

The Red Indian Trail Reaches Charlottetown

McCOLL - FRONTENAC SERVICE STATION

OPEN TO THE PUBLIC SATURDAY, AUGUST 17th.

The McColl Frontenac Service Station which has attracted a wide interest since the first start of its construction is now ready to open to the public. Although the interior decorating and a number of small details in and about this station will not be completed for a few days, the main portion is far enough along to allow the leasees to start business.

On approaching this station you are first greeted with the large Gasoline sign and bearing the Indian Head, which is the trade mark of the Company. Next is the canopy from which the cars are served from two Double Clear Vision Pumps, along with the necessary oil dispenser and water supply, while on the right will be found the Automatic Air Towers, from which tires can be inflated to their proper pressure without the use of a gauge. The main building is an all brick covered with white stucco and mahogany stained trimmings and bearing a large Indian Head over the door. Here you enter the office and stock room while on the right will be found the ladies room and the men's room at the rear of the office. The right wing of the building contains a modern oil and grease pit, the left wing is taken up with an up to date wash room.

We regret very much that owing to the extraordinary demand for Cyclo Gas we are obliged to open our Station without this product, but will have same very shortly.

Announcement!

THE ISLAND OILS LIMITED

Have Taken the Lease of the NEW McCOLL-FRONTENAC STATION on Great George Street and Will Open to the Public on Saturday, August 17th. We Solicit Your Patronage and Will Endeavor at all Times to Give You PROMPT SERVICE.

FREE On the Opening Day we will give a Coupon with every Five or More Gallons of Gasoline, good on next Ten Days for a Free Crank Case Filling of Red Indian Motor Oil.

Our Station is Equipped With the Only Up-to-date Grease Pit In Charlottetown, and also a Modern Wash Room.

Cyclo and Marathon Gasoline - Red Indian Motor Oils

This Station will be Under the Management of Mr. R. E. (Russ) Seller and Mr. J. T. (Tommy) Davies Assisted by Mr. W. F. (Bill) Collings.

The Contractors of the McColl Frontenac Station
KNEW WHAT THEY WERE DOING
WHEN THEY BOUGHT THE
"Ruberoid" Roofing, Cement
and all Hardware
FROM
The Rogers Hardware Co.
Limited

McColl Frontenac Station
Built By
Albert E. Baker
General Contractor
Charlottetown

We Install All
McColl Frontenac Pumps
On Prince Edward Island
Casford & White

We Installed the
PLUMBING and HEATING
In the
McColl Frontenac Station
Stanley, Shaw & Pearden

The Island Oils Limited, a local Company organized to take over the lease of McColl Frontenac Red Indian Service Stations on the Island will conduct these Stations on a 100% Service basis.

This Company besides operating the Red Indian Service Stations are Wholesale Distributors for McColl Frontenac Products on Prince Edward Island with Charlottetown Office located at the Service Station, Great George Street, Telephone 1101. Storage Tanks and Warehouse situated on Mount Edward Road. A similar Station and Wholesale facilities are under operation in Summerside with Mr. C. B. McDonald in charge.

The building of this Station was under the direction of Mr. Albert E. Baker, General Contractor, Charlottetown, who also constructed the Bulk storage plants here and in Summerside.

The Plumbing and Heating system was installed by Stanley Shaw & Pearden using all Cranes Ltd., Montreal, fittings, Pumps, Air Compressors and Air Towers by Clear Vision Co., Toronto, Ont.

Brown Electric Co., installed electrical fixtures.

Double Clear Vision Pumps installed by Casford & White.

When completed it will rank among the finest in the Provinces and will place Charlottetown on the Red Indian Trail which now extends from Coast to Coast.

Visit Charlottetown on Saturday via The Red Indian Trail, the safe road for motorists.

McCOLL - FRONTENAC PRODUCTS

CYCLO No-Knock Motor Fuel

RED INDIAN Motor Oils

MARATHON Hi-Test Gasoline

Sold in Charlottetown by

Charlottetown Garage, Huestis Service Station, MacLaine Service Station, Bruce Stewart & Co. Ltd. Universal Motors, Moore Bros, Jenkins Service Station, Arthur H. Duvar & Revere Service Station.