

"QUALITY" IS STRESSED IN THESE ULTRA-MODERN COMMODITIES

35 miles PER GALLON*



Willys DeLuxe Sedan

TOURING SPEED—OVER 60 M.P.H.

ALL-STEEL TOP AND BODY • SAFETY GLASS ALL AROUND • OVERSIZED BRAKES • WIDE SEATS • LARGE LUGGAGE SPACE • BATTERY UNDER HOOD • AEROPLANE TYPE SHOCK ELIMINATORS

THE EASY RIDING Willys

T. G. IVES 219 Great George Street, Charlottetown

Prices and specifications subject to change without notice. If you want to spend less on motoring—more on the other good things of life, drive one of the new, easy riding, full-sized Willys Sedans—the car that is surprising everybody because of its numerous advantages and low costs.

Authorities acclaim the new Willys as the smartest appearing, most practical car ever designed. . . Owners report up to 40 miles per gallon, 20% to 30% less oil, up to 40,000 miles per set of tires. Following its low first cost are reduced monthly payments, low taxes and insurance.

The new Willys is dependable and sturdy—constructed for long life. Safety is in-built by its all-steel top and body, oversized brakes, safety glass in all windows, low center of gravity, fender lights for wider road vision and preventing side-swiping, also because of a highly responsive performance.

Examine and drive the new Willys—you will find it a revelation in clever motor designing. The Willys is easy to pay for—a car you will be proud to drive everywhere.

* OWNERS REPORT...

NOW YOU CAN PAY AS YOU DRIVE

New Budget Payment Plan for Tires and Batteries

Now everyone can enjoy safe, trouble-free driving on the famous Goodrich Safety Silvertowns with the Life-Saver Golden Ply. . . provided three times safer from high-speed blow-outs—or a powerful new battery. Just select what you need and set your own convenient terms. No long investigations, no waiting and all transactions are strictly confidential. Just show us your license identification.

HOW GOODRICH PROTECTS YOU

Goodrich engineers invented the Life-Saver Golden Ply and built it into every Goodrich Silvertown tire. This layer of special rubber and full-floating cords is scientifically designed to resist internal tire . . . it keeps rubber and fabric from separating. Prevents blisters that cause high-speed blow-outs.

IT PAYS TO PLAY SAFE.

It's not only wise it's positively necessary to provide these new safety features for yourself and family. Put Goodrich Silvertowns on your car now and get the life-saving features obtained in Silvertowns and Silvertowns only. You get longer mileage too but all these extra features are yours at no extra cost. No Red Tape No Delays—Immediate Service. For full information consult Stewart G. Ives, Manager of Budget Department.

SERVICE AND REPAIR GARAGE

As an owner of either a new Studebaker or Willys automobile you are assured of prompt and efficient attention in the servicing of your car.

We have a competent group of trained mechanics, under the management of Mr. Claude D. Ives who are always willing to take care of your service requirements on any make of automobile.

Ask us for a price on that overhaul job you were thinking about.

Col. C. C. Thompson Joins Studebaker 100,000 Mile Club



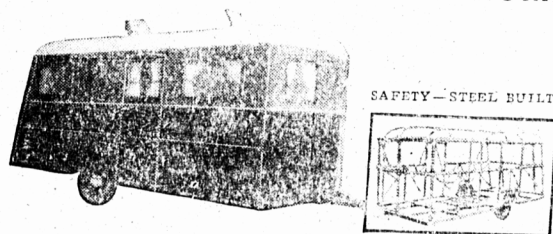
Photographed above are, from left to right Mr. J. J. Pitre, Studebaker, Eastern Representative; Col. C. C. Thompson, President P. E. I. Potato Growers' Association; Mr. M. S. Brooks, Vice-Pres. and General Manager of Studebaker Corporation of Canada, Ltd. Standing in the doorway beside the 1937 Dietz-Tinney, both Studebaker owners.

Col. C. C. Thompson, President of Potato Growers' Association, Charlottetown, joins the Studebaker Veteran Owners League. Col. Thompson has always been a Studebaker owner and during the past 12 years has driven over 100,000 miles and is thus qualified for a special Studebaker emblem, which is only available to owners of Studebaker cars who have driven either 100,000 miles or have owned nothing but Studebakers during the past 10 years. During the visit of Mr. M. S. Brooks, Vice-President and General Manager of Studebaker Corporation of Canada, Walkerville in Charlottetown on the 5th of June, Mr. Brooks was very happy to make this presentation to Col. Thompson. He explained that the Club was formed as a means of expressing appreciation of the Company to their customers who by their continued buying of the Studebaker line show themselves satisfied with the driving qualities and dealer service.

Studebaker showed a Canadian increase of 51% in 1936 over the previous year and a further increase of 41% in 1937. This was Mr. Brooks answer to the question, "Is Studebaker getting its share of the general business recovery?"

Studebaker sales in Prince Edward Island leads fifth in registration, exceeded only by cars in the low price field. Studebaker has experienced no labor problems owing to their factory workers owning their own homes, and many of them have been employed by the Studebaker Corporation for three or four succeeding generations and they take as much pride in the building of Studebaker cars as Studebaker Corporation do themselves.

CANADIAN HAYES MOTOR HOME



SAFETY—STEEL BUILT

The Nation is at your door—the cool north woods and lakes in the summer and fall, the healthful sunshine of Florida and California in winter; the lure of a vast continent is yours to answer. Plan now to escape monotony, enjoy new freedom and independence—delight in the wonder of travel—in the new Canadian Hayes

Motor Home. Canada's finest travel coach. All steel construction provides new standards of safety and durability. Chassis, frame, top and panels are true steel—electrically fused into an integral solid steel unit. Not an ounce of wood is used for structural strength. Beautifully paneled interiors contain every modern convenience to make for comfortable living—large roomy cupboards, full size restful beds for two or four, genuine porcelain refrigerator, electric lights, running water, heating and cooking stoves, kitchenette, dinette, insulation against heat and cold, and many luxurious appointments that make the Canadian Hayes the finest and most complete home on wheels.

