

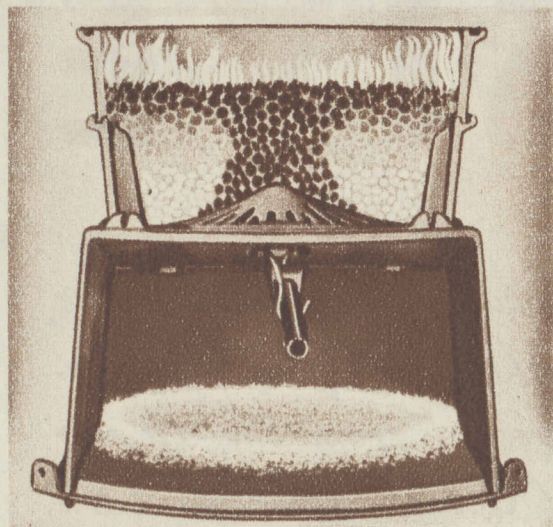
SEE THIS *Sample* FURNACE

IT DEMONSTRATES AMAZING ADVANCES

IN LOW COST WARM AIR HEATING



Find Out Why Only HOLLAND Can Guarantee PERFECT HEAT in Every Room



EXCLUSIVE COMBUSTION PRINCIPLE

Holland's patented cone-shaped grate keeps the fire shifting outward from the center. The slotted fire-pot brings pre-heated air up the outside edges of the fire, next to the casing, thereby burning the natural way, getting MORE HEAT out of every piece of coal you burn!



WRITTEN GUARANTEE BOND

In making every installation according to the recommendations of their own heating engineer, the Holland Furnace Company GUARANTEES perfect heating of every room, plus replacement of defective parts for a period of FIVE YEARS! You must be satisfied!

EVEN Holland's proven claims about warm air heating seem unbelievable until you have seen the convincing scientific demonstration illustrated above. It is the Holland Furnace Company's way of letting YOU decide the merits of the exclusive advances in home heating which have made them the largest installers of home heating and Air Conditioning systems in the world! Without urging or high-pressure salesmanship, the trained Holland heating engineer will show you, with the aid of his accurate model, just how and why a Holland furnace saves fuel, heats more efficiently, lasts longer and actually pays for itself with its durability and fuel savings.

You will learn WHY Holland can guarantee perfect heating for every room, and HOW a Holland installation completely fulfills every heating requirement. Actually SEE the patented Holland heat radiator, the patented automatic damper, the patented Holland cone-shaped, one-piece grate and slotted fire-pot, the patented humidifier which really humidifies, as well as a number of other exclusive Holland features, every one of which means something to you in fuel savings and increased comfort. Call your local Holland Factory Branch to request a no-obligation demonstration at your convenience. Why not call TODAY?



AIR CONDITIONING AT SLIGHTLY HIGHER COST

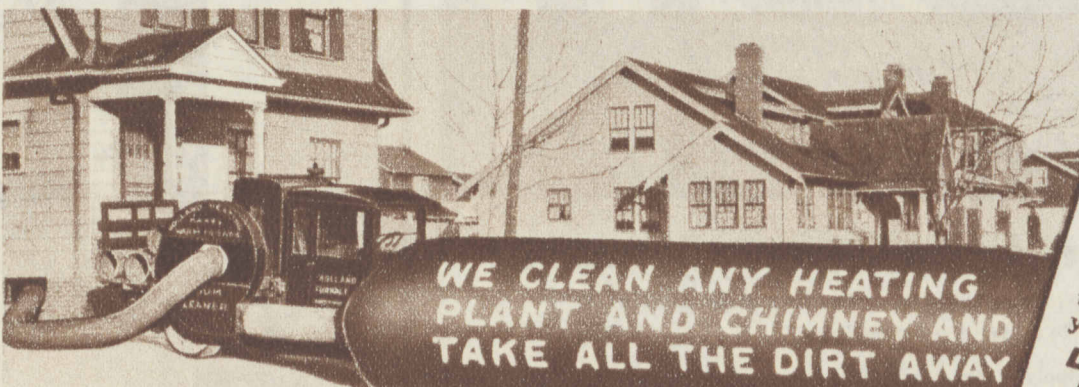
Holland is a pioneer in home air conditioning. A simple and amazing unit may be ADDED to any warm air heating system. It circulates fresh, clean, filtered air throughout the home. Healthful, warm moistened air in winter. Clean, comfortable cooling effect in summer. Make your heating system do double duty—year round comfort at surprisingly little added cost!

CLEAN HEATING PLANT NOW... Special Low Rates

Now is the time to have your heating system cleaned by this new, scientific, dustless way. No mess, no bother. Cleans furnace, pipes, flues, warm air and cold air ducts, quickly, completely! Inquire at nearest Holland factory branch for special low rates.

AUTOMATIC HEATING

Holland Furnaces are ideal for all types of automatic heating—with coal, oil or gas. Ask about Holland's own special oil burner and automatic coal-burner units.



FREE FURNACE INSPECTION
Have a trained engineer inspect your heating system without one cent of expense and no obligation! A good-will service which may reveal dangerous defects or costly heat leakages in your system. Repairs or alterations will not be urged on you. This is a FREE service. Look for "HOLLAND" in your Phone Book. CALL YOUR NEAREST HOLLAND BRANCH

HOLLAND FURNACE COMPANY, HOLLAND, MICHIGAN
WORLD'S LARGEST INSTALLERS OF HOME HEATING AND AIR CONDITIONING SYSTEMS