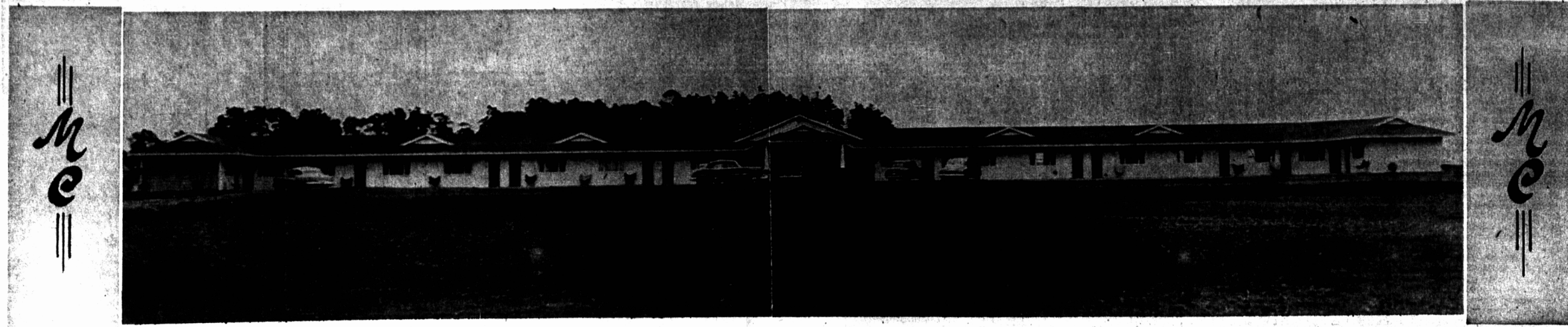


Motel Charlottetown Officially Opens



THE INNOVATION
OF THE
Motel Charlottetown
IS CERTAIN TO BE
WELCOMED BY OUR
CITIZENS AND VISITORS
AND IS DESERVING
OF THE HIGHEST PRAISE
AND EVERY SUCCESS.

MICHAEL BROS. LTD.
CHARLOTTETOWN
"IF IT'S NEW - WE HAVE IT!"

YEARS OF EXPERIENCE AND PLANNING BEHIND ENTERPRISE

Catering to tourists is nothing new to the Rodds. In 1936 Wallace Rodd built two single cabins and a double one. Before the summer was over, business had increased so that two more were added.

These were a far cry from the modern cabins of today. They lacked inside finish and running water but Wallie, who was always anxious to learn the needs of the travelling public, was quick to make the necessary changes and soon he had 13 of the best equipped cabins on the Island where at Highfield he enjoys a percentage of business that is rivalled by few in the Province.

The need for supplying meals to his patrons was soon recognized and a most modern dining room, serving excellent meals, was started in the Rodd home. The culinary arts of Mrs. Rodd have no doubt served as an incentive for much of the repeat business they have enjoyed.

The dream of having a modern motel such as the one which will open to the public today has been in the mind

of Wallie Rodd for some time and the same indomitable courage which saw him on several occasions lead a field of runners to the finish wire in a ten mile road race has been a factor in the realization of his ambition.

Mr. and Mrs. Rodd, in addition to hard work have done a great deal of research work in trying to find the ideal type of accommodation for their patrons. This took them far afield to Florida and many parts of the United States. After combining the ideas seen in the most up to date accommodations of the United States, they set to work on a few ideas of their own.

Captain James Coles, a man well acquainted with the construction business was called in to take charge of the job of erecting the motel. Working in close co-operation with Mr. and Mrs. Rodd, all the ideas have been incorporated in the building, which is not only a credit to its owners and builders, but to the Province and the tourist industry as a whole.

MOTEL CHARLOTTETOWN

IS A
REAL ADVANCE
IN OUR
CITY'S DEVELOPMENT
and we warmly
CONGRATULATE
the Promoters
MR. & MRS. RODD

We are happy to be associated
by supplying the Condon Blankets
for this fine Motel.

WILLIAM CONDON & SONS
65 Queen Street
Dial 8712 Charlottetown

Congratulations

MR. and MRS. RODD on the opening of their
NEW MOTEL CHARLOTTETOWN

We know this will serve well our vital tourist industry and we are proud to
have supplied the locksets and general hardware for this modern project.

THE ROGERS HARDWARE CO. LTD.

WE HEARTILY
COMPLIMENT
THE
MOTEL CHARLOTTETOWN

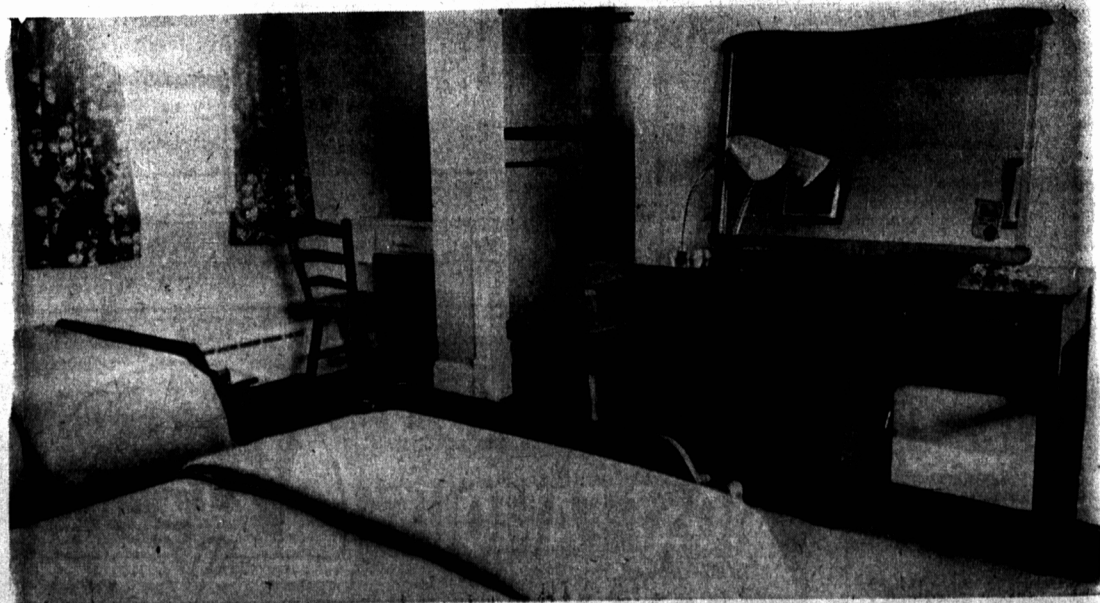
ON THIS PROGRESSIVE ACHIEVEMENT
AND FEEL SURE THAT EVERYONE WILL COME TO
APPRECIATE ITS USE AND ATTRACTION

We are happy to have had the pleasure
of supplying and installing the plumbing
and heating in this
VERY MODERN MOTEL

Douglas Brothers & Jones Ltd.
115 KENT STREET
CHARLOTTETOWN

Congratulations

Mr. and Mrs. Wallace Rodd on the opening of
Motel Charlottetown



The furniture in the actual room shown above is by VILAS Furniture Co. Ltd., and is their beautifully rich Maple. VILA-SEAL, the new, amazingly durable synthetic finish, was used on all VILAS furniture supplied. The Mattresses are all BEAUTYREST by SIMMONS.

The management and staff of Crockett and Storey Ltd., are indeed pleased to have had a part in the furnishing of this fine Motel, and extend sincere best wishes to Mr. and Mrs. Rodd in this marvellous extension to their already fine accommodation for Tourists to our Island Province.

VILAS FURNITURE CO. LTD. and SIMMONS LTD are represented in Charlottetown by

CROCKETT & STOREY Ltd.
CHARLOTTETOWN
134 Kent Street Phone 5434