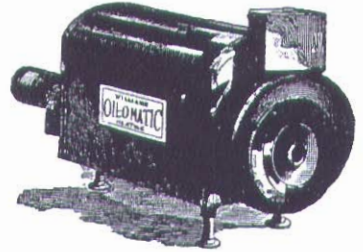




"THE comfort and convenience once restricted to luxurious hotel life, is an everyday experience in the home that is heated with Oil-O-Matic. No room is ever cold—unintentionally."



Men can be so stubborn *about a thing like oil heat*

A protest by MARY EDGINGTON WIDNEY

Man is so inconsistent. He illuminates our fingers with jewels, and lets us shake the furnace.

He buys us an electric washer to save hands that must split kindling. Or he writes a sizable check each week for a maid who won't even look at the fire. He surprises us with a grand piano and expects us to play "The End of a Perfect Day," after playing fireman. He gives us a closed car and cautions us not to let the furnace go out.

And all to no purpose. Even to his own discomfort.

Oil heat without attention

He could have oilomatic heat installed for the price of a few tons of coal. And the odds are, that while paying the balance over a year, he would save about 10% on the heating bill.

Granted that we women know little of mechanics. The kind of oil heat I am referring to doesn't require that we do.

All of my neighbors who have oilomatic heat say that they never look at their burner except to show it to guests. When I visit them, I cannot tell whether the burner is running or not.

Oil heat not expensive

But the thing I do notice is the sense of comfort and the freshness of their furnishings. And they don't dust half as often as I do. I have to have the ivory woodwork cleaned before every party. They never touch theirs. I have my white curtains washed three times as often.

And with all this extra work, our coal heat costs us more than their oil heat!

Comfort is beyond price

It is not cost that is depriving thousands of families of oilomatic heat. They spend an equal amount many times for luxuries that cannot give a fraction of its comfort and satisfaction. Nor is it the size of their house or type of heating

plant. Oil-O-Matic has been functioning with the regularity of a watch for seven years in houses of five to thirty rooms. And in every standard heating plant.

It is only because they do not realize how much more comfortable home would be. Or what a relief it is to be freed from all thought and care of the furnace.

Get the facts today!

Once you talk to the oilomatician in your community you will see oil heat in its true light. Or read, "Heating Homes With Oil." It's a new book just off the press, that you may have for the simple return of the coupon below. Just fill in your name and home address and drop it in the mail.

**WILLIAMS
OIL-O-MATIC
HEATING**

World's Largest Producer of Automatic Oil Burners

Williams Oil-O-Matic Heating Corp.
Bloomington, Illinois NC36

Without obligation, please send me a copy of your latest book on "Heating Homes With Oil."

Name

Home Address

Our heating plant is:

Steam Hot Water Warm Air