

# HOLLAND TIRE CO.

## ENJOYS GOOD TRADE

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The Holland Tire Co., Inc., exclusive distributors of Kelly-Springfield tires in Atlanta, through John H. Holland, general manager, announces that since the opening of the concern on February 15 the company has opened in excess of two hundred new accounts.

"Of course," Mr. Holland said Saturday, "all of these people did not buy Kellys for the first time. Some of them have been steady users for the past 15 years, or more, but all of them were acquainted with the wonderful wearing qualities of these famous tires."

The Ivy Street Garage building, where the Holland Tire company has leased two stores facing Ivy street and Exchange place, offers to patrons of this concern probably more modern and up-to-date facilities for application of tires and their repair than any other place in the south. The Ivy Street garage is said to be the largest modern storage garage in the world, accommodations including large and spacious waiting rooms and writing

rooms, checkrooms, telephone booth, a department for checking packages for patrons of the garage; a washing, polishing, vacuum cleaning department and a greasing and oiling service under supervision of a trained factory man who thoroughly understands the lubrication of cars.

"No particular brand of oil or grease is forced on patrons," Mr. Holland said. "As many as 12 different kinds of oils and greases are carried in stock, so that the customer can

have his own particular kind of lubrication applied.

"While I am only interested in the sale of Kelly-Springfield tires, the other departments are owned by the Ivy Street Garage company. In making the selection of a location for an up-to-date tire store, I feel that I am extremely fortunate in getting quarters in such an elaborate building designed especially for the comfort and convenience of the motorist.

"The repair department for the

vulcanization of tires being installed with every detail. New machinery of the very latest to handle every size of tire, the smallest.

"The Holland Tire trucks are already around the street 'service' is a slogan tends making as long."