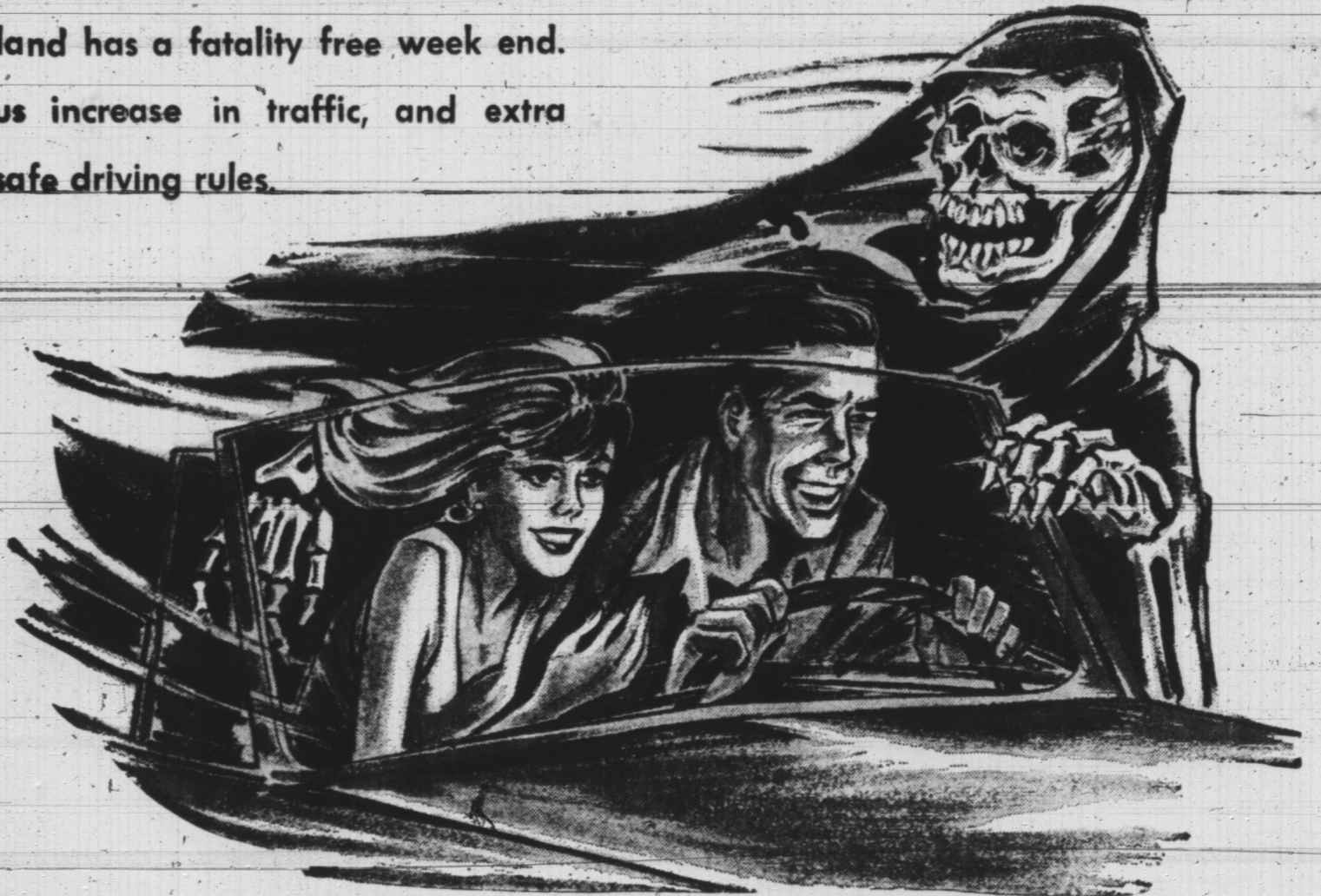


DRIVE SAFELY

THIS HOLIDAY WEEKEND

It's up to you . . . and you . . . and you — whether The Island has a fatality free week end. Friday, Saturday and Sunday our highways will see a tremendous increase in traffic, and extra caution will be needed if you're driving. Be sure you obey all safe driving rules.

Highways jammed with people in a hurry to get to fun and relaxation can spell disaster . . . during the holiday week-end or any week-end. Remember the responsibility you have behind the wheel of a car. Drive slowly . . . keep your eyes on the road . . . stop when you become tired . . . be considerate of other drivers and go cautiously in residential and children's play areas. Extra traffic demands extra care and caution. Drive safely . . . as if your life depended on it!



THIS AD SPONSORED BY THESE SAFETY-MINDED MERCHANTS:

THE P. E. I. HIGHWAY SAFETY COUNCIL

Box 922 — Charlottetown

Adella's Millinery

Opposite Post Office
Charlottetown

Enterprise Bakery

Grafton St. — Charlottetown

Chandler Bros. Ltd.

Open Until 9 Every Monday Evening
1 Plywood Place — Phone 4-6557

P. E. I. Fairyland

New Haven on Trans-Canada Highway

Grafton St. Esso Service Station

Red Rowatt (Lessex)

Woolworth's

Charlottetown and Summerside

Wm. Condon & Sons

Queen St. — Charlottetown



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**WHEREVER TRAFFIC LAWS ARE OBEYED AND ENFORCED TRAFFIC DEATHS DO GO DOWN ---
LET PRINCE EDWARD ISLAND PROVE IT!**