

PHONE 130

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# GRAND OPENING

OF THE

## IMPERIAL GARAGE

### MAIN AND THIRD STREETS

REALIZING THE NEED IN THIS CITY OF A GARAGE THAT WILL FURNISH DAY AND NIGHT SERVICE, AND IN ACCORD WITH THE POLICY WHICH WE ARE GOING TO PURSUE, WE HAVE DECIDED TO KEEP THE IMPERIAL GARAGE

### Open Day and Night

IT WILL MAKE NO DIFFERENCE WHAT YOU WANT, WHERE YOU ARE OR WHAT YOUR AUTOMOBILE TROUBLES MAY BE, THE NIGHT SERVICE WHICH WE ARE GOING TO INAUGURATE WILL IN EVERY RESPECT BE AS PERFECT AND EFFICIENT AS THE DAY SERVICE, BOTH OF WHICH WE ARE GOING TO MAKE EQUAL TO ANY ON THE COAST.

### Goodyear Service Station

WE ARE GOING TO CARRY A FULL LINE OF THE GOODYEAR TIRES, AND WILL IN CONNECTION HAVE A GOODYEAR SERVICE STATION.

### The Paige Car

THE MOST BEAUTIFUL CAR IN AMERICA

WHEN WE DECIDED TO OPEN A GARAGE, WE ALSO DECIDED THAT NOTHING WOULD BE A PART OF OUR BUSINESS THAT WOULD NOT BE THE VERY TOP-NOTCH IN ITS CLASS. THAT IS WHY WE CALLED OUR GARAGE THE "IMPERIAL" TO CARRY OUT THIS PLAN IN ITS ENTIRETY WE HAVE SELECTED THE PAIGE CAR—THE MOST BEAUTIFUL CAR IN AMERICA. WHEN YOU OWN A PAIGE YOU OWN A CAR. YOU HAVE A MACHINE THAT IS SO BEAUTIFUL, SO GRACEFUL IN OUTLINE, SO PERFECT MECHANICALLY THAT YOU AND YOUR CAR BECOME THE CYNOSURE OF ALL EYES WHEREVER YOU GO. YOU ARE PLACED IN AN EXCLUSIVE CLASS. WITH ALL OF THIS EXCLUSIVENESS YOU HAVE A CAR THAT IS THE ACME OF MECHANICAL PERFECTION, THE PRODUCTION OF THE GENIUS OF THE GREATEST ENGINEERS IN AMERICA.

### Our Repair Department

WE ARE GOING TO SPECIALIZE ON OUR REPAIR DEPARTMENT. FOR THAT REASON WE HAVE PLACED IT UNDER THE DIRECT SUPERVISION OF MR. JEWELL HOELLING. MR. HOELLING NEEDS NO INTRODUCTION TO THE DISCRIMINATING AUTOMOBILE OWNERS. FOR A NUMBER OF YEARS HE HAS BEEN MAKING A RECORD IN THIS CITY THAT HAS PROVEN HIS ABILITY AS A MECHANIC AND PLACED HIM IN THE CLASS FROM WHICH THE IMPERIAL GARAGE IS SELECTING ALL OF ITS EMPLOYEES.

### Storage

IN ERECTING OUR GARAGE WE HAD IN MIND THE STORAGE OF CARS, AND TO THAT END MADE SPECIAL PROVISIONS IN THE CONSTRUCTION OF OUR BUILDING FOR THIS PART OF OUR BUSINESS. YOUR CAR WILL BE CARED FOR, STORED AND PROTECTED AT A MODERATE CHARGE. WE HAVE LIVE AND DEAD STORAGE ROOM AND WILL CALL FOR AND DELIVER YOUR CAR DAY OR NIGHT. EFFICIENCY—THAT IS TO BE THE WATCHWORD IN CONNECTION WITH OUR STORAGE SERVICE.

# THE IMPERIAL GARAGE

MAIN AND THIRD STREETS  
HOAGLAND & McCOLLUM, OWNERS

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