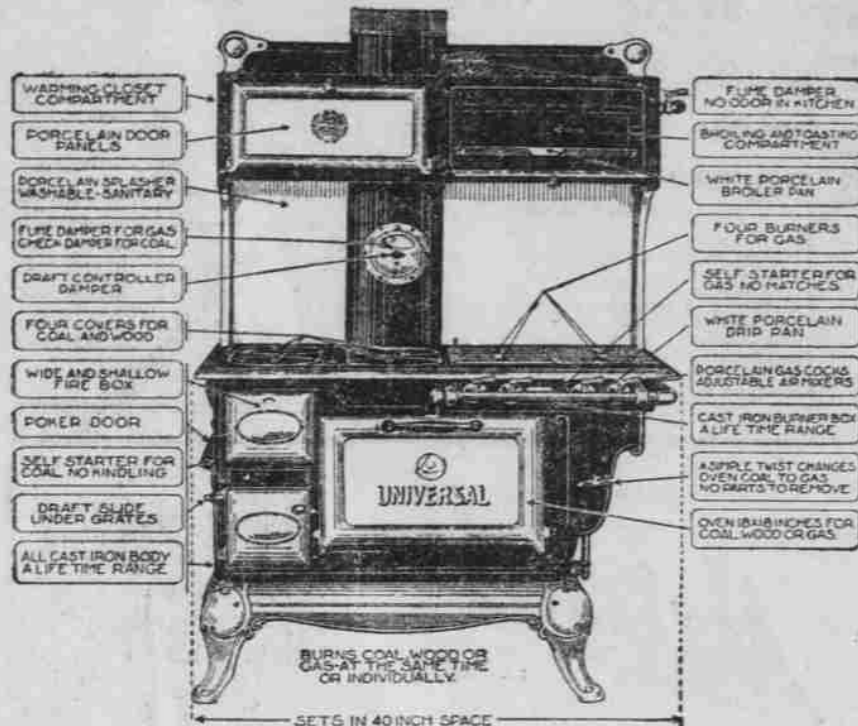
# THIS IS UNIVERSAL WEEK



## Let Us Exchange Your Old Range for a New Simplex UNIVERSAL Combination

### Burns Gas and Wood or Coal Separately or Together

¶A warm kitchen in cool weather—a cool kitchen in warm weather—is assured if you own a Simplex Universal Combination Range. Turn on the gas, and the oven equipment is automatically adjusted for gas. Turn off the gas, and the gas and oven equipment is automatically adjusted for wood or coal. Burns gas, and coal, and wood. It is two complete ranges in one, and occupies the space of only one range. Self-starter for gas, no matches. Self-starter for wood or coal, no kindling.



### Nothing to Remember—There Are No Parts to Change

¶Fuel changes are made instantaneously and automatically by the merest twist of the wrist. A twist of the key in one direction elevates the gas burner from flush with the bottom of the oven, opens the exit in the top, turns on the gas—all automatically. A turn of the key in the opposite direction and the gas is turned off, the burner lowered, the exit closed, and the range is ready for coal or wood. Nothing could be more simple. Come in tomorrow and let us demonstrate the many more exclusive features of these truly wonderful ranges.

### Your Old Range Taken in Exchange as Part Payment

## Black Smoke Is Waste Fuel—

¶The United States Government analysis of the various soft coals used in Portland shows that some contain an average of 40 per cent volatile matter.

¶Volatile, in coal, is the smoke and gases arising from the fire that are the first elements released when burning coal. This smoke and gas in the ordinary stove escapes unconsumed through the smoke pipe and chimneys. Tests have proven that the volatile contains the same percentage of heat units as the carbon in coal, when same is burned and consumed before escaping through chimneys.

## The Air Blast Universal

¶The Air Blast Universal is without a doubt the greatest fuel saver on the market today. With its new and novel construction, it supplies an abundance of super-heated air, directly over the fuel chamber, burning and consuming all the smoke and gases, assuring 100 per cent heating efficiency. Also this over-draft baffles the heat, prevents its usual free escape through smoke pipe and deflects same to the floor. Any stove will heat the ceiling. The Air Blast Universal will heat the floor as well.

¶The Air Blast Universal is a high-class, well built stove, carefully fitted and mounted, and we know it will please you immensely.

¶We will be very glad to demonstrate to you the many wonderful features of this stove at our store, and we know that the fuel-saving feature will interest you greatly. And remember, you can

## Make Your Own Terms Within Reason

¶Select your new Universal range or heater here and you can arrange any terms of payment within reason. Select yours tomorrow from our vast new assortment and pay for the same while using it.

### Come In Tomorrow and See These Most Modern Stoves

Exclusive Portland Agents for Universal Ranges and Heaters

—Sixth Floor, Fifth Street

