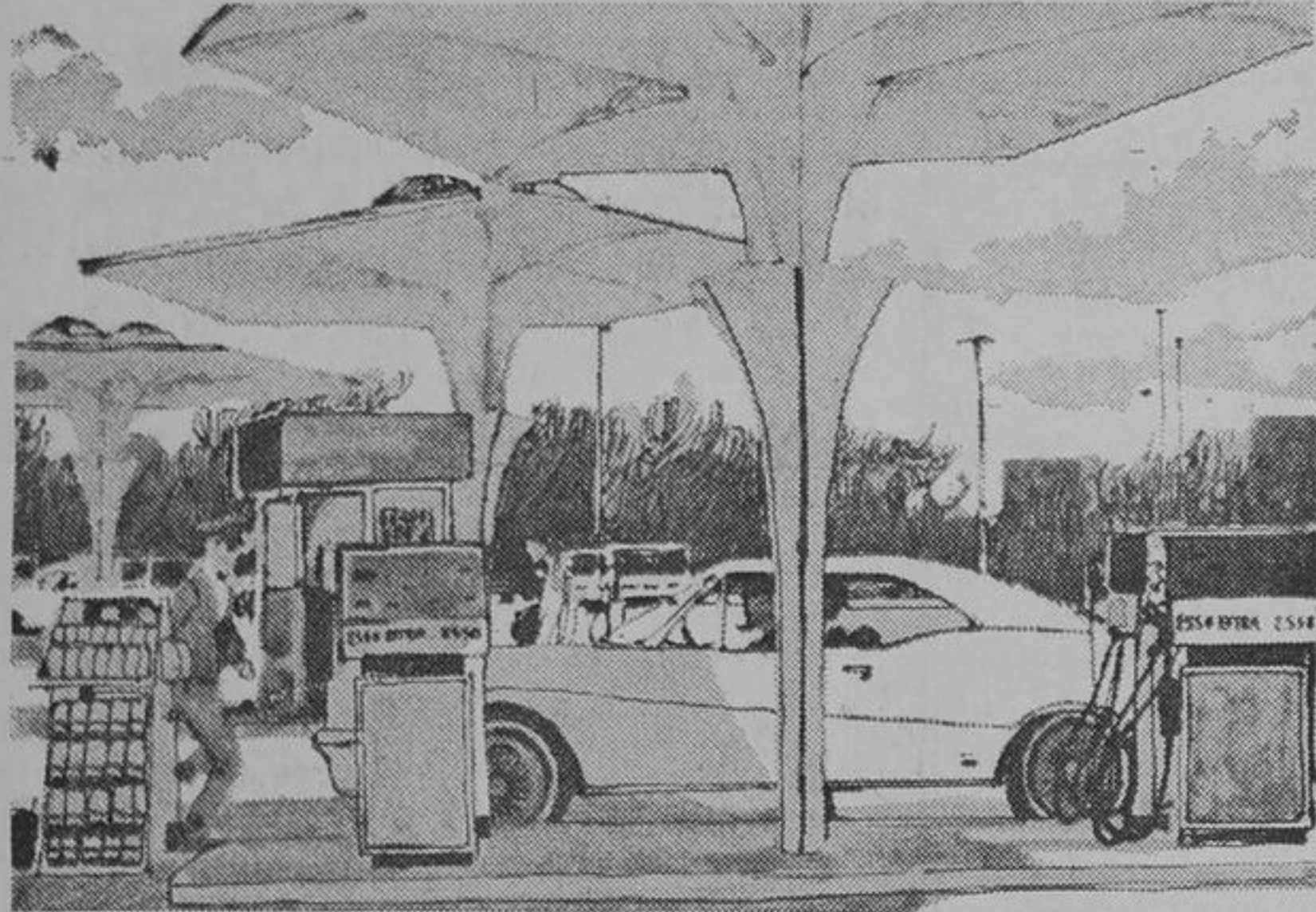


A totally new service to the Community.

The Imperial 3-Star Centre, Opening April 27, 28 and 29, at the corner of Yonge and Steeles.



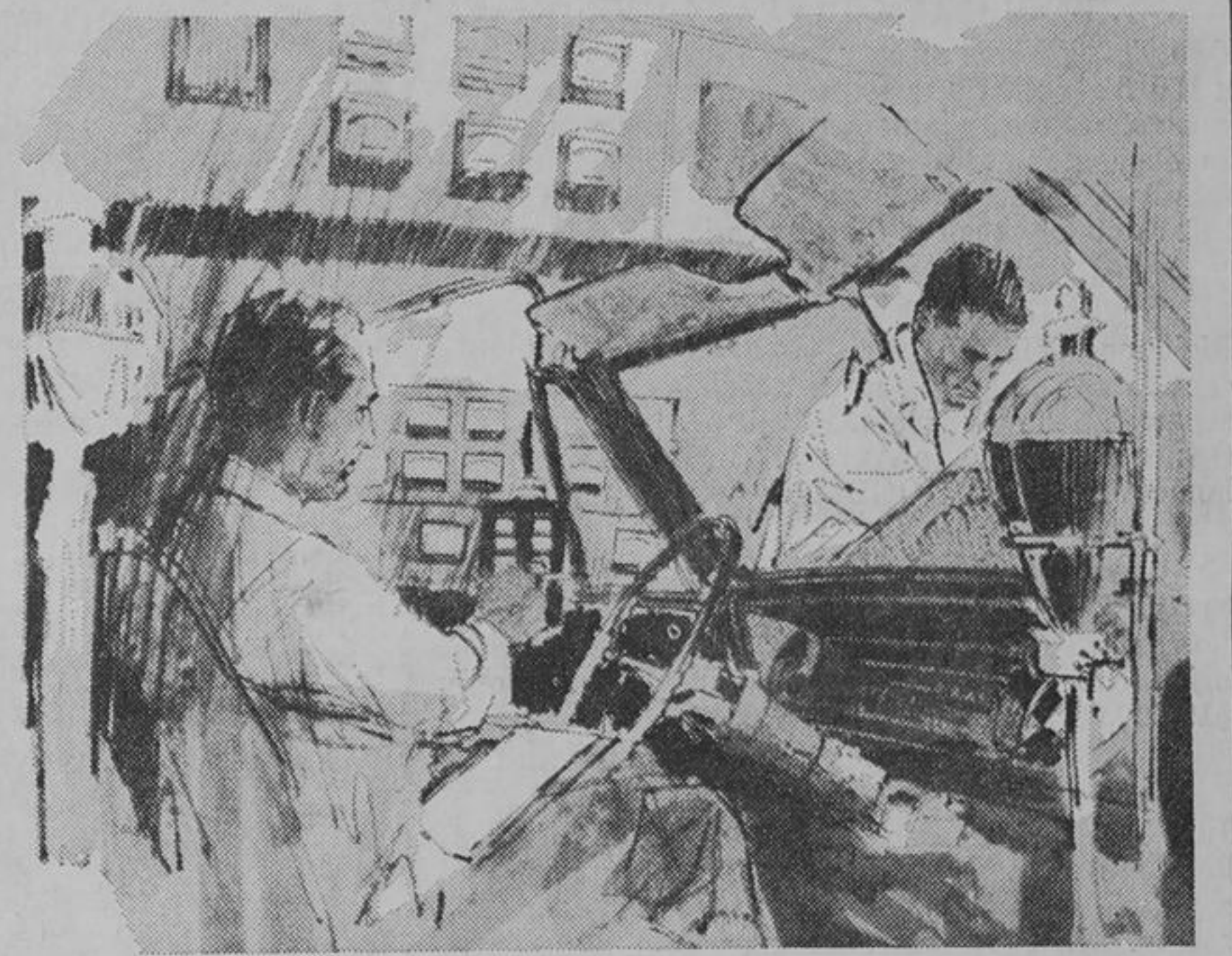
The Total Auto Centre



The Imperial 3-Star Centre is a completely new kind of auto centre. It provides you with everything you'll ever want for your motoring pleasure. **SERVICE**—at the Imperial 3-Star Centre a team of highly competent technicians are always on hand to care for your car. **PUMP ISLAND SERVICE**—it's the most complete available with Express or Service Lanes. **ESSO CAR CLINIC**—here's where car troubles are diagnosed with scientific accuracy. **COMPLETE RETAIL STORE**—featuring a wide selection of items for your car, home, garden and leisure. Here's one-stop shopping for your every motoring need. Come and see what a real auto centre is all about. You're in for some pleasant surprises!

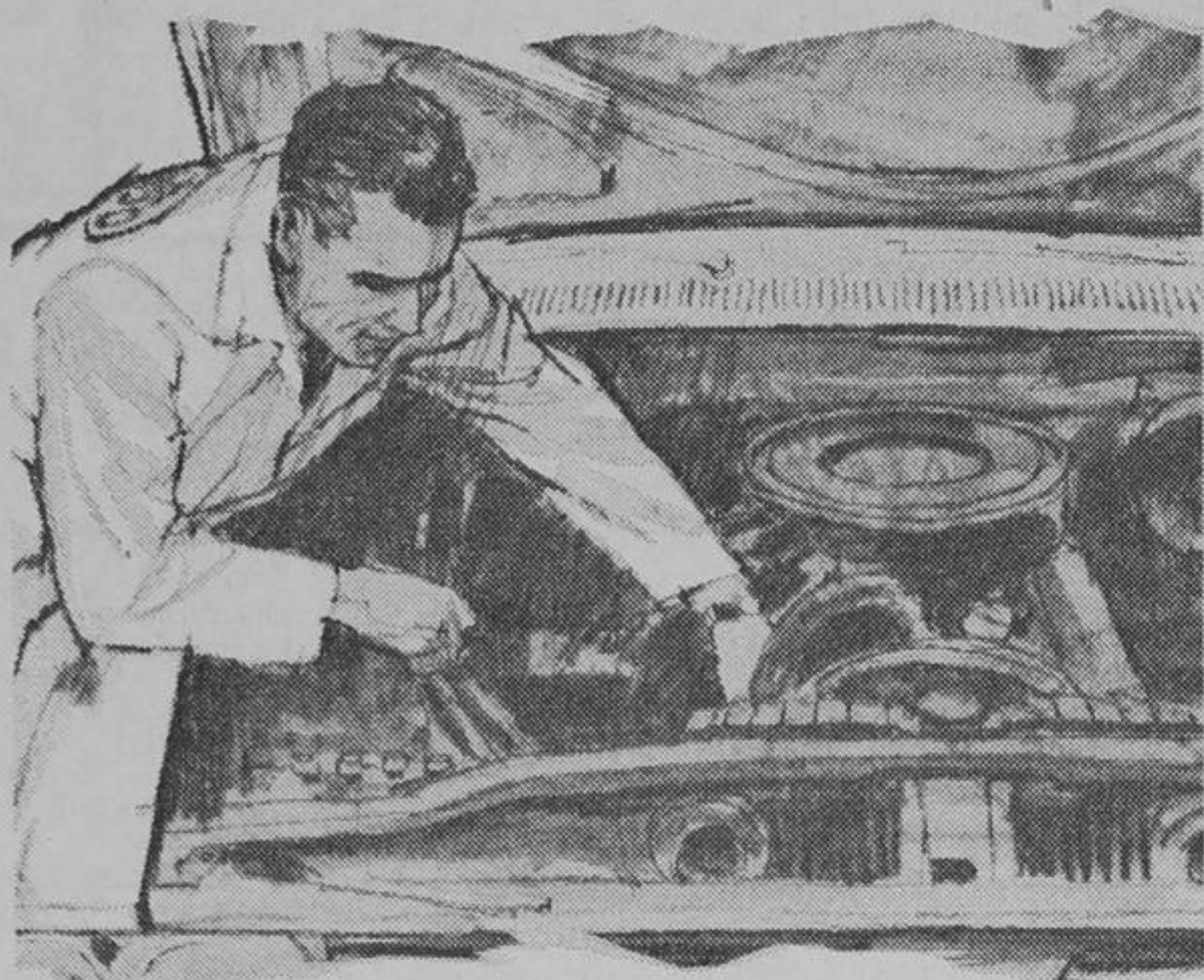
A Scientific Approach.

At the new Imperial 3-Star Centre you'll find the Esso Car Clinic. An electronic analysis centre that diagnoses your car's condition and pinpoints any trouble with scientific efficiency and accuracy.



Highly Skilled Car Care.

Whether your car requires a complete overhaul of just a quick oil change, the Imperial 3-Star Centre maintains a team of highly skilled technicians to carry out the service. The service bays and car care equipment are the most modern in Canada. You know your car is in good hands.



Timely Values Year 'Round.

A trip to the Imperial 3-Star Centre is always worthwhile. Frequent Guaranteed Service Specials and special values on merchandise for car, home and leisure are featured. You're a winner every time you shop at the Imperial 3-Star Centre. There's always something special to catch the eye of the wise shopper.



Three Days of Opening Celebrations



Come and see what a real Auto Centre is all about

The friendly people at the Imperial 3-Star Centre would like to show you around. You'll see a car electronically diagnosed in the Esso Car Clinic. Inspect the bright new Store with wide aisles and colourful displays. Come and check the exceptional values offered. It's open house. And you're invited.

• Polaroid Girls will take your photograph FREE! • Door Prizes! • Coffee, donuts, 7-Up and cigarettes FREE!



Use your Esso-Matic Credit

Charge all your car care, merchandise and gas purchases on your Esso-Matic Credit. No down payment is required and generous credit terms are available on larger purchases.

IMPERIAL CENTRE

7015 Yonge Street at the corner of Steeles Avenue.
Phone 889-7661

STORE HOURS: Mon. to Wed. and Sat. 9:00 a.m. to 6:00 p.m.
Thurs. and Fri. 9:00 a.m. to 9:00 p.m.

SERVICE DEPT: Mon. to Sat. 8:00 a.m. to 5:00 p.m.

PUMP ISLANDS: 24 hours, 7 Days a Week.

Win a FREE All-Expense Paid Trip to Expo and a chance to stay right on the site at Habitat '67.