

THE COUNTRY GENTLEMAN May 29, 1922 THE COUNTRY GENTLEMAN

It's here at Last!
A Revolutionizing invention—the SUPERFEX Burner that cooks as fast as gas and is absolutely reliable.

The Kind of Range You've Always Wanted

THE world's largest makers of oil stoves and ranges have crowned their achievements with the production of an oil stove that cooks as fast as gas and is absolutely reliable.

In speed and action are all in the New Superfex Burner which grills a round steak, broils a leg of mutton, bakes a chicken pie or broasts a lot of fruit in proper time—fast or slow—in each operation, by a simple sliding flame or a gentle constant heat.

Over four million households already appreciate the reliability, economy and comfort of the New Deflector Oil Cook Stove. The new burner adds quickness and absolute heat control to the steady variety of these New Perfection Models.

To accommodate the Superior Burners and the Farm Stoves, we have constructed a new range for beauty, strength, unexcelled convenience, completeness and all-around perfection, sets a new standard. Now an ambition for the first time—America's own. Visit your dealer.

These new (Series 300) models of the New Perfection Line, equipped with the revolutionary Superfex Burner, are additional to the long established regular New Perfection Line. The Series 300 New Perfection Models, however, are favored the world over, continue to be the most popular of stoves made at their price.

THE CLEVELAND METAL PRODUCTS COMPANY
 1000 EAST AVENUE CLEVELAND, OHIO

NEW PERFECTION Oil Cook Stoves & Ranges with SUPERFEX Burners

What you get in this new stove—See it NOW at your dealers.

1. Cooking speed of the new Superfex Burner.
2. Greater economy and reliability of cooking with Superfex oil.
3. Operating convenience and time saving features.
4. Handsome, sturdy, light-colored enamel with light and heavy Aladdin Quality Porcelain Enamel Coating Top, and new base shell for stoves.
5. The New Perfection quality standard the world over.
6. Two sizes of Stoves, Ranges and Ranges and three Standard Burner Models.
7. A new Superfex Oil Cook Stove Range as at change.

“Our advertising in THE COUNTRY GENTLEMAN brings an especially large number of inquiries from women readers.”

“Our Largest Sales are in the Farm-Trade Towns”

writes The Cleveland Metal Products Company of Cleveland, Ohio.

“We are making THE COUNTRY GENTLEMAN our key medium in this market.

“We find our advertising in it affords a strong support for our dealers because its readers are the sort who in-

fluence the buying practices of their communities.

“Through it we rediscovered the farm possibilities of one of our lines that had been pushed hardest in cities.

“Also it has helped to lengthen the normal buying season of some of the more seasonal CMP Household Products.

“This year, with the largest list of publications and the most extensive advertising effort we have ever used, THE COUNTRY GENTLEMAN is the only medium in which we are carrying a full and uninterrupted monthly schedule.”

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA
The Country Gentleman The Saturday Evening Post The Ladies' Home Journal