

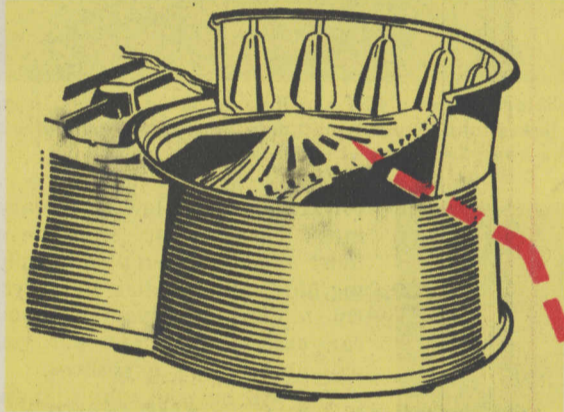
**HOLLAND
AGAIN REDUCES
FURNACE PRICES**

NOW!
More Than Ever

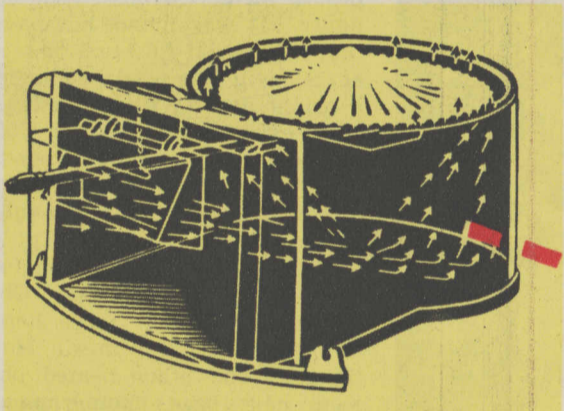
**THE WORLD'S FINEST FURNACE
IS AMERICA'S LOWEST PRICED**



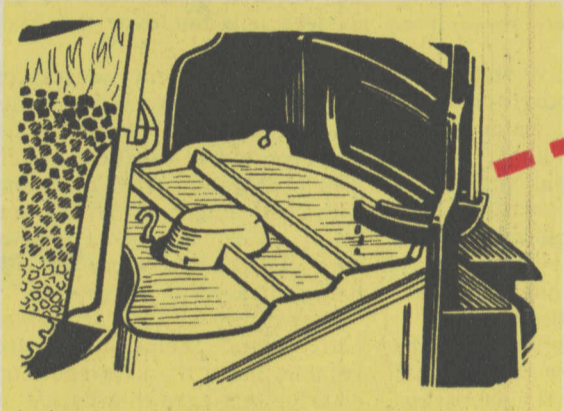
SAFETY VALVE PREVENTS GAS ACCUMULATIONS



CONE-SHAPED COAL ROLLER GRATE SAVES FUEL



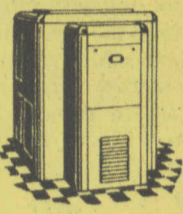
DRAFT AIR PREHEATED MAKES FIRE BURN BETTER