Canadian Hayes also offer models in shell form, for sales and merchandise display purposes. Adaptable to almost any business or industry, this novel manner of sales promotion offers tremendous advantages to manufacturers, business firms and salesmen. With a sales room on wheels, you may cover a wide territory, taking your goods right to the door of the buyer. Costs are reduced all along the line and the possibilities for increased sales and profits are almost unlimited. The ALL-STEEL Canadian Hayes units are ruggedly built, present a beautiful appearance and may be finished in any one of several colors. Call and see this MOTOR HOME on display at T. G. Ives show-rooms.

MARITIME STOVE MANUFACTURERS USE SPECIAL NEW METAL

Fawcett Stoves and Furnaces have been built in the Maritime Provinces for 85 years, and thousands of owners can testify to their satisfactory service and operation.

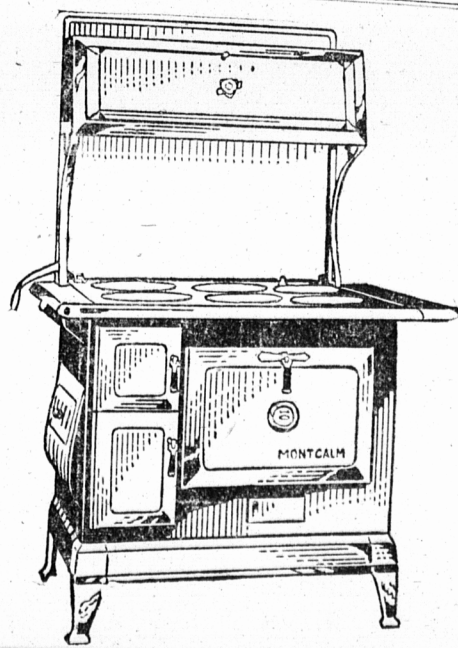
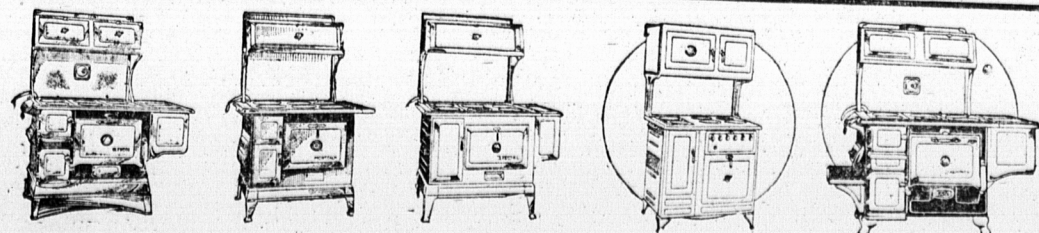
Your new FAWCETT Range is guaranteed by your dealer and the manufacturer. You provide a satisfactory chimney and proper fuel and the Range is guaranteed to do the work for which it was intended to your complete satisfaction.

Have you had trouble with linings in your present range? The front and back linings of all Fawcett ranges are now made of an alloy metal developed with the cooperation of the International Nickel Company of Canada and are under normal conditions guaranteed to you for three years from the date you purchase your range.

All Full Enamel Ranges have beautiful, washable vitreous enamel finish on the inside of the baking ovens and warming ovens. These are only a few of the many reasons why.

This Year Everyone is Buying FAWCETT

Come in today and see our complete line of Ranges at our Showrooms.



Representative for HOSTESS REFRIGERATORS EUREKA VACUUM CLEANERS WASHING MACHINES FAWCETT STOVES FURNACES and AIR-CONDITIONING EQUIPMENT ELECTRIC and BATTERY RADIOS TELEPHONE 1117

You Are Now Offered EASY TERMS On The New HOSTESS For 1937



The new HOSTESS is very reasonably priced. The HOSTESS is very economical to run. And our easy payment terms are both generous and convenient!

And consider what you get! HOSTESS keeps foods fresher. "Controlled Humidity" preserves the moisture content of the air in the cabinet. And there's no time out for defrosting!

Besides these two important exclusive HOSTESS advantages, there are many other features we'd like to show you personally! Come in tomorrow!

HOSTESS keeps foods FRESHER!

WASHERS and CLEANERS

Introducing the New EUREKA Challenger

Never before have so many remarkable features been presented in one Vacuum Cleaner.

Noted engineers pronounce the beautiful new Streamlined Super-Powered Eureka Challenger Model the last word in cleaner construction and performance. It is light, quiet and very easy to operate. You owe it to yourself to ask for a free demonstration.

Why Should I Buy A EUREKA Washer

In the first place any good electric washer saves you money not only in actual money paid out in wages or laundry bills but in the lengthened life of the articles washed—and Eureka is at least one of the best, and the cheapest, when the cost is spread over the many years that Eureka will serve you. Week in, week out, by some means the washing must be done. Let Eureka do it for you.

Distributors for STUDEBAKER and WILLYS AUTOMOBILES, BUSES, TRUCKS ALL STEEL TRAILER HOMES AUTO REPAIRS, SERVICE AND ACCESSORIES GOODRICH TIRES and TUBES SALES — BUDGET PLAN — SERVICE

219 GREAT GEORGE STREET

T. G. IVES

—OPEN EVENINGS—