

IN PROGRESS!

Contractor and the Appliance Dealer

Maritime Electric

Good, dependable electric service at the individuals and as a Company in all commercial working conditions, opportunity for a good program of benefits for security. In addition as a good place to work. To make Prince Edward Island a bet-



FARM BETTER ELECTRICALLY

THROUGH the co-operation of the Government of Prince Edward Island, Maritime Electric Co. Ltd., constructed over 38 miles of distribution lines under the Rural Electrification Program during 1965. Because of this program many farm operations have been modernized as farmers are able to FARM BETTER ELECTRICALLY by taking advantage of the many ways in which ELECTRICITY can work for them.



Plan Now To Make Your home CONVENIENT ECONOMICAL, SAFE.

Every year hundreds more homes are enjoying the extra comfort and convenience of the latest electrica appliances because they are able to take advantage of FULL HOUSE-POWER—which simply means sufficient electrical capacity. If the wiring in your home is out-dated, see your Electrical Contractor today and discover for yourself why more and more people are Living Better Electrically.



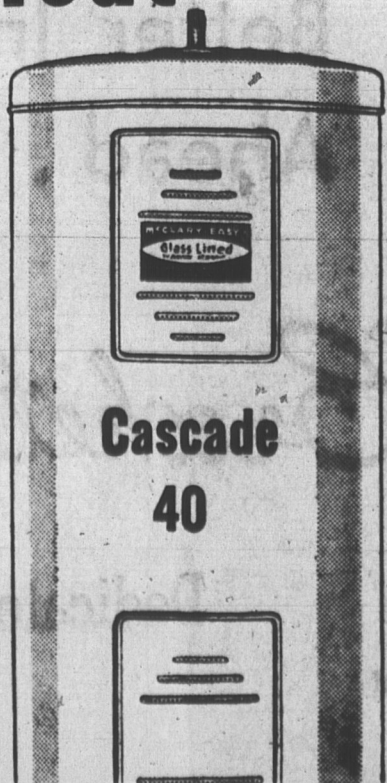
THE ELECTRIC COMPANY Limited

Electromode Electric Heat P.E.I.'s Largest Stocking Electric Distributors

We strongly recommend "the Red Seal" standard of wiring in all new and old homes.

The **Rogers Hardware Company Limited**
Queen St. Dial 4-8501 Charlottetown

Now ON Display McLary-Easy Water Heaters



IT'S THE FOLLOW-THROUGH THAT MAKES THE DIFFERENCE

If you are sports minded, you know what good follow-through can mean to your game, and business minded—you know full well what follow-through service means in the Electrical and Refrigeration business.

From a modest beginning Storey Electric Ltd., have grown to become one of the largest dealers in Electrical Contracting and Refrigeration. This steady growth has to a large degree been due to the increased demand by discriminating businessmen and home owners for better and longer lasting equipment and installations that will stand the test of time.

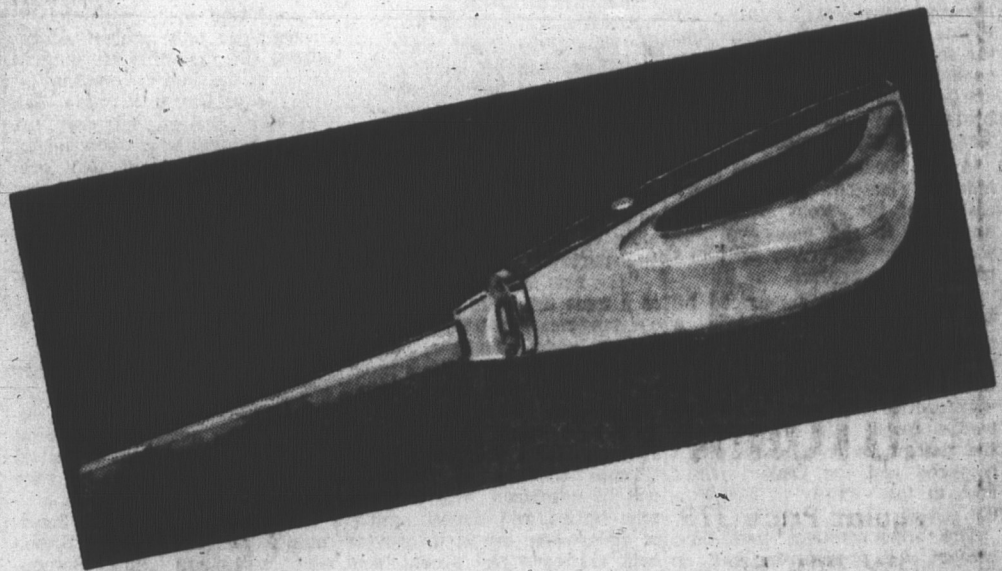
This demand has been met by Storey Electric, who are constantly striving to provide an even greater selection of products for the present and future.

STOREY ELECTRIC LTD.
136 Prince St. Phone 4-7341



PHILIPS Chatelaine APPLIANCES

KB5221—ELECTRIC KNIFE—The model that's taken North America by storm. Perfectly balanced, stain-resistant housing features a hole in the handle for a grip just right even for the feminine hand. Stainless steel blades. Spring-loaded on-off button. Large blade release. Positive table rest keeps blades off resting surface. Blades slip apart easily for cleaning. Eight-inch blades. Six-foot detachable power cord. Colour: white with gilt embossed charcoal trimmed handle. Total length: 19 1/2". Shipping weight 2.1 lbs. 5-year guarantee applies on everything except blades and power cord.



See the following PHILIPS DEALERS

- | | | |
|---|--|--|
| R. T. HOLMAN LTD.
Charlottetown | MATTHEW & McLEