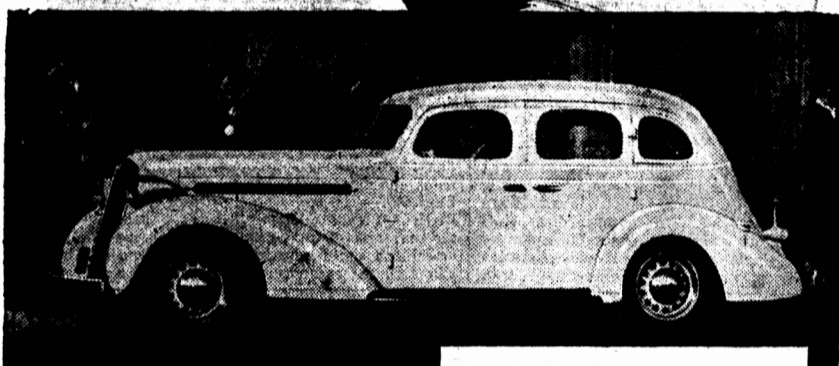


YOUR NEW CAR WILL BE ON EXHIBITION

*Flash to the front
because its first in
style... comfort...
safety... economy
... value!*

*World's Only Car with
Automatic Hill Holder*

*Sales up
53%*



THIS year, the smartest buyers are turning to Studebaker. Everyone who sees and drives this stand-out style car of all the new cars realizes that it offers more than any other car. It's big, solid, beautifully proportioned! And what economy... an official record of 29.12 miles per Imperial gallon! Flat, restful floors! 58 1/2 inches of rear seat elbow room! Feather-touch hydraulic brakes! World's only car with Automatic Hill Holder! World's largest one-piece steel top - strongest all-steel body! One of the few 1936 cars with gas-saving automatic overdrive! Only 1936 car with Helen Dryden styling!

DELIVERED IN
CHARLOTTETOWN
completely equipped

\$1145

(3-PASSENGER COUPE)

NOTHING MORE TO PAY

Studebaker's new 7% C. A. C. Plan offers a new "low" in time payments

T. G. IVES
Distributor for P. E. I.
CHARLOTTETOWN, P. E. ISLAND

Studebakers of 1936 Are Built To Public's Specifications

The Studebakers of 1936, now appearing in public for the first time, may truthfully be said to approximate the ideal Canadian automobile. They were literally built to "specifications" furnished by the motorists themselves. Many months ago the men who

make up the management of the new Studebaker Corporation, all of them Studebaker veterans, decided that the Studebakers of 1936 must meet public demand as closely as was humanly possible. Consequently, a prolonged and extensive survey of drivers' desires and dictates

was made. Thousands of drivers, young and old, men and women, were questioned. Their answers were carefully recorded. Do you prefer hydraulic brakes? How fast do you want to drive? Do you like the extreme tear-drop design? What price is best suited to your purse and your preference? These and scores of other questions were asked. The questioning went on all spring and summer and up to less than two months ago. No section of the country, nor type of motorist, was neglected. Finally, with the study completed

Studebaker Dictator of 1936



BEAUTY OF DESIGN

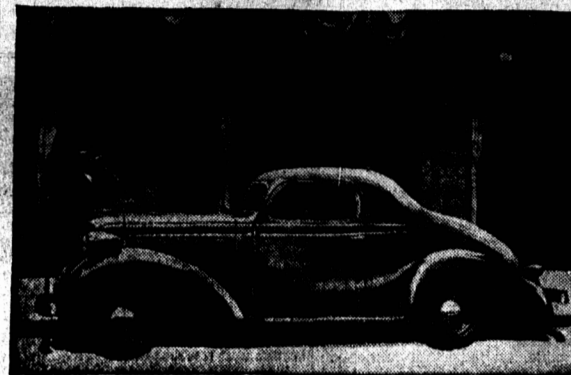
Body designers who have studied the Studebakers of 1936 have pronounced them the "cleanest" of modern streamline designs; yet the cars do not possess the radical contours of the unpopular "tear-drop" models. They are ultra-modern in every respect, yet will not offend those who prefer to have their automobiles "look like automobiles."

