BIG BUSINESS

Canadian manufacturers shipped $421,412,000 worth of goods in the first three months of

TEMPORARY IMAGES

A fluoroscope is an apparatus used to make X-ray images temporarily visible by projecting them in a flourescent screen.

McRae Brothers Latest Project To Be Officially Opened Tomorrow

Fostered by one of Prince Rupert's pioneer merchant families, the city's newest service station will be officially opened tomorrow at the corner of Second Avenue and Third Street.

McRae Motors Ltd. Chevron station, an entirely local enterprise will be declared officially open for business in a small ceremony set for 2 p.m.

On hand for the ceremony will be Standard Oil Company and General Motors Corporation officials, including Alec Eastwood, British Columbia manager for GM, Robert Waldie and Harold Colwell, GM district managers, William French, assistant manager of marketing and Vern Lobb, retail supervisor for Standard Oil in Northern B.C. and Clem Raphael, retail merchandizer.

The new station, representing the epitome of efficiency for customer and workman alike, has come into being in slightly more than a year.

Behind the project are two of Prince Rupert's more aggressive businessmen, J. D. McRae and his brother Duncan, who are the first to admit that prior to June 1, 1954 they had no idea of branching out into the service station and car dealership business.

Once the thought was started, however, the McRaes swung into action even though they had neither oil company or car dealership behind them, nor property on which to bring their brain-child into being.

Property was secured, providing a 188 foot frontage and 100-foot depth, most of which, however, was a huge rock bluff, previously partially concealed by billboards. McRae Motors Limited was incorporated in October and the brothers announced their intention to build the following month.

The general contract was let to Mitchell and Currie Ltd. and first construction was started in February of this year. To prepare the site for the 81 by 85-foot building which now commands the intersection required the removal of 300 yards of rock and an equal amount of muskeg.

Construction for the new project progressed, but meanwhile, McRae Motors operated from their associated company, McRae Bros. Ltd. on Third Avenue.

Executive members of the enterprise are Jack McRae, president and active manager and Duncan, vice-president. Archie Gordon is in charge of sales.

The new Chevron station will carry the full GM line in trucks and passenger cars — Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and Vauxhall and will be agents for both General Motors Acceptance Corporation and General Exchange Insurance.

McRae Motors is completely modern with new equipment installed throughout. In a handy location, the station has a wide easily accessible approach to its dual gas-pumps as well as ample car storage space.

In charge of the front-end operation of McRae Motors will be Prince Rupert-born Bill McChesney, well-known in city basketball and baseball circles.

Adair Moore, formerly of Vancouver, is manager of the parts department and brings five years of General Motors' training to the enterprise. To take care of storage space for the bulkier parts stocked by the modern garage, ample storage space is provided by a large stock-room upstairs over the main section of the building.

Nerve-centre for the operation, the general office, is also located on the second floor where Ralph Anderson, another Rupert born member of the firm heads the accounting department.

Service department manager is GM-trained Bill Petrie who joined the company last December, four months after his arrival in the city from Flin Flon, Man. With a thorough knowledge of automotive repairs at his fingertips, Mr. Petrie will have a staff of three trained mechanics working with him.

AUTOMATIC LAUNDRY

With space to handle seven cars at one time, the service department has a complete line of the most modern testing equipment and was described by the department manager as having the most favorable of working conditions. For the convenience of its employees, McRae Motors even boasts an automatic laundry — washer and dryer — where employees can launder work clothes.

Heat for the building is supplied by an automatic, rafter suspended oil heater and air conditioner, located in the service department.

Front office interior is finished in striated plywood, providing a pleasant background for the well-lighted showroom.

Door Prizes To Be Given At Opening

McRae Motors official opening tomorrow will see 23 door prizes distributed, topped with a first prize of a food mixer. There will also be a set of seat covers, of the winner's own choice, a kitchen radio and 20 free lubrication jobs given away. Prizes will be awarded at 8 p.m.

Pulp Consumers Paying Visit To Vancouver

VANCOUVER (C) — A 32-man delegation from the Association of Pulp Consumers, Inc., New York, arrived here yesterday for a three-day visit as guests of pulp and paper manufacturers in British Columbia.

The visitors attended a reception and dinner given last night by the Western Division, Canadian Pulp and Paper Association.

The party will visit a number of mills on the coast before leaving tomorrow night.

Most of the pulp and paper manufactured in B.C. is sold in the United States market.

BEST WISHES
To
McRAE MOTORS LTD.
MODERN PLUMBING
By
SMITH and ELKINS LTD.
PIONEER PLUMBING AND HEATING ENGINEERS
39 3rd Ave. W. Phone 6227

CONGRATULATIONS
to
McRAE MOTORS LTD.
ON THE OPENING OF ITS
WELL EQUIPPED NEW BUILDING
HEATING and ROOFING
By
SHENTON SHEET METAL WORKS
168 3rd Ave. East Phone 3235

All Good Wishes
To
McRae Motors Ltd
STEELWORK
By
INDUSTRIAL WELDING Co.
225 1st Ave. E.
Phone 5514

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TO
McRAE MOTORS LTD.
On The Opening Of Its
MODERN SERVICE STATION & GARAGE
TOMORROW
COME AND ENJOY YOURSELF!
There Will Be A FREE CARTON Of
Coco Cola For Every Customer
NORTH STAR BOTTLING WORKS
Authorized Bottler Of Coca Cola Under Contract
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344 2nd Ave. Phone 6224

Congratulations
and Best Wishes
to
McRAE MOTORS LTD.
On The Occasion Of Its
Official Opening
WE ARE PROUD
TO HAVE BEEN BUILDERS OF THIS MODERN
SERVICE STATION AND GARAGE
IT WILL SERVE PRINCE RUPERT WELL
MITCHELL and CURRIE Ltd.
BUILDING CONTRACTORS
125 3rd Ave. East.
Phone 4217

YOU ARE INVITED

Jack McRae

Duncan McRae

We extend a cordial invitation to you to be with us at our official opening tomorrow. We would like you to see our modern service station and garage where we hope to serve your motoring needs. You are invited to examine the latest General Motors cars that will be on display and the up-to-date equipment that is used for servicing and repairs.

To mark the official opening, at 2 p.m. Mayor George Hills will drive one of our new cars through tapes stretched across the entrance.

Further to celebrate the occasion, we are offering a number of valuable door prizes and there will be a free carton of Coca Cola for everyone present. The first prize will be a Sunbeam Mixmaster, the second will be a handsome set of automobile seat covers, and the third will be a useful kitchen radio. Twenty other winners will be entitled to free lubrication jobs for their cars. The opening will be from 9 a.m. to 9 p.m. tomorrow, with the draw taking place at 8 p.m.

We look forward to making this your introduction to our new premises where everything possible will be done to increase your motoring enjoyment. We carry a full line of Standard Oil of B.C. products, oils and lubrications, and in the repair and service department a staff of qualified mechanics is ready to give your car its expert attention.

Since we assumed the General Motors agency six months ago, we have had the pleasure of serving many of you to the best of our ability without these ample facilities and now hope to continue this relationship in these greatly improved conditions. We will also welcome new friends who wish the best in automobile purchasing and service.

Make it a date to be with us tomorrow.

Jack McRae,
President.

Duncan McRae,
Vice-President.

McRAE MOTORS LTD.
402 2nd Ave. West Phone 2303