



# TO ATTEND W. R. JENKINS LTD. ST. PETERS ROAD, PARKDALE GRAND

# OPENING

**OPEN HOUSE 4 P.M. TO 8 P.M. COME AND HELP US CELEBRATE**



*The Finest Of Its Kind East Of Montreal!*

Since 1946 and 1954 W. R. Jenkins Ltd. has been your Authorized Rambler and Volkswagen Sales and Service Headquarters in Prince Edward Island. Since that time the Rambler and Volkswagen Cars and Vans have become increasingly popular with families across the country.

We have grown with the demand for these fine automobiles until we now have need for larger quarters and showroom area to serve our many new found friends and customers to the best of our abilities.

Our new location in Parkdale provides us with the ultimate in room and equipment to fulfill the needs of our customers.

In our new building the finest of its kind in Eastern Canada, we have installed the latest in servicing equipment to give our many customers the best service obtainable on Prince Edward Island. Here are just a few other improved facilities to give our customers better and faster service:

3 new modern hoists that will take any size automobile whether it's the car of TODAY or the car of TOMORROW.

The Engwald Exhaust System, the finest!

New Modern Alemite Greasing System, to ensure fast and Better Grease jobs.

Our New modern building is equipped with new industrial type windows to ensure brightness at all times

**WE INVITE YOU TO COME AND SEE OUR NEW SHOWROOMS, DURING OUR GRAND OPENING!**

**SEE THE NEW 1960 VOLKSWAGEN  
ON DISPLAY IN OUR NEW SHOWROOMS  
DURING OUR GRAND OPENING CELEBRATIONS**

On display in our new SHOWROOMS during our GRAND OPENING CELEBRATION you will see the new 1960 VOLKSWAGON with it's new features to give you a smoother and more comfortable drive.

Here are just a few of the many changes you will find on the new 1960 VOLKSWAGON.

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| <p><b>1. Better noise insulation</b><br/>Undoubtedly, the most note-worthy improvement that has been made, from a sales point of view, is the additional sound-dampening material used in the construction of both DeLuxe model and Custom. The reduction in engine and transmission noise is most noticeable.<br/>Again, the reduction of cooling-fan speed from 2.1 to 1.8:1 of engine speed, results in considerably less fan noise for the engine.</p> | <p><b>5. Improved Seating</b><br/>The frames, springing and padding of both front seats have been redesigned to give better support to driver and passenger and offer better wearing qualities over the life of the vehicle.<br/>For passenger comfort, particularly the ladies', an angled foot rest replaces the former vertical partition.</p>                     |
| <p><b>2. For increased driver's safety and of pleasing appearance, a deep-dish Steering Wheel with horn ring is now fitted to the DeLuxe and Karmann Ghia models. The Custom model retains the three-spoke black steering wheel as previously.</b></p>   | <p><b>6. Door operation</b><br/>Push-button type door-handles greatly improve both the operation and appearance of the doors from the outside; redesigned lock mechanism and striker plates improve door closing characteristics, and an arm-rest on the passenger side, which also acts as a door-grip, reduces the effort needed to close the Volkswagen doors.</p> |
| <p><b>3. Stabilizing Bar, offering even better road holding characteristics than ever before, and greatly improving the steering action when cornering. As previously fitted to Karmann Ghia models, now available on both DeLuxe and Custom. ...</b></p>  | <p><b>7. Defroster action has been increased by enlarging the defroster tubes for the main heating system so as to permit a greater volume of air on to the windshield</b></p>  |
| <p><b>4. Softer rear springing.</b><br/>In conjunction with the redesign of the front axle, the rear suspension has been softened for normal road conditions whilst the resistance to full limit action on rough roads has been increased.</p>   | <p><b>8. Increased Generator output</b><br/>The output has been raised to 180 watt to better compensate for the use of additional electrical equipment such as radios etc.</p>  |



**Plenty Of Parking For One and All ...**



# W. R. JENKINS LTD.

**Your Volkswagen - Rambler Provincial Distributor**