

BEST WISHES for a HAPPY NEW YEAR



FROM CHARLOTTETOWN'S LEADING BUSINESS CONCERNS



AN INCALCULABLE DIVISION OF TIME AND 1937 WILL BECOME 1938

Nothing may happen to us, or the world or time. Then why all the excitement? Because a New Year means new hope . . . a new episode in life, and with the beginning of this new episode, 1938, we extend the wish that it will be a happy and prosperous one for each of you.

Bruce Stewart & Company, Ltd.
Manufacturers Imperial Gasoline Engines



Season's Greetings



As we record another milestone and the advent of the New Year, this Company at the same time looks back on seventeen years of steady progress and growth in co-operation with the dairy men of Prince Edward Island. It has been only with this loyal co-operation that the Company has been enabled to build up what it believes to be one of the finest Dairy plants in Eastern Canada.

The year 1937 has been the best in the history of the Company. The Company has had on its payroll throughout the year forty-eight employees, many of them heads of families. On behalf of the management and the entire staff the Central Creameries, Ltd. extends thanks to the public for their continued patronage and for the goodwill and loyalty of its cream patrons in all sections of the province.

To all these friends the Company wishes a generous share of prosperity and happiness in the year about to dawn, and promises the same high service to the public which it has ever endeavoured to maintain, and the same co-operation with the dairymen which it has striven for the past seventeen years.

CENTRAL CREAMERIES LIMITED

J. P. SIMMONDS, PRESIDENT

19 38



We wish you HEALTH . . . no one can be happy without it. We believe the New Year will be greater than ever . . . let us all hope for peace and happiness the world over.

DAVIS & FRASER and the Island Cold Storage Co., Ltd.

GOOD CHEER

The Old Year was a great one but we are looking to 1938 for still greater Health, Happiness and Prosperity for all of us.

Cudmore's
INDIVIDUAL
Dry Cleaners



We wish you all the comforts you desire in the year at hand.

Health and Cheer to All

LYONS COAL COMPANY



We appreciate the patronage of those who dealt with us in 1937. Keep it up . . . we like to have you call anytime. Here's Best Wishes for your happiness in 1938.

The Misses

Holmes & Bradley

Infants' and Girls' Wear



We welcome this opportunity of wishing everyone a Happy New Year and the pleasure of thanking you all for your generous patronage during '37. We are appreciative, and hope you'll do the same in '38.

Burhoe's Grocery

Meat and Fish Market



WE just know that 1938 is going to be a year of health, happiness and prosperity for you all

AT LEAST THAT IS OUR WISH FOR YOU.

PURDIE

FERGUSON

Shoe Company



To all friends and clients we would wish to extend the

SEASON'S GREETINGS

Be prepared for a year of health and prosperity in the New Year.

J. A. Moore

Representing Sun Life Assurance Co. Ltd.



THE ancient Persians who deified the symbol of Chance, had some reason for their way of thinking. Luck is still important in this modern world of ours; and

YOU'LL HAVE NO WORRIES

if our wish for you comes true . . . Here's the best of Luck for the New Year.

JOHNSON & JOHNSON

THE QUALITY DRUGSTORE

FATHERS —
MOTHERS —
SISTERS —
BROTHERS !

Happy New Year to all of you . . .
. . . and thank you for your esteemed patronage in 1938.



Imperial Service Station

EARLE C. BAKER, Lessee



Sincere thanks for a most successful 1937. Our New Year motto will be to bring you bigger and better lines of quality than ever

HAPPY NEW YEAR

EVERYBODY

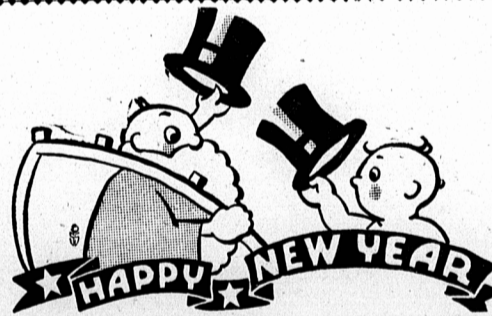
T. G. IVES



The New Year is just about here, but we're in time to say Best Wishes to all our FRIENDS and CUSTOMERS.

Queen Street Meat Market

H. PETERS, Proprietor



1938 is bound to be a great year. We look forward with pleasure to the continuance of satisfactory dealings with our many Patrons and Clients.

To all we wish good health for 1938.

DeBLOIS BROS.



The resolution we made last year for the "best of service to our customers" worked so good we're repeating it again. We thank you all.

S. N. KAYS
GROCER



Nothing much more to say . . . for these three words express our meaning.

B. Benjamin

Exchange Store Furniture Exchange



Don't think we're exaggerating when we say this is as sincere a

"HAPPY NEW YEAR"

as you'll ever receive

And we're mighty glad of the chance to extend it to you—believe us.

Strathcona Hotel



1937 WAS OUR BEST YEAR YET

and we thank you all heartily. May the New Year bring you all the cheer . . . health . . . and every good thing.

Island Furriers

A. G. HOGAN, Manager



Best Wishes for a Happy New Year and a full measure of the prosperity whose corner we have just turned!

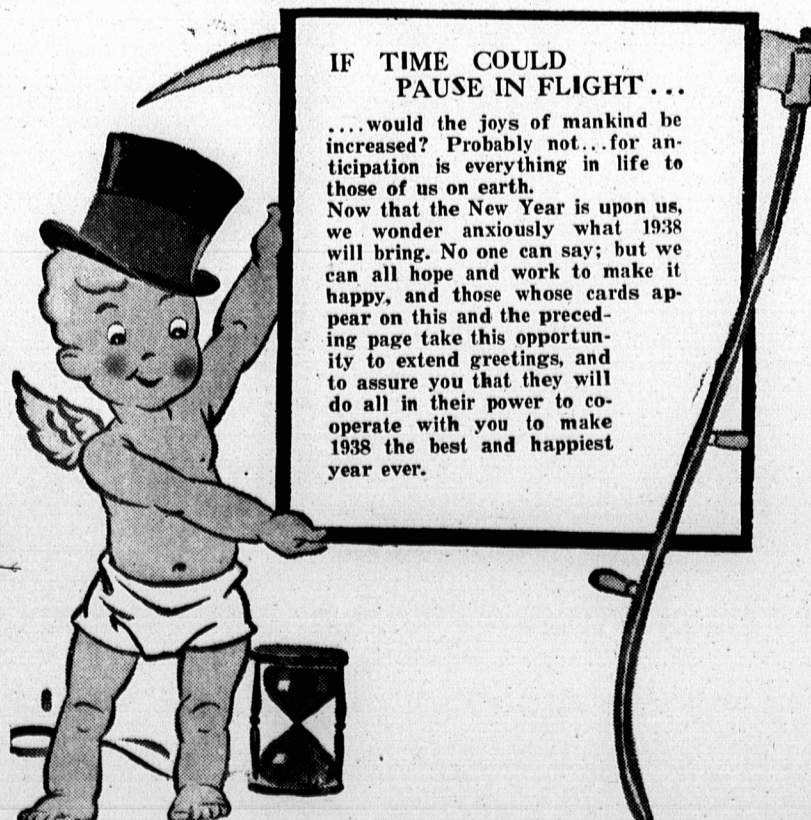
MARITIME ELECTRIC CO. LTD.



To all our friends and customers we extend sincere thanks and best wishes for your happiness

DURING THE ENTIRE NEW YEAR

Duvar's Garage
and SERVICE STATION



IF TIME COULD PAUSE IN FLIGHT . . .

. . . would the joys of mankind be increased? Probably not . . . for anticipation is everything in life to those of us on earth.

Now that the New Year is upon us, we wonder anxiously what 1938 will bring. No one can say; but we can all hope and work to make it happy, and those whose cards appear on this and the preceding page take this opportunity to extend greetings, and to assure you that they will do all in their power to co-operate with you to make 1938 the best and happiest year ever.

Can you keep a secret? Well, here's one: next year is going to be the happiest, most prosperous collection of joyous days we've had for a long time! And if you think we're talking through our hat, stick around! You'll soon see that we're right!



THE CITY NEWS

ED. PINEAU — Proprietor

Greetings and Salutations, Ladies and Gentlemen, on the arrival of the New Year.

Thank you for your valued patronage in 1937.

KELLY & MACINNIS
— MEN'S WEAR —