Opening Today Of Belvedere Service Station

A slightly different location, a brand-new building and equipment, plus the same old prompt, courteous and efficient service awaits the customer at the Belvedere Esso Station, which reopens officially today.

The decision to replace the old station on the intersection of the Brackley Point and St. Peter's Roads with a new up-to-date structure was made about three years ago according to the proprietor, Mr. Fred Roper.

Construction was commenced on the new site located to the rear of the old station about the first of May this year and completed the first week in August Mr. Roper said.

In addition to the usual equipment found in most modern service stations, the Belvedere Esso outlet has overhead greasing facilities and two hydraulic hoists.

Mr. Roper has operated this outlet for Imperial Oil for the past ten years. Prior to that time he had been operating a fox-farm in the Brackley area.

A brother of Art Roper, who operates Imperial's big up-town Esso station, Fred is married to the former Erma Lund of Mt. Herbert. They have three children.

Four assistants help the proprietor carry out the many services performed at the Belvedere station. They are: Alfred Larter, Gordon Lewis and Ralph Wright all of Belvedere; and Garth Affleck, Mount Stewart.

DIED IN RUSSIA

LONDON (CP)—James Campbell, 62, secretary of th British National Union of Railroadmen, injured with union president Tom Hollywood, 56, in an automobile accident in Stalingrad Monday, died Wednesday night, the union announced. The two were part of a delegation touring Russia.

WE EXTEND
CONGRATULATIONS
TO - - - -
FRED ROPER
ON THE
GRAND OPENING
OF HIS NEW
IMPERIAL ESSO SERVICE STATION
WE ARE PROUD TO HAVE BEEN CHOSEN
AS GENERAL CONTRACTOR
J. WILSON
GENERAL CONTRACTOR
325 Kent St. Dial 4606

WE EXTEND
OUR HEARTIEST
CONGRATULATIONS
TO
FRED ROPER
ON THE
GRAND OPENING
OF HIS NEW
IMPERIAL ESSO
SERVICE STATION
PLUMBING AND HEATING BY
DOUGLAS BROS. & JONES
155 KENT ST. DIAL 6565

CONGRATULATIONS
AND - - -
BEST WISHES
TO - - -
BELVEDERE
ESSO SERVICE
FRED ROPER, Prop.
ON THEIR
GRAND OPENING
CEMENT BLOCKS BY
LARTER BROS.
KENSINGTON RD DIAL 9609

CONGRATULATIONS
AND
BEST WISHES
TO
FRED ROPER
ON THE
GRAND OPENING
ON HIS
NEW IMPERIAL ESSO
SERVICE STATION
PAINTING DONE BY
LOUIS HOWATT JR.
MAPLE AVE. CENTRAL ROYALTY

CONGRATULATIONS
TO
BELVEDERE ESSO SERVICE
ON THEIR
GRAND OPENING
ELECTRICAL WORK DONE BY—
PALMER ELECTRIC LTD.
ELECTRICAL CONTRACTORS
96 FITZROY ST. DIAL 8543

CONGRATULATIONS
TO
FRED ROPER
ON HIS
GRAND OPENING
PAVING BY
WARREN MARITIMES LTD.
MOUNT EDWARD RD. DIAL 8797

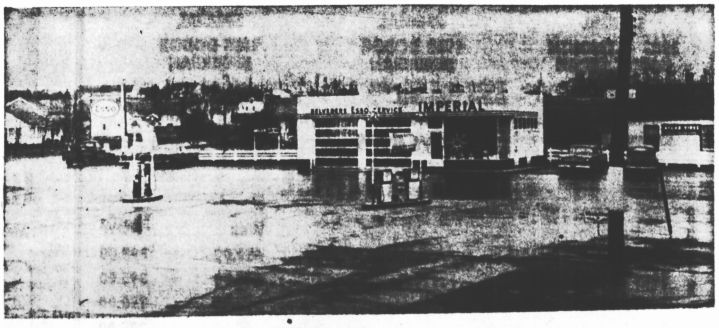
GRAND OPENING - of BELVEDERE ESSO SERVICE,

TODAY
NOV. 8, 1957

J. FRED ROPER, Prop.

J. FRED ROPER

Always
Look To
"IMPERIAL"
For The
BEST



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EVERY CUSTOMER PURCHASING $3.00 OR MORE OF GASOLINE IS ELIGIBLE TO WIN . . .

1—670 x 15 FIRST LINE ATLAS TIRES (VALUE $52.30) OR EQUIVALENT VALUE ON ANY TIRE PURCHASE.

2—ATLAS HEAVY DUTY BATTERY.

3—1 OIL CHANGE, GREASE AND WASH JOB.

FREE BALLOONS FOR THE KIDDIES

FREE NYLONS

THE FIRST 100 LADY CUSTOMERS DURING THIS GRAND OPENING WILL RECEIVE FREE 1 PAIR FIRST QUALITY FULL FASHION 51 GAUGE 15 DENIER NYLONS.

FREE NOTE BOOKS AND PENCILS

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