

Horne Motors Established In New Premises

Firm Has Historic Business Connection

Since June in the summer of 1970, when the late Alexander Horne established his modest but substantial carriage and farm implement business in Charlottetown, the name has been identified with the progress and advancement in modes of vehicular travel and farm operating equipment throughout this province.

Today, with General Motors Products as the centre of attraction, Horne Motors Limited announce the completion of their new building and the installation of the most modern equipment at 203 Fitzroy street with Mr. Ivan Horne as President and General Manager.

This new cement and brick building covers an overall area of 72 by 122 feet and is set on a lot which provides for entrance from all four sides. The front is dominated by a showroom with a capacity for two cars. It is glassed from floor to ceiling on three sides and measures 30 by 30 feet. The sales-

men's office is located just off the show area, with the President's office in the rear.

Parts Division

The parts division is contained in an area 30 by 70 feet, with a counter fronting on the show room, terminating as the general office. From the main centre door, the service department extends the full depth of the building for 122 feet, with a width of 70 feet and a fanned out area to the left rear where the wash pit, aligning machine and headlamp adjustment equipment is set up, completes the rear area, on the west side.

The East wall is butted by 13 working stalls immediately behind the service department. The drain and exhaust systems are in strict accordance with modern requirements in such a building. A mechanics washroom is also located in this area.

The gas supply tanks are conveniently placed at the right of the



Mr. Ivan A. Horne, President and General Manager of Horne Motors Limited.

main entrance and the ladies' and men's rooms are located just off the attendants' quarters at the entrance.

The basement, which has a depth of 13 feet and covers the greater part of the building area,

is used for storage of heavier parts including complete motors. Here also is carried a complete stock of Goodyear tires for distribution throughout the province by the Company as representatives of the manufacturers.

Heat for the building is provided by a hot water system and also a hot air unit, both of which are located in a concrete asbestos lined furnace room with an automatic door cut-off in case of fire. An escalator installation is used to convey parts from the basement

reserve to the parts division directly above.

Used Car Lot

A used car lot with accommodation for 25 cars without crowding, and which permits examination and trial without difficulty is located directly in rear of the new building. Entrance may be made from either Fitzroy or Euston Streets to this department. The Plant throughout is modern in every respect and lends itself to the most advanced methods of

service in motor business. While Oldsmobile and Chevrolet cars and Maple Leaf trucks are the centre of attraction, Evinrude Outboard motors and Goodyear tires are featured as sales items of proven worth.

This enterprising firm has kept pace with the progress of events in

the road transportation of the Province. It successfully spanned the era of the horse drawn carriage and cart to the modern car and truck.

The staff of 25 under the leadership of Mr. Horne includes Mr. Albert Murphy Service Mgr., Mr. Frank Cullen foreman with Mr.

Gerald Acorn as his assistant, Mr. L. G. MacNevin, Secretary-Treasurer, Mr. Howard MacLaughlan, parts Mgr., and salesmen Messrs. Frank Haughey and Keith Myers.

Horne Motors Limited is represented in Montague by Montague Garage and in Souris by Gerald Bruce.



CONGRATULATIONS CHARLOTTETOWN

On your industrial progress as indicated by the opening of the new, up-to-the-minute garage of

HORNE MOTORS LIMITED

Best wishes go to Horne Motors Limited, who continue to make VEEDOL MOTOR OIL an important part of their quality-first service to Charlottetown and district motorists.



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Opening of Their New Building

We take this opportunity of wishing them every success and express our pleasure at having been associated in its construction.

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