Actually Costs Less to Have

PERFECT HEAT IN EVERY ROOM

Say Iva and Everett Mudge...

HOLLAND FURNACE PLUS

HOLLAND INSTALLATION

Works Wonders in Detroit Home!

Our first winter with Holland warm air heat was a revelation," say the Mudge of Detroit. "When we added up our coal bills for the season, we were astonished to find them much lower than for any previous winter! It was real economy for us to buy a Holland but more important still—we got such comfort as we had never enjoyed before—we really got PERFECT HEAT in every room!"

Many, many thousands of families have had this same startling experience. Installing a Holland system has not only made their homes far more comfortable than ever before but has also reduced fuel costs.

COMPLETE FACTORY RESPONSIBILITY

The reasons for this amazing improvement are two-fold. First of all—the finest furnace money can buy kept low in price by modern manufacture. Second, this finest furnace as it is installed in every available unit of heat assuredly is actually transferred to your home.

The way a furnace is installed is no less important. In fact, that the Holland Furnace Company will not entrust it to any outside organization. As explained below, each installation is scientifically planned and expertly installed by Holland's own highly trained men—each one a specialist in his own task. There are no middlemen to divide responsibility when you buy a Holland. The manufacturer is responsible directly to you and fully guarantees your satisfaction.

EASY, LONG-TERM PAYMENTS

It's too easy to own a Holland, too. Holland's easy payment plan—your payments spread over a long term plan. No delay—no red tape—we handle everything for you. So, why not investigate further? Call the nearest Holland heating engineer TODAY!

FREE HEATING SURVEY

If your furnace is defective in any way it is costing you money for which you do not have to pay. It may be a hazard to health and property. Why let the truth be the local Holland heating engineers will gladly make a thorough inspection and, if they can help you, they will give you a complete report. There is no cost or obligation. Call the nearest Holland Factory Branch and ask for FREE inspection.

HOW HOLLAND TAKES THE GAMBLE OUT OF FURNACE BUYING

And Assures Every Owner of Real Heating Satisfaction

FACTORY'S ENGINEER PLANS SYSTEM...

There can be no gamble in buying a Holland installation. Holland's own trained heating engineers scientifically analyze the heating needs of your home, room by room and plan a complete system of heating equipment that is perfectly suited to your home. Then, to make sure your satisfaction is 100%, it is carefully checked by expert engineers at factory before work starts.

FACTORY'S OWN CREW INSTALLS IT...

Guided by the engineer's detailed plans, Holland's own expert team of master installers install Holland's finest equipment. These men are specialists who do nothing else but install Holland-warm air heating systems. They are carefully trained for this work by our engineers and are guided by their personal supervision, and inspection of all work at its completion.

FACTORY'S OWN GUARANTEE PROTECTS IT...

Once installed, your Holland system is protected by initial guarantee which, depending upon your PERFECT HEAT in every room. You take no chances. Therefore, for there are no middlemen—no division of responsibility. You are protected by the Holland's own guarantee, one of the World's largest installers of home heating and air conditioning systems. There's a record of over 30 years of success to sustain. Holland cannot afford to have a failure on you or any other installation.

See this FREE PROOF.

Amazing sample furnace demonstration shows you the facts re- spelled—plain, direct, understood. Satisfaction guaranteed. Just call any Holland man now.

NO OBLIGATION!

There is a Holland Factory Branch Near You

... Consult Your Phone Book

Chicago General Sales Office:
2009 Straus Building, 310 South Michigan Avenue
Phone: Harrison 1255

HOLLAND FURNACE COMPANY

GENERAL OFFICES
HOLLAND, MICHIGAN

The World's Largest Installers of Home Heating and Air Conditioning Systems