

"I'll Say The Holland Furnace People Certainly did a Wonderful Job For Me!"

Interview with O. Eggert, ...A Typical Holland Owner!



"I speak from experience. In my time, I've fired a lot of furnaces, but I don't believe anything in the world can compare with the home-heating job those Holland people do!"

Solved Difficult Problem

"I didn't think there was *anything* that would heat my home! No matter if I fired so hard I burned out grate after grate, I still had cold rooms, uneven heat, big coal bills and little comfort.

"That's why I was so amazed when I found out about the new scientific type of warm-air heating devised by Holland, and their unusual way of

making absolutely sure that you get *perfect heat in every room*.

"The Holland people don't just sell you a furnace—they really analyze your heating requirements—measure the cubic capacity of rooms, the window areas, the other factors affecting heat losses. Then they *plan an installation* that can't fail to give you genuine heating satisfaction.

Factory Supervision Throughout

"Of course, while the Holland Furnace in itself *is* the most advanced I've ever seen... still the best furnace in the world *can't beat efficiently if it*

isn't installed properly. That's why Holland has its own *factory engineers* plan and supervise every installation individually... that's why the Holland factory can *guarantee perfect heat in every room!*

A Really Perfect Job

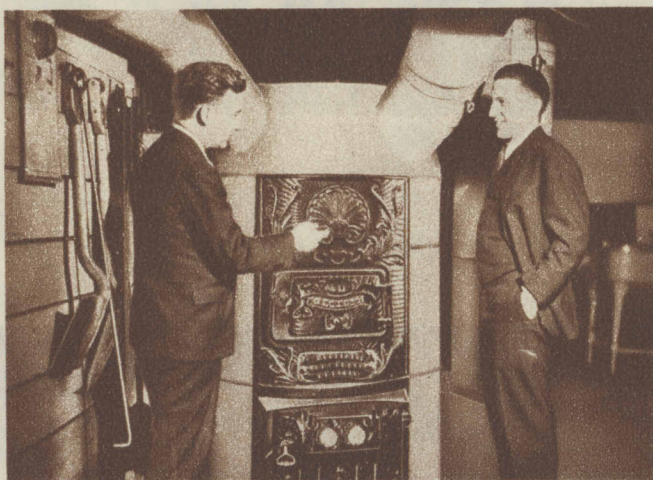
"And how well they did it for me! Clean, even heat all over the house! Trouble-free service! Easy firing, even on the coldest days last winter! A minimum of attention! Amazing fuel economy! *That's* what a Holland warm-air system has meant to me! No wonder I say, 'For a really perfect heating job, call on Holland!'"

No Wonder Holland Guarantees Perfect Heat in Every Room With A Heating System Planned *and* Installed Like This!



MY HOME WAS LIKE THOUSANDS

"I thought my old heating system was good enough at the time I installed it, but it had been a source of constant care, worry, bother, and expense. Part of the house would be freezing while one or two rooms were unbearably hot. It seemed to me I was doing nothing but shovel coal, carry out ashes and pay bills."



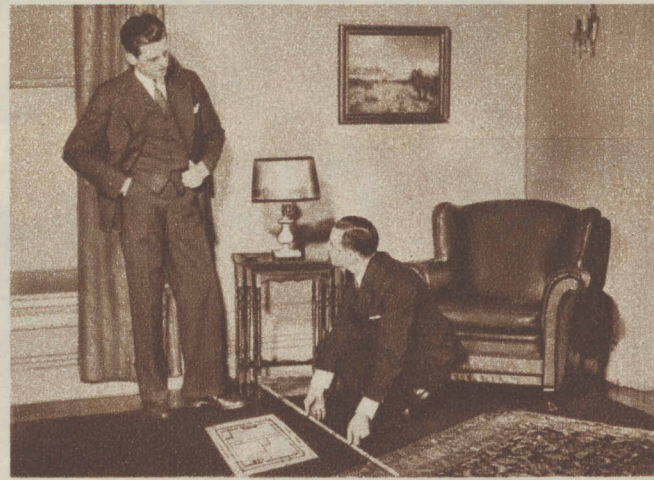
I ASKED FOR A FREE INSPECTION

"One day I saw an ad which offered a free furnace inspection by a trained heating engineer from the Holland Furnace Company. That fellow surely knew his heating! He showed me just *why* my house wasn't heating properly, *why* it had been necessary to fire so hard, and *why* I was paying and paying for heat that was mostly going up the chimney. It was all so clear and simple!"



SAW THE UNIQUE HOLLAND DEMONSTRATION

"That night he brought his miniature Holland Furnace. I was amazed! I thought a furnace was just a furnace, until he began pointing out the exclusive, patented Holland features! One-piece, non-clogging, cone-shaped grate... a genuine automatic humidifier—not just a waterpan... slotted fire-pot that gets *more usable heat* out of every shovel of coal... a dozen or more fuel-saving features!"



ENGINEER ANALYZED EVERY ROOM

"Then that Holland heating engineer went over every foot of space in my house. Measured every room... considered the window areas, the heat leakages, and every factor influencing heating efficiency. He showed me why my old system was only *half* heating my house, and how the Holland installation would end all that. He really analyzed the situation scientifically! No guesswork!"



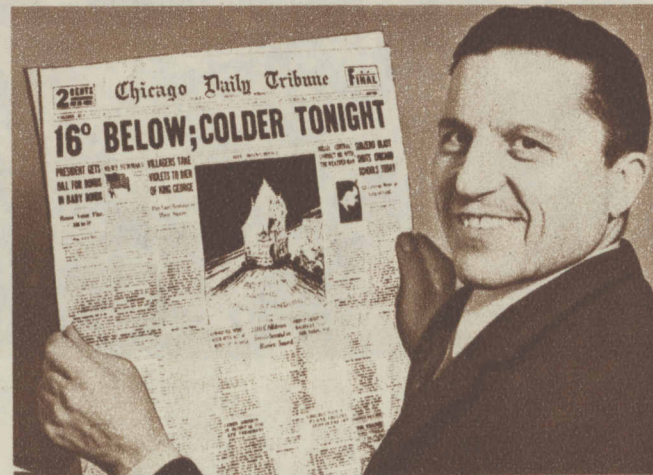
HOLLAND EXPERTS DID A FINE JOB

"As soon as I received the Holland Company's estimate, I told them to go ahead! And did they do a sweet job! Those specially trained Holland mechanics work from special plans, so no time is wasted and no mistakes made. From the first day my Holland system has given me perfect satisfaction, trouble-free service, and real economy!"



HOLLAND'S OWN GUARANTEE... 3 YEARS TO PAY

"Just let me tell you about Holland's Guarantee Bond. It's typical of the way they do business. They don't stop with merely guaranteeing free parts for five years. That's only a *part* of it! They guarantee you perfect heat in every room and see that you *get* it—100% satisfaction *for you* is the only thing that will satisfy them!"



I SHOULD WORRY HOW COLD IT GETS!

"With a Holland furnace in my basement, with the clean, humidified warm air carried to every part of the house by Holland's scientifically engineered air distribution arrangements—I should worry how cold it gets! All last winter we were warm as toast in every room without a bit of forced firing! And last winter was a *real test*! Yes, sir... we're warm and cozy at our house... and only a Holland could do it!"



AIR CONDITIONING COSTS BUT LITTLE MORE

Air conditioning is no longer a costly luxury! Holland brings it within reach of the average income. Add it at any time to your present warm-air furnace. In winter it keeps the air fresh, clean, warm and healthfully humidified. In summer you enjoy the cooling effect of constantly circulating fresh, filtered air. Holland air conditioning, too, is guaranteed to give *perfect satisfaction*.

YOUR FURNACE INSPECTED **FREE!**

Maybe your furnace needs repairs or cleaning. Now is the time to find out... and here's your chance to have it examined thoroughly by a competent heating engineer at *no cost whatsoever*! This is a **FREE** good-will service of the Holland Furnace Company. No strings... no obligations... Do it today! Inspection may reveal dangerous defects! Call your nearest Holland branch. See "Holland Furnace Co." in your Phone Book.

There is a Holland Factory Branch Near You... Consult Your Telephone Book

HOLLAND FURNACE COMPANY

HOLLAND, MICHIGAN

WORLD'S LARGEST INSTALLERS OF HOME HEATING AND AIR-CONDITIONING SYSTEMS