

YOU CAN PROVE THIS IS THE RIGHT WAY TO HEAT WITH OIL



Turn tip of paper light and burn easily.
LAW NO. 1—
Oil Must Be Broken Up.



Held this way, the flame of a match is clean and does not smoke.
LAW NO. 2—
Oil Must Burn in Mid-Air.



A match held in the air on a pin will burn completely.
LAW NO. 3—
Oil Must Be Mixed With Air.



Reflected heat makes it hotter between big buildings.
LAW NO. 4—
Oil Burns Best in Reflected Heat.



WILLIAMS OIL-O-MATIC HEATING

- Partial List of Users in Omaha**
- Adams, L. E., 4810 Harney St.
 - Ball, J. N., 4837 Farnam St.
 - Bowman, David H., 3703 Leavenworth
 - Bekins, John, 101 S. 54th St.
 - Cole, David, 531 S. 36th St.
 - Callfas, Dr. W. F., 903 Mercer Park Bvd.
 - Friedrichs, Mrs. Margaret, 49th and ... Chicago Sts.
 - Gifford, Dr. Harold, 3636 Burt St.
 - Gallagher, Paul, 513 S. 38th St.
 - Gregerson, J. L., 1904 S. 32d St.
 - Heavenrich, H. S., 103 N. 54th St.
 - Hossack, J. Q., 3112 Nicholas St.
 - Holy Angels Convent, 4718 N. 28th St.
 - Hanford, Samuel, 120 N. 42d St.
 - Jacobberger, H. A., 5110 Chicago St.
 - Jonas, Dr. A. F., 106 S. 31st Ave.
 - Johnston, Dr. R. S., 1305 S. 36th St.
 - Keogh, Fr. S., 110 N. 53d St.
 - Kirschbraun, Edwin, 3816 Davenport St.
 - Lawrie, Harry, 501 N. 51st St.
 - Lemere, Dr. H. B., 4826 Davenport St.
 - Litz, E. E., 6545 Florence Blvd.
 - McCaffrey, T. S., 3222 Dodge St.
 - New Happy Hollow Club House.
 - Parks, Jas., 1624 Missouri Ave.
 - Patton, Dr. Jas. M., 916 N. 38th Ave.
 - Rose, Halleck F., 130 N. 39th St.
 - Rhoades, W. E., 4819 Cass St.
 - Russell, Ralph, 5121 Webster St.
 - Scott, A. C., 303 S. 56th St.
 - Tukey, Harry, 105 N. 53d St.
 - Troxell, W. W., 4814 Davenport St.
 - Uren, Dr. C. F., 303 S. 50th Ave.
 - Von Lackum, Mrs. S. E., 2422 Camden Avenue.
 - Wead, F. D., 502 S. 40th St.
 - Wells, A. R., 113 N. Happy Hollow Bvd.
 - Wagner, Dr. J. E., 104 N. 31st Ave.
 - Wilcox, Leroy, 4820 Douglas St.
 - Woodard, W. A., 3216 Woolworth Ave.
 - Yieser, John O., 5024 Cass St.

This way of oil heating ends all doubt

Install now and enjoy the comfort of even temperature during the cold spring months. Every installation guaranteed by us. Pay for it as you enjoy it if you prefer. Get all the facts now.

THIS is to people who loathe coal, but continue to use it. Who want an oil burner but are slow to accept them. Particularly to those who do not realize that the oil burner problem was solved six years ago.

Everyone once thought that oil heat was an experiment. But now Oil-O-Matic has given people a new conception of oil heating.

Proved for six winters

In more than 20,000 homes, Oil-O-Matic holds the same balmy temperatures from fall to spring. Sudden zero blasts register no decline on their indoor thermometers. All this without their giving it a thought.

Their homes, they boast, are brighter and cleaner. No odor pervades their homes. No unpleasant noise is heard.

This is what Oil-O-Matic offers you and everyone with any type of good heating plant. In any size home or building.

The four laws demand this

Six years ago our engineers found four principles that were being disregarded. These explained the difficulties others were having in trying to heat with oil. No oil burner can ever be made to work right if its principle is wrong. The four natural laws of oil combustion are vital to successful operation.

Then we built Oil-O-Matic. It was the first to make use of these laws. It cost us \$250,000 before we installed a single one in anyone's home. But now it has proved these laws for six winters. Not one single important change has ever been necessary.

No hot plates are used because oil must be nebulized, not vaporized. No part is inside the firebox because oil must burn in sus-

pension to avoid forming soot. There's no manual control of dampers because an exact amount of air must be supplied.

We line the firebox with brick because reflected heat assures better combustion. The four laws demand this.

There's no continuous pilot light—it has no place on a modern oil burner. No adjustment is necessary if you change from one grade of oil to another. No worry about the oil not lighting, or blowing out.

Nothing but constant, automatic heat, pure and simple.

Every installation guaranteed

So Oil-O-Matic is unlike any other device that burns oil. It will interest you to see this burner that has finally solved the problem. There is an authorized dealer near you. Let him give you a demonstration. He guarantees every installation he makes.

Oil-O-Matic is sold and serviced by trained heating men in about 800 cities. Most of them are graduates of the Williams Institute of Heat Research. They have experience, facilities, organization and financial responsibility. They are backed by the largest producer of automatic oil burners in the world.

New facts about oil heating

Here's the book that throws new light on the whole subject. Explains interestingly, with illustrations, how this perfected way of heating relieves you of all care and thought of the furnace. Shows diagrams for ideal arrangement of basement space. Beautiful library edition printed in colors.



Send the coupon now for your copy of "New Facts About Oil Heating." After you read it you will never be content with any other way of heating your home.

This Coupon Brings the Book Free!

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Send me FREE and POSTPAID your library edition of "New Facts About Oil Heating" and special basement plans for new homes.

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Address _____

Our heating plant is Steam Hot Water Hot Air

Oil-O-Matic Heating Co.

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G. WARD, Manager