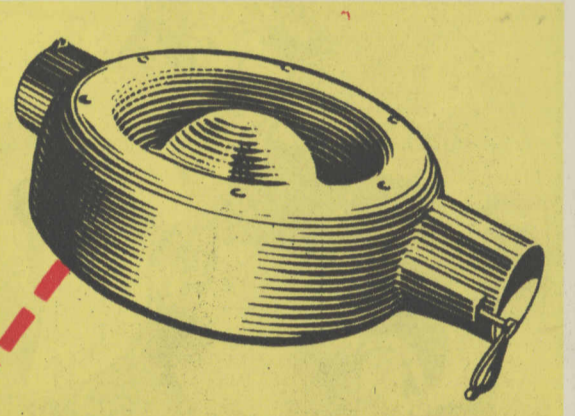
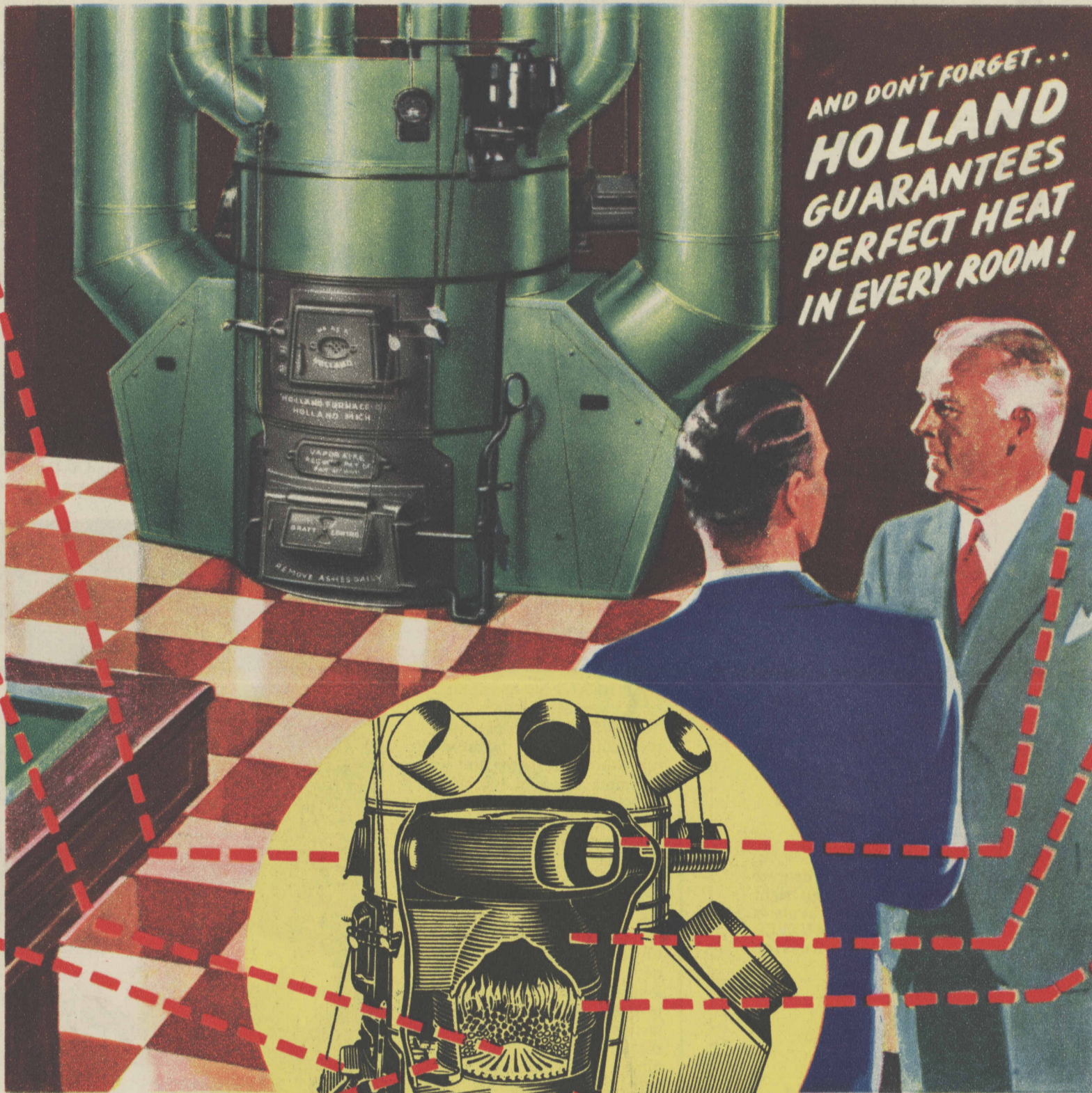
CASCADE HUMIDIFIER THAT REALLY HUMIDIFIES

AUTOMATIC FURNACE AIR CONDITIONER

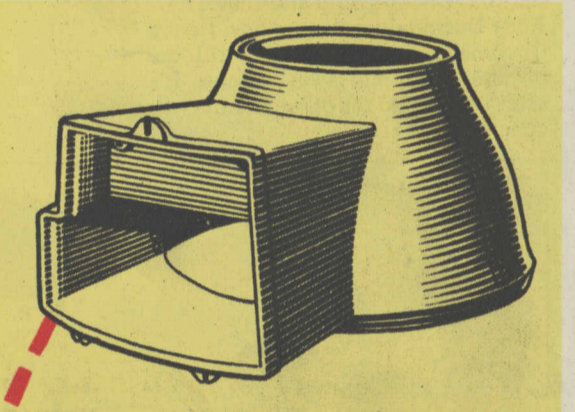
Now Priced Extremely Low



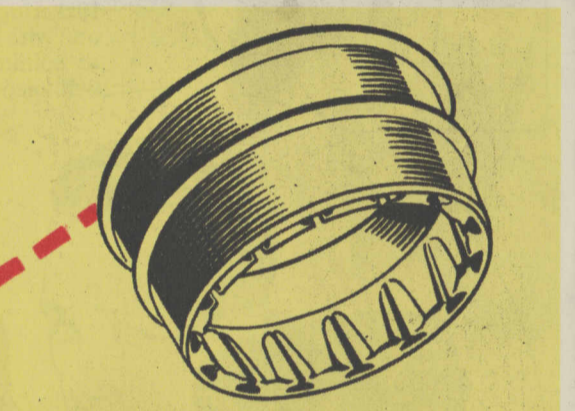
New air heating and circulating principles in this remarkable unit have made possible almost unbelievable efficiency and economy. For over two years, in fact, it has been providing complete winter air conditioning in thousands of homes at lower operating costs than the ordinary heating systems it replaced. Also produces decided cooling effect in summer. This extremely efficient, high quality air conditioner is included in Holland's sweeping price reductions for 1939. Call nearest factory branch for complete information.



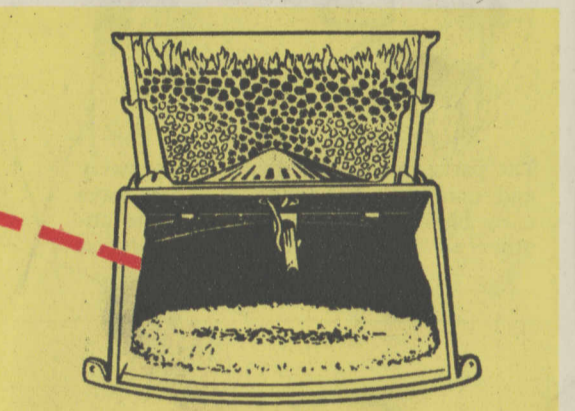
ONE-WAY FULL HEAT TRAVEL RADIATOR SAVES FUEL



SAFER, MORE EFFICIENT ONE-PIECE COMBUSTION CHAMBER



IMPROVED FIRE POT MAKES FIRE HOTTEST NEXT TO CASTING



DEEP ROOMY ASHPIT MAKES GRATE LAST LONGER

NO OTHER FURNACE has all the features illustrated herewith—Holland Furnace has them all and more! It has 15 special features, in fact—and every one helps to reduce coal consumption, cut down furnace tending, increase comfort and make the furnace last longer. Yet, for all its many superiorities, Holland can actually install this heating plant in your home for less than any other of equal size and capacity would cost you.

Scientific Planning Saves Money

What's more, nothing is left to chance in installing a Holland Furnace. Holland's own heating engineer makes a scientific room by room analysis of your entire home, volume of space to be heated, chimney draft, heat losses through cracks, doors and windows, and every other fac-

tor that helps determine how much heating capacity you need for coldest weather. Next, he plans the entire system in detail and submits it to senior engineers at the factory. They check every point—make sure the right sized furnace is specified—that pipes are the right size and all parts correctly arranged. Finally, Holland's own specially-trained men make the installation precisely as planned. No wonder Holland so positively guarantees "Perfect Heat in Every Room!"

A smaller furnace than Holland recommends—with smaller or fewer pipes can, of course, be installed for less money. The fancied saving soon vanishes, however, in higher fuel bills and increased repairs. Besides, you do more furnace tending, have less comfort and, in a little while, pay for a heating plant of larger

capacity without ever having had all its benefits. So, to be sure of getting the best possible value, insist that all specifications you consider must match Holland's pipe for pipe, casting for casting and size for size. On that basis, you'll find Holland prices lowest of all.

3 YEARS TO PAY

Why have less when it's so easy to own a Holland with guaranteed perfect heat in every room? You virtually make your own terms, in fact, take up to 3 years to pay. Call nearest factory branch.

AUTOMATIC HEATING: Holland Furnaces are ideal for all types of automatic heating. Ask about Holland's own special burner units for coal, gas or oil!

THERE IS A HOLLAND FACTORY BRANCH NEAR YOU . . . CONSULT YOUR PHONE BOOK

Chicago Central Office:

4955 West 66th Street

Phone: Portsmouth 6540

HOLLAND FURNACE COMPANY
HOLLAND, MICHIGAN

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

FREE

FURNACE INSPECTION

If you have any heating difficulty whatsoever, call in the engineer at Holland's local factory branch. He has been specially trained to analyze your problem and work out an economical solution. He has every facility for supplying any heating need from simplest repairs to a complete new heating plant. Have him make a thorough, scientific inspection of your heating system. You pay only for materials and work you may decide upon after hearing his recommendations. No obligation whatsoever.