

MUTINY IN THE BASEMENT

WHY TEND FURNACE, SHOVEL
COAL, DRAG OUT ASHES, PUT
UP WITH DIRT, DRUDGERY, AND
INCONVENIENCE OF COAL
. . . . WHEN YOU CAN HAVE

Williams
OIL-O-MATIC
"Hushed Heat"

FOR NO MORE THAN COAL COSTS!

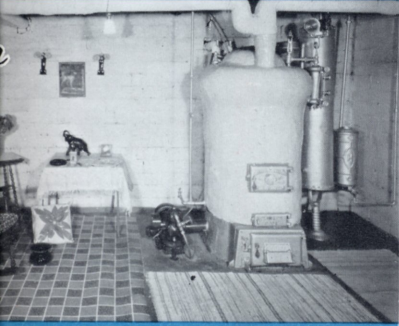


Get the facts about Oil-O-Matic

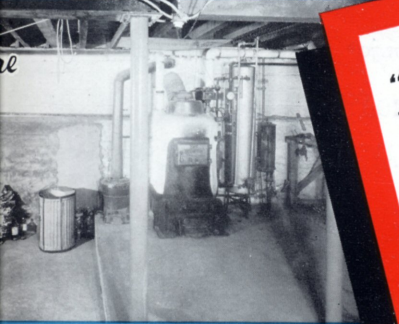
Oil-O-Matic



In an Iowa home heated by a coal-fired furnace. Note the soot, dirt and the valuable space given over to ash cans, coal, etc.



Furnace was removed and an Oil-O-Matic installed. After this photograph was taken. The space occupied by ash cans and coal became this quiet, clean room, hottest summer weather and cozy warm in winter.



Dark, light basement in this Long Island home had no utilities but it was made unusable by the soot, dust and dirt of the coal furnace.

Why shovel coal, cart out ashes, put up with dirt, uneven heat and worry, when you can have all the comfort and cleanliness of Oil-O-Matic Hushed Heat for no more than coal costs. With Oil-O-Matic you get . . .

1. UNIQUE PATENTED OIL-O-MATIC FEATURES which give you far more heat from less oil . . . allow you to burn the lower-in-cost fuel oils that save money on annual heating bills. Oil-O-Matic can use any grade of fuel just as efficiently.
2. THE WORLD'S FINEST OIL BURNER, made by the leader in the oil burner industry . . . with new, and important basic principles that are outstanding advantages over all other domestic oil burners.
3. MUCH LOWER PRICES! Although this new Williams Oil-O-Matic is the finest ever built, mass production (Oil-O-Matic is the world's largest selling oil burner) has reduced prices 50% in the last five years!

Find out what the owners of Oil-O-Matics say about Oil-O-Matic's economy, its cleanliness . . . its complete freedom from furnace tending! Then resolve that you won't spend another week shoveling coal . . . when it costs no more to have a Williams Oil-O-Matic! Get in touch with us at once. We'll make you a free heating estimate . . . at no obligation. Oil-O-Matic can be installed in any furnace or boiler in a few hours time!

"This clean, comfortable heat costs no more than coal."
 So testified the majority of Oil-O-Matic owners questioned recently by an independent research organization.



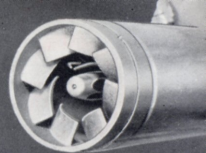
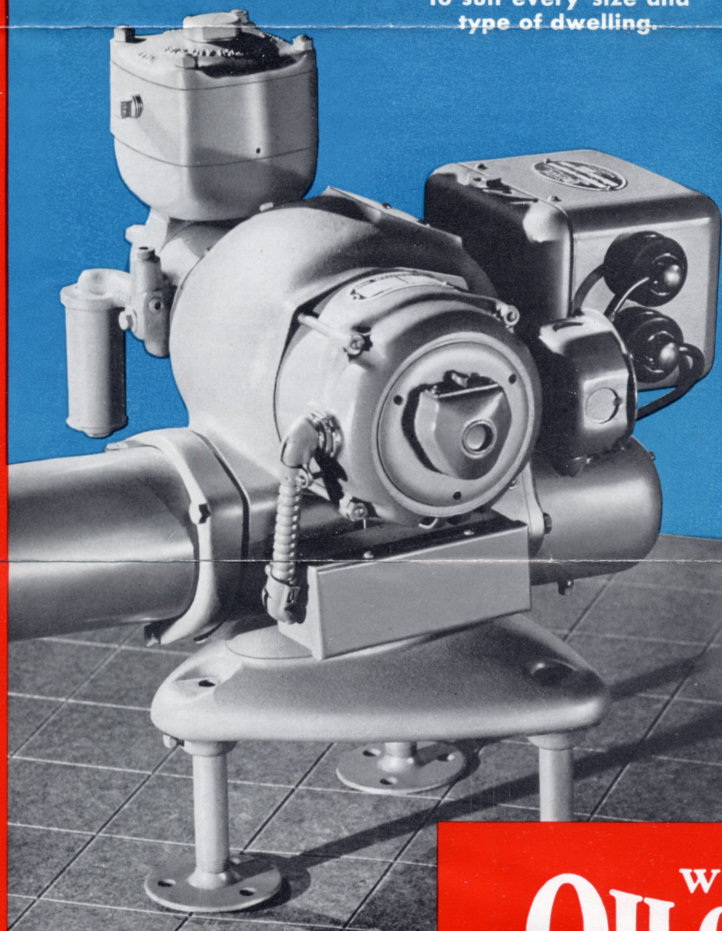
Here is how your basement can look after an Oil-O-Matic installation. It has become a beautiful living room. Thousands of basements have been reclaimed by Oil-O-Matic to become recreation rooms, play rooms, hobby rooms, etc. Your basement doubtless has these same possibilities if you will free it from coal dust and soot with Oil-O-Matic.

O-Matic from

owners!

**WORLD'S LARGEST SELLING OIL
BURNER... OVER 200,000 INSTALLED**

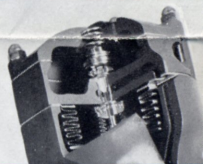
There's an Oil-O-Matic
to suit every size and
type of dwelling.



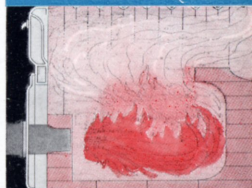
TRUE PROJECTED FLAME



FAMOUS DIFFUSOR



OIL SHUT-OFF VALVE



ALL PARTS OUTSIDE FURNACE



OIL METERING PUMP

WILLIAMS
OIL-O-MATIC
HEATING

LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES