

SEE OPPOSITE PAGE AND BACK PAGE THIS SECTION ALSO FRONT PAGE DRAMATIC SECTION FOR MEIER & FRANK NEWS

# We Announce, to Begin Tomorrow and Continue All Week, a Great Factory Demonstration of "Universal" Pipeless Furnaces

A representative of the staff of the Universal factory experts will be at MEIER & FRANK'S this week—and this week only. He will tell you all about the Universal Asbestos Insulated Pipeless Furnace. Come and talk to him.



You are cordially invited to call and see the Universal Pipeless Furnace—the most perfect development of this great idea in house heating. This demonstration has been arranged for the benefit of the many who wish to know more of it.

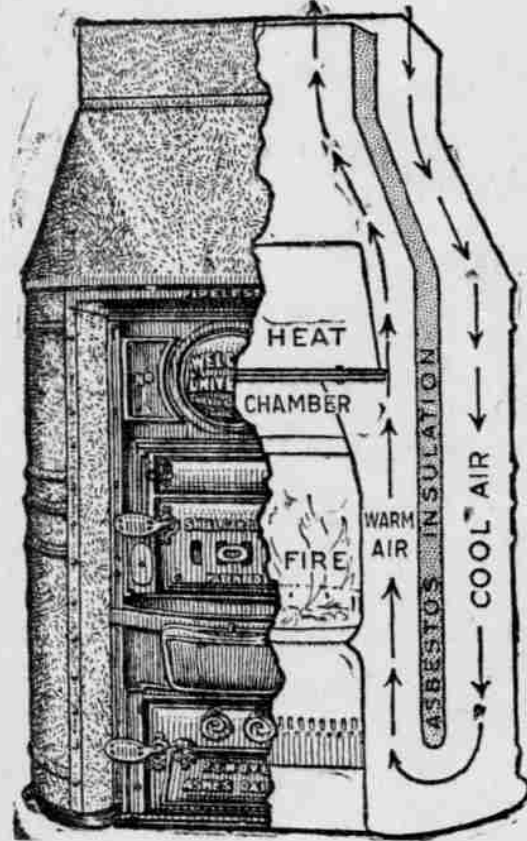


Some of the Many Portland Homes

in which the Universal Pipeless Furnace is now in active operation are shown above. Owners' names and addresses are on our files. These and thousands of home-keepers all over the country will testify to the heat-making and fuel-saving qualities of the Universal Pipeless Furnace.

Demonstration on the Sixth Floor

Demonstration on the Sixth Floor



## Special Offer for This Week Only

During Demonstration Week only the factory will include, without charge, with every Universal Asbestos Insulated Pipeless Furnace purchased at this store, an Automatic Clock Draft Regulator as illustrated. You simply set the clock and it regulates the furnace automatically.

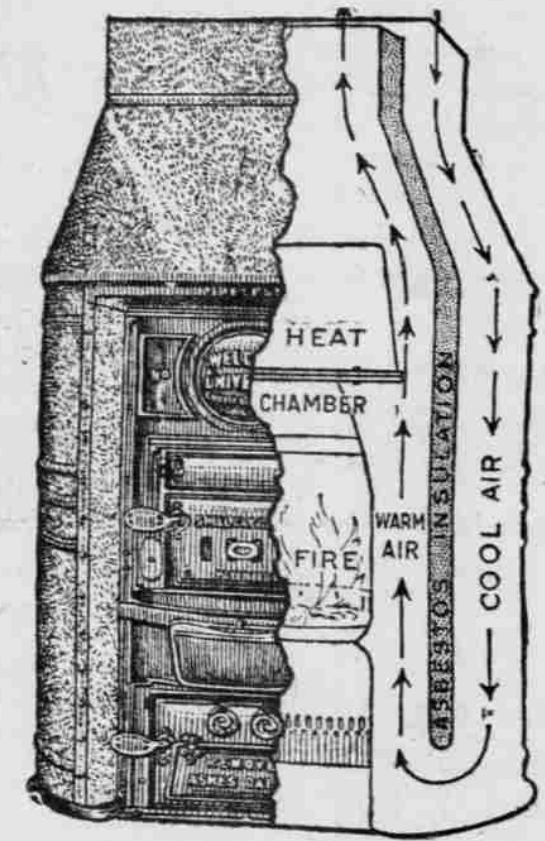


Universal Pipeless Furnace this week and to those who make arrangements this week with us to install the Pipeless Furnace later.

You set the clock and it opens the drafts in the furnace door at any time desired. This is a convenience you will appreciate, as it insures uniform heat in the early hours of chilly winter mornings.

This "Little Draft-Man" Furnace Regulator is nationally advertised at \$15. It will be given free to purchasers of the

FREE to Purchasers This Week Only



## "Universal" Asbestos-Insulation

Perfect air circulation is secured by perfect insulation—separation of the warm air compartment from the cool air compartment.

The two best heat insulators known are asbestos and dead air. Noted engineers use both in surrounding the warm air chamber of the "Universal" with complete insulation from the cool air passage (see illustration).

So we know that no heat is wasted. None can penetrate where it is not needed. Constant air circulation is always going on in the "Universal" Pipeless Furnace.



The instant a fire is lighted, warm air begins to flow from the furnace and cool air is drawn into the furnace to be heated. The asbestos insulation and unit air cells serve to create a suction drawing the air from all corners of the home. And this constant flow of heat and circulation never ceases while a spark remains in the firebox.

A cool basement is assured, as the entire furnace is insulated by a cool air chamber, while all heat radiates directly into the room through the single register. There are no long heat-wasting pipes.

The Universal Pipeless Furnace heats every room through ONE register.

## Circulation Is the Prime Factor

with the Universal Pipeless Furnace.

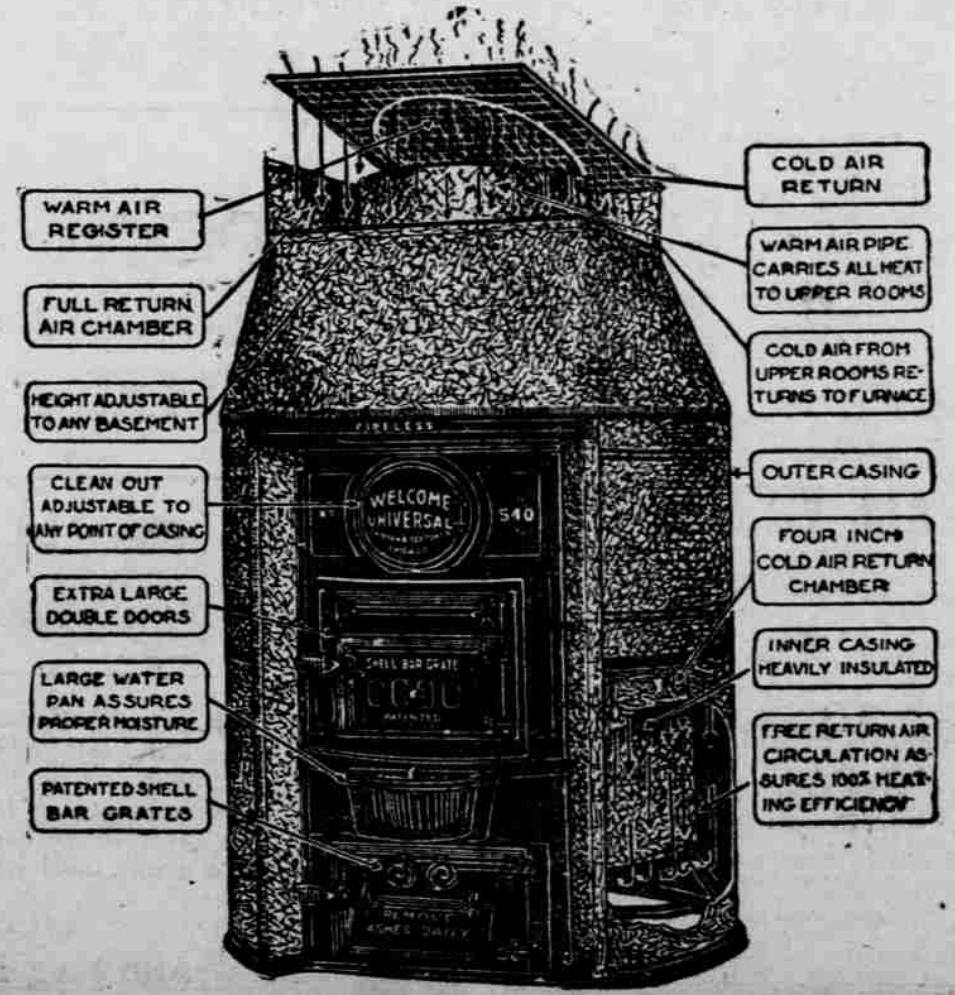
Immediately after the fire is lighted the air from all parts of the house starts in motion, drawing the cold air from every room to the furnace through the outer cold-air chamber and over the hot castings, returning heated, purified and revitalized to every room in the house. This system results in added heat and continuous circulation.

## Your Old Heater Taken as Part Payment

on one of these wonderful Universal Asbestos-Insulated Pipeless Furnaces. Now is a good time to dispose of dusty, dirty stoves and eliminate the endless work looking after several fires. The Universal Asbestos-Insulated Pipeless Furnace requires little more fuel than an ordinary heating stove. Every modern home should have one. It can be installed in any home without remodeling or cutting of walls.

## The Universal Pipeless Furnace Is All That the Name Implies

—a complete heating and ventilating system installed in your basement, without pipes. Has just ONE REGISTER, directly above the furnace, which provides both the warm air outlet and the cold air return. It is constructed to comply with the established laws of nature—warm air is light and rises, cool air is heavy and descends. Creates perfect circulation, humidifies as well as heats and ventilates.



Can be installed in homes already built as well as those under construction.

## Come in and See This Famous Universal Pipeless Furnace

Let us show you how it gives you more heat with less fuel, how it takes the place of stoves or unsatisfactory old-style pipe furnaces and gives you a warm house and cool basement, saving hundreds of dollars in heat that is now wasted.

MAKE YOUR OWN TERMS IN REASON

Plan Now to Attend the Demonstration Tomorrow or Some Day This Week

—Meier & Frank's, Sixth Floor.