The glistening chromium-plated radiators are narrower, slim and gracefully curved. They sweep outward and down into one-piece, fenders of deep and efficient air-flow design. Hoods are high and narrow and flow swiftly to the body proper, merging with delightful simplicity into divided windshield and panels of the one-piece, steel-reinforced-by-steel bodies. Body roofs are solid steel and of one piece. Rear contours swing down to the wide chromium bumpers with the symmetry of modern streamlining. There is genuine beauty in these rear contours and all models have generous baggage space with spare wheels carried inside. Windows are broad and blend into the swift-running body lines.

GLOVE WELL WORN

SAN DIEGO, Calif.—Frank Shelton, manager of the Padres here, has used the same baseball glove for 15 years.

Studebaker Dictator Coupe



Here is a Studebaker with rich personality—the Dictator coupe. It is available in either three or five passenger models. Its brand new 90 horsepower six cylinder engine gives it brilliant performance. The gracefully streamlined design is expected to win many friendships and the generous manner in which Studebaker body designers have spent money on interior luxuries makes it a real "standout."

Attractively Dressed, Stiffer Frame On The Airstream

Smart new die-cast radiator grilles and a new hood louvers are among the improvements noted in the attractively styled DeSoto Airstream and Airflow sixes. On the former the horns are streamlined into the "catwalk" between the fenders and the radiator shell. The Airstream as well as the Airflow is now optionally supplied with an automotive overdrive which cuts engine speed 30 per cent when the car speed exceeds about 140 mph.

The Airstream frame has been redesigned with the result that it is one inch lower and its torsional stiffness is doubled. Side rails and X member are deeper section and the side rails are broader as well. A heavy box section has been adopted for the front cross member and the side rails to the rear of the X are reinforced by a box construction to a point a little beyond the rear axle.

The four-door touring sedan on the Airstream chassis has 4 1-2 inches more body space in the rear compartment, more shoulder room and two inches more elbow room, obtained by recessing the panels under the swinging quarter windows.

Airflow front seats in addition to being adjustable horizontally are also adjustable vertically through a range of two inches. Either the front or rear edge of the cushion may be lowered with the result that the tilt of the cushion may be adjusted as well as its vertical height. The seat back, which is solidly attached to the cushion, tilts with it. The cushion is adjusted at the left end by turning two nuts with a special wrench.

All DeSotos have a steel roof panel which is bolted to the side rails and since the panel is carefully insulated from the rest of the body it is used as an aerial.

Water jackets are full length, brake drums are 11 inches in diameter, an increase of one inch, and the bracket and linkage at the master cylinder is made of pressed steel parts welded together whereas castings and forgings were formerly used in the assembly.

and the answer of the question, "what does the driver want?" in hand, Studebaker produced its new models for 1936. The first few hours of the automobile show indicate that these new cars will be unusually popular.

TWO GROUPS OF CARS

The Studebakers of 1936 appear in two groups, The Dictator and The President. The Dictator is a deluxe automobile, designed, styled and trimmed by Miss Helen Dryden, famous New York artist and decorator, and is by far the most beautiful and luxurious automobile ever produced by Studebaker.

Body designers who have studied the Studebakers of 1936 have pronounced them the "cleanest" of modern streamline designs; yet the cars do not possess the radical contours of the unpopular "tear-drop" models. They are ultra-modern in every respect, yet will not offend those who prefer to have their automobiles "look like automobiles."

DODGE CARS INTRODUCE NEW FRAME FOR GREATER RIGIDITY

A radiator grille with a die cast centre is a feature of the new Dodge. The All-steel top is insulated and is used as the radio aerial. The horns are streamlined into the cat-walks, the headlamps are mounted on the radiator shell and the centre section of the radiator grille is die-cast. The hood is raised by operating a single handle. Front doors are hinged at the front as they were last year. On the standard two and four-door sedans there is a luggage compartment reached through a rear door while on the touring sedans there is a built-in trunk. The coupes carry the spare wheel behind the front passenger seat. Both the coupes and the two-door sedans have a full width adjustable seat with two hinged backs.

The new touring sedan has 4 1-2 inches more length in the rear compartment, more shoulder room and there is approximately 2 inches more width at the elbows because of recesses in the sides of the body which are permissible because the rear quarter windows instead of sliding down into the body are now

the swinging type. An X member reinforces the body at the rear. The gasoline tank filler is located in the left fender. This pipe is joined to the filler on the tank by a rubber hose so that, in case of accident, the filler passage will be unimpaired. Heavy composition rubber pads insulate the body from the frame. The drag link is now placed fore and aft instead of crosswise. Front springs are shackled at the front and at the rear of the left front spring there is an improved kick shackle which employs two coil springs. Both the rod and drag links have been reinforced at the ends by inserting metal plugs to support the threads. With an increase in weight of only 16 pounds, the torsional rigidity of the frame has been doubled by various improvements including the use of a large tubular member of oval shape surrounding the propeller shaft at the centre of the X. To this member are welded both the right and left halves of the X member. Frame side rails and X shock absorber arm.



Drop in... See for Yourself what

DODGE

has to offer you for 1936

THERE is only one way to appreciate the beauty, comfort, safety, economy and dependability of the New Dodge Cars for 1936—and that is to see them, sit in them—TRY THEM ON THE ROAD. In order that you may feel perfectly free to do all these things, Dodge dealers are holding "Open House" Week, starting today.

Drop in. Learn why Dodge Cars have been called the "Beauty Winners of 1936"; why owners are able to report 21 to 27 miles to a gallon of gasoline; why genuine hydraulic brakes, famous Dodge safety-steel bodies and new safety beam headlights make the new Dodge the SAFEST car you ever drove; why redistribution of weight... evenly to all four wheels, longer, more flexible springs and "chair-height" seats make Dodge so luxuriously comfortable.

You owe it to yourself to get the FACTS. Now, during Dodge Spring "Open House" week, is the time to do it. Call in at any of the Dodge dealers listed below.

SERIES D3-113 wheelbase, \$2 horsepower. Priced with the lowest. Four body models.

SERIES D4-113 wheelbase, \$2 horsepower. Priced with the lowest. Five body models.

SERIES D2-116 wheelbase, \$7 horsepower. Priced just above the lowest priced cars. Seven body models.

Insist on the New Official Chrysler Motors Commercial Credit Corp. 7% Time Payment Plan. You can figure it out for yourself. 1. Start with your unpaid balance. 2. *Then add insurance cost. 3. Then multiply by 7%—for a twelve month plan. Costs for longer or shorter periods in proportion. *In some provinces a small legal documentary fee is charged. NO OTHER CHARGES.

DODGE OWNERS ARE DODGE BOOSTERS

Do You Know WHY?

"I have been getting 30 to 32 miles to the gallon on winter roads that could not be much worse," says Mr. Albert Pitt, 1167 Davenport Rd., Toronto.

"On November 9, 1935, five of our salesmen took delivery from you of five Dodge 2-door Sedans... these five cars have run 27,715 miles and what pleases us is the fact that the average mileage is 22.43 miles per gallon!" says Mr. E. E. Messinger, President, Canadian Line Materials Ltd., Oakboro, Ont.

● Do you know why the New Dodge Cars for 1936 are so easy on Gas? Get the FACTS!

"This is the fourth consecutive Dodge I have had. I think it is by far the best from a standpoint of beauty, RIDING COMFORT and SAFETY," says Mr. C. A. MacPherson, 70 Hammermith Ave., Toronto.

● Do you know why the New Dodge Cars for 1936 are so safe and so comfortable? Get the FACTS!

"I have driven about nine thousand miles and except for several changes of oil, the engine has not used more than four quarts," says Mr. A. A. Menzies, 25 Bressan Ave., Toronto.

● Do you know why Dodge oil consumption is so low? Get the FACTS!

"As the owner of a 1936 Dodge D2 Touring Sedan, I would like you to know that after having driven this car for two months, I am eminently satisfied," says Mr. Murray W. Hayes, 447 Old Orchard Ave., Montreal.

● Dodge owners everywhere are enthusiastic about the New Dodge Cars for 1936. Why? Get the FACTS!

Dodge cars are Money-Savers

HARDING'S GARAGE, Summerside, P. E. I.
McGOWAN'S LIMITED, Kilmuir, P. E. I.

MacDONALD and BARBOUR

Dealers for Queen's County
W. B. Prowse's Old Stand Phone 94