



MONDAY AND TUESDAY, AUGUST 13 & 14

ROPER'S NEW IMPERIAL ESSO SERVICE STATION

CORNER GREAT GEORGE AND EUSTON STREETS



CHARLOTTETOWN'S MOST MODERN SERVICE STATION

OFFICIAL OPENING PRIZES

1. TWO ATLAS PASSENGER TIRES, any size, TUBELESS or REGULAR. 18 MONTHS GUARANTEE.
2. ATLAS BATTERY 18 MONTHS GUARANTEE.
3. WASH, LUBRICATION and OIL CHANGE.



ARTHUR H. ROPER

Arthur H. Roper has been the popular operator of Roper's Imperial Esso Service Station at the intersection of Great George and Euston Streets since February of 1941. In their new quarters Art and his staff have all the most modern facilities to continue providing motorists with fast and efficient service. During the tourist months Art has a staff of nine members and in winter time he employs six people.

Completely modernized and equipped to perform the most efficient service for the automotive trade, the new Imperial Esso Service Station operated by A. H. (Art) Roper will be officially opened on Monday and Tuesday, August 13th and 14th, of this coming week.

The Service Station is located in its familiar place at the intersection of Great George and Euston Streets, where Art Roper and his staff have served the needs of the motorists since February of 1941.

Fast, courteous and efficient service has always been the password at Roper's and this has resulted in an ever expanding business over the years. The increased trade and the recognized need for a more modern service station prompted the expanding and improving of these facilities.

Extra land was acquired from the firm of Proude and Moreside to build this new Station and provide more spacious driveways.

The new station has two new Weaver hydraulic lifts and a large wash bay, as well as attractive shelves for the display of lubricating oils, tires and accessories. It also has two very modern restrooms. The floors of the Service Department are finished in red colored concrete and will be maintained in a clean orderly manner at all times.

These are just some of the features which will appeal to the lady motorist. Roper's Imperial Esso Station makes it a point of catering to lady drivers and their expert servicemen are always courteous and willing to assist all motorists in their automotive needs.

To mark the official opening next week, Art Roper has arranged for the distribution of three major free prizes among the customers who call at the station during Monday and Tuesday. The first prize is a pair of Atlas passenger tires, any size, which have a guarantee of eighteen months. Second prize is an Atlas battery with a four year guarantee and third, will be a free wash, lubrication and oil change for some lucky driver. Balloons will be given to the children.

The construction work was done by Contractor E. F. Anderson. Cement blocks used in the foundation of the building were supplied and laid by Larter Bros. Douglas Bros. and Jones Ltd. supplied and installed the plumbing and Wilson and Moore installed a forced air heating system. The lumber mill work—doors, sashes and plywood—were supplied by MacDonald Rowe Woodworking Co. Ltd., the hardware by Rogers Hardware Ltd., and Palmer Electric supplied and installed the wiring.

An attractive feature of the exterior of the building is the glossy vitrolite finish which can be kept immaculately clean by washing and the large paved driveways laid by Warren Maritimes Ltd. allow for easy access.

Arthur H. Roper and his staff are justly proud of this new modern Service Station which is admirably fitted to provide for the needs of their many customers and they invite all to visit the station during the grand opening celebrations next week.

CONGRATULATIONS AND GOOD LUCK

WE EXTEND TO YOU OUR VERY BEST WISHES FOR YOUR CONTINUED SUCCESS. THE CONCRETE BLOCKS AND CONCRETE FOUNDATION WERE SUPPLIED AND LAID BY

LARTER BROS.

CONCRETE CONTRACTORS

KENSINGTON ROAD

DIAL 9609

THE BEST OF LUCK AND DESERVED SUCCESS

TO

ARTHUR H. ROPER

AND HIS STAFF

ALL GENERAL HARDWARE AND REINFORCING MESH WERE SUPPLIED BY—

THE ROGERS HARDWARE CO. LTD.

ANOTHER FORWARD STEP IN THE BUSINESS LIFE OF THIS COMMUNITY HAS BEEN RECORDED WITH THE CONSTRUCTION OF THIS NEW IMPERIAL ESSO SERVICE STATION.

THE PAVEMENT ON THE SPACIOUS DRIVEWAYS WAS LAID BY

WARREN MARITIMES LTD.

ARTHUR H. ROPER

AND HIS STAFF

ARE DESERVING OF EVERY EXPRESSION OF GOOD WILL FOR FUTURE SUCCESS

ALL WIRING AND ELECTRICAL WORK IN THIS IMPERIAL ESSO SERVICE STATION WERE SUPPLIED AND INSTALLED BY

PALMER ELECTRIC

86 FITZROY ST.

PHONE 8543-8544

CONGRATULATIONS TO

ARTHUR H. ROPER

AND HIS STAFF

ON THE OFFICIAL OPENING OF THIS NEW IMPERIAL ESSO SERVICE STATION.

THE PLUMBING WAS SUPPLIED AND INSTALLED BY

DOUGLAS BROS. & JONES LTD.

155 KENT ST.

DIAL 6565

OUR CONGRATULATIONS AND BEST WISHES TO

ARTHUR H. ROPER

AND HIS STAFF

ON THE OFFICIAL OPENING OF THIS NEW IMPERIAL ESSO SERVICE STATION

WE ARE PROUD TO HAVE BEEN CHOSEN AS THE CONTRACTOR FOR THIS FINE BUILDING

E. F. ANDERSON

GENERAL CONTRACTOR

GUINNINGSWILL, N. B.

PHONE 63518



IMPERIAL OIL LTD.

CONGRATULATE

ARTHUR H. ROPER

AND HIS STAFF

ON THE OCCASION OF THE OFFICIAL OPENING OF THIS NEW

IMPERIAL ESSO SERVICE STATION