

CHARGE PURCHASES MADE MONDAY AND TUESDAY WILL GO ON SEPTEMBER BILLS DATED OCTOBER 1
SEE ALSO BACK PAGE, THIS SECTION

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

UNIVERSAL Week

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Beginning Tomorrow and Continuing All This Week

Great Factory Demonstration of Universal Pipeless Furnaces - and Universal Combination Ranges

September will be here in three days.

Time to be thinking about cold-weather heating.

Chilly homes are unhappy, unhealthful homes.

Furnaces which gobble up unlimited tonnage of coal without producing satisfactory heat throughout the house are frequently more trouble than they are worth. The man of the house is constantly down in the lower regions shoveling coal or raking the furnace to little or no avail.

The Universal Pipeless Furnace

is a complete heating system. It derives its name "pipeless" from the fact that there are no overhead pipes to convey heat to the different rooms. Instead it has a single register above the furnace which provides both the outlet for warm air and intake for cold air.

Practically every bit of heat generated passes into the house, thereby giving the maximum benefit of all fuel consumed. The Universal Asbestos-Insulated Furnace meets every requirement of health, comfort and economy. The healthful part of this system lies in the fact that it humidifies as well as ventilates while it heats—furnishes the air with an adequate supply of moisture.

Circulation Is a Very Important Factor of the Universal Pipeless Furnace

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

Three Points in Which the Universal Pipeless Furnace Is Superior

Construction

Scientifically designed and built of the best quality materials. There is no scrap iron used in the Universal Pipeless Furnace. Nothing but new gray cast iron, and the finishing is done by skilled mechanics. Doors and tamper are ground and fitted—assuring tightness and draft control, an essential feature in a heating device.

Combustion

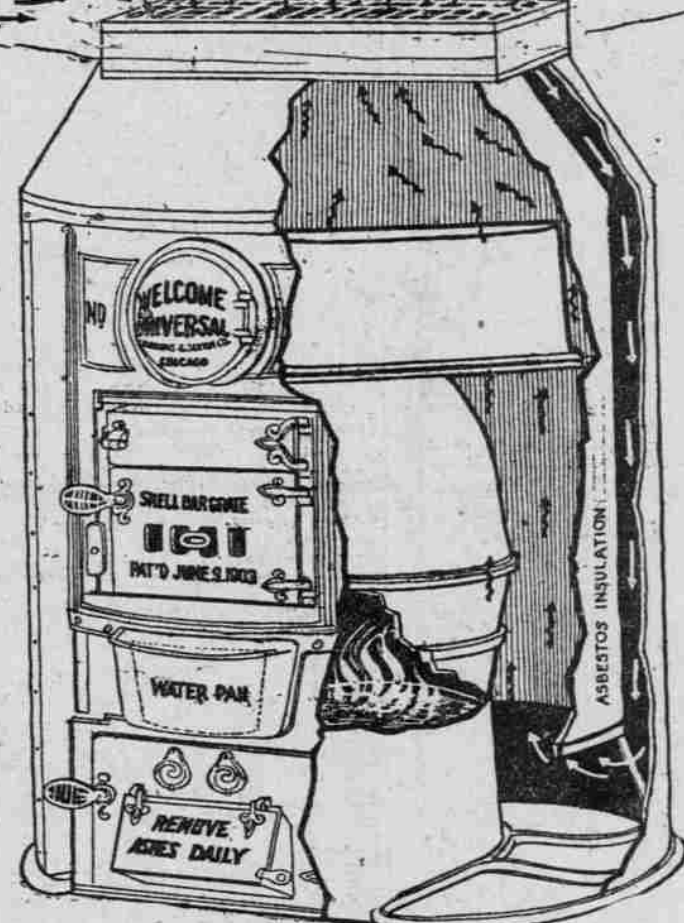
The patented "shell bar" grates, the "Universal" Air Blast, the properly designed combustion chamber and long heat travel—all combine to make for maximum combustion and economy of fuel in the Universal Pipeless Furnace. Let us explain these features in detail.

Insulation

As circulation is the important factor in a Pipeless Furnace, the proper insulation of the inner casing is of the utmost importance. Without this insulation heat would radiate through the inner casing to the cold-air chamber and prevent circulation. The inner casing of the Universal Pipeless Furnace is thoroughly insulated with asbestos—one of the most perfect of insulation materials.



Gives
More
Heat
With
Less
Fuel



Heats
Every
Room
With
One
Register

Ask About the Universal Pipeless This Week

A representative of the staff of Universal factory heating experts will be here from Monday until Saturday night. He will tell you all about the remarkable line of Universal heating and cooking devices.

You Are Cordially Invited

to come and investigate the merits of the scientific Universal Pipeless Furnace and the Universal Combination Range—the range of simplicity and thrift.

Easily Installed

The Universal Pipeless Furnace is easily and quickly installed by our experienced workmen. No need of running pipes up through the house or having your home torn up for a week or so—if you have us install a Universal Pipeless Furnace.

Do It Now If You Wish to Have Your Furnace Ready for Cold Weather

* * *

Every season the Universal Pipeless Furnace becomes more popular because it is becoming better known to a greater number of people.

We anticipate a great amount of business this autumn and we believe it will be to your advantage to give us your order as soon as possible so that we may install the furnace immediately.

Convenient Terms

Your old heater taken as part payment of a Universal Pipeless Furnace.

Your old range taken as part payment of a Universal Combination Range.

Make Your Own Terms in Reason



These Portland homes are only two of many fine houses in this city whose pleasantly warm and even temperature has been obtained by installing Universal Pipeless Furnaces.

Universal Combination Ranges

Burn Gas, Coal, Wood - and Heat Plenty of Hot Water

THE Universal Combination Range is shown in a variety of finishes. It is made in plain Colonial design with ample nickel trimmings and in the famous "Univit" all porcelain of unusual strength and durability. Finished in rich blue or gray, it may be wiped clean with a damp cloth and never requires blacking.

The Universal Combination is the ideal all-the-year-round range.

It burns wood and coal or gas separately or at the same time. With a Universal Combination the kitchen can be kept comfortably cool in summer and warm in winter.

It does in a most satisfactory way the many things you want a range to do—all in the space of 40 inches. Body of cast iron—the most durable of ranges. Fitted with efficient six-pipe coil—gives abundance of hot water—self-starter in firebox—no kindling required—automatic gas lighter.

Changes instantly from wood to gas.

For gas—simply turn on the gas and light it.

For coal or wood—simply start your fire.

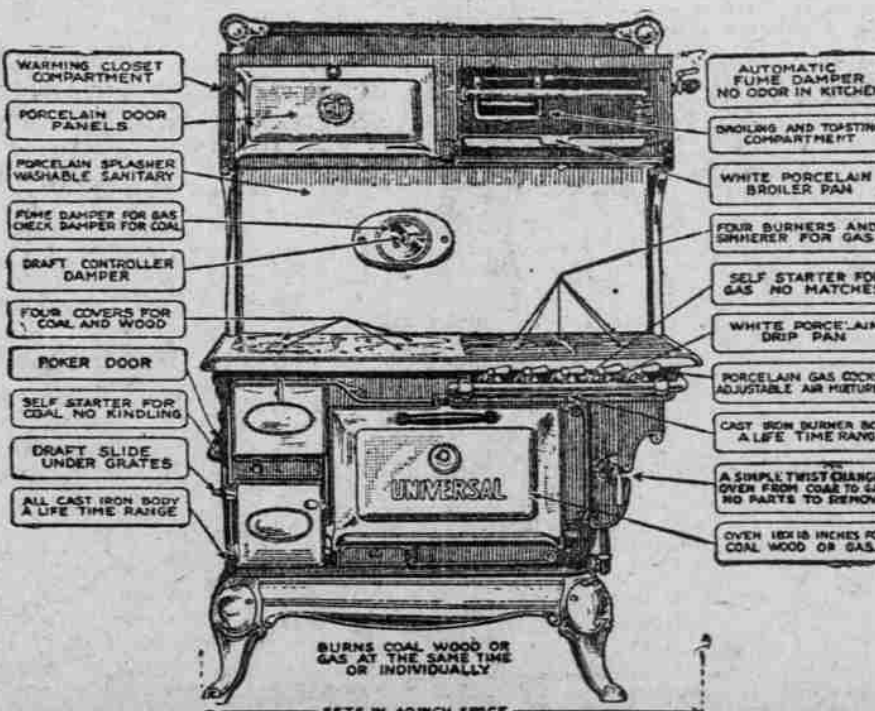
Absolutely nothing to take out or put back—a complete gas range and complete range for coal and wood all in one.

The same oven is used for all fuels and both gas and coal or wood can be used at the same time—in the oven or on the cooking top.

A gas range is wasteful in winter, as other fuel is needed for heating the kitchen and one or more rooms. A coal or wood range is wasteful in summer, as enough fuel is used to heat the entire range and the rooms besides, although it may be only a cup of coffee that is being boiled.

Your old range will be taken as part payment for a Universal Combination Range.

Make Your Own Terms—in Reason



The gas key for the oven is most conveniently located at the front as is shown in illustration below. When this key is turned "on" the oven is ready for gas and it is merely necessary to light the oven burner. When turned "off" the range is ready for coal or wood.

Talk to the Universal expert from the factory and ask him to show you this conveniently modern cooking range.

Make Your Own Terms—in Reason

—Meier & Frank's: Sixth Floor, Fifth Street.

Universal Heaters Are Here In Wide Variety

Wood heaters, coal heaters and Combination wood and coal heaters, including the famous

Air Blast Universal Heaters With Duplex Grates

and the overdraft principle burn wood, coal, bark or briquettes. They save fuel. They hold the fire and heat the floor.

—Meier & Frank's: Stove Shop, Fifth Floor.