

“We had a business barrier to remove”

THE COUNTRY GENTLEMAN



CALORIC

**THE NAME THAT IDENTIFIES
SUCCESSFUL PIPELESS HEATING**

Caloric—the heating achievement of the century.
The name Caloric identifies the heating plant that fills every room with balmy warmth in coldest weather—and cuts fuel bills $\frac{1}{3}$ to $\frac{1}{2}$.
It identifies the heating plant that is sold under a Money-Back Guarantee and that has made good its guarantee in actual service in over 125,000 homes. There is only one Caloric—the name is on the lead door. It's your bond of heating satisfaction.
FURNACE HEAT FOR EVERY HOME

CALORIC

LARGEST MANUFACTURER OF WARM AIR FURNACES IN THE WORLD

One of the Monitor Stove Company's thirteen productive page advertisements in *The Country Gentleman* in 1921.

writes The Monitor Stove Company of Cincinnati. “Our Caloric Pipeless Furnace was a change from accepted heating and ventilating methods and the regular trade channels were practically closed to us.

“We coupled our sales efforts with consistent advertising in the farm field. This has enabled us to build up a new distributing system and create a growing market.

“THE COUNTRY GENTLEMAN is the most effective farm medium we have used. Its ability to produce returns has caused us to increase our space in it steadily since 1916. We find it prolific of inquiries of a high potential sales value.”

The COUNTRY GENTLEMAN

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