YOU SELL OIL BOILERS

Introduce your campaign with "an important message" — like the one on the opposite page. It's a splendid way to tell your story to the public. And they'll remember you for it. Once this is done, plug your message consistently, using the smaller ads. Remember, though, keep the same signature, the same publications. And when ordering, state the illustration number and how many mats are required.

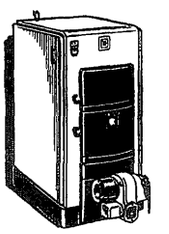
Get ALL the Benefits of Dependable

AUTOMATIC HEATING

with a **SEVERN**

Oil Fired

BOILER



Enjoy the carefree comfort of completely automatic heating now. No work. No worry. No manual attention necessary. Get full information about trouble-free, thermostat-controlled oil heating at once. Come in, or call today.

● The Severn Oil Boiler operates efficiently and economically with the Arcoflame Oil Burner or any other quality burner, provides effortless heating comfort in small to medium-sized homes, and year 'round domestic hot water, if desired. Air-tight combustion space designed to burn oil without waste. Long flue passages assure ample heat-absorbing surface. Many other quality features. Let us tell you about the Severn now.

Free Estimates — Time Payments

DEALER'S NAME

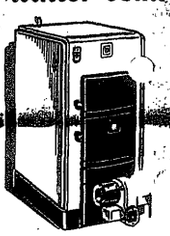
(This is Mat Service Illustration No. 1-202-2)

ADDRESS PHONE

Illustration No. 1-202-2
(2 col. x 5"—140 agate lines)

Oil Heat

for winter comfort



The Severn Oil Boiler brings you advantages of clean, carefree, automatic oil heating. It's engineered to heat small to medium-sized homes efficiently and economically. See the Severn today.

Phone

Dealer's Name

(Mat Service Illustration No. 1-386-1)

Address

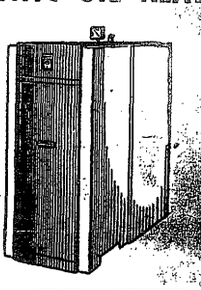
Illustration No. 1-386-1
(1 col. x 5"—70 agate lines)

Enjoy Carefree Comfort This Winter—

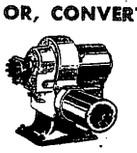
CHANGE ***Now*** TO AUTOMATIC OIL HEAT

Your home can be truly warm this winter—without drudgery or high fuel bills. Simply install a fully automatic, efficient oil heating unit such as the Arcoliner Boiler by American-Standard, shown at right. You'll enjoy matchless heating while you treat your budget to the Arcoliner's low-cost performance and long-life construction. With its handsome streamlined jacket, the Arcoliner adds a modern touch to your first floor utility room or basement, too.

Let us inspect your present heating system and estimate the installation of an Arcoliner Boiler. No charge or obligation to you.



OR, CONVERT YOUR PRESENT UNIT



It's easy to convert an existing heating unit to automatic oil firing with the Arcoflame Oil Burner by American-Standard. The famous "sunflower" flame assures top fuel-burning efficiency. Let us give you full details on the Arcoliner Boiler and Arcoflame Oil Burner today.

INSTALL TODAY— MONTHS TO PAY

American-Standard offers a convenient time payment plan to make modernization easy. We'll be glad to explain it to you. Come in today.

DEALER'S NAME

(This is Mat Service Illustration No. 1-376-3)

ADDRESS PHONE

Illustration No. 1-376-3
(3 col. x 5½"—231 agate lines)

PLAINTIFF'S EXHIBIT

ASE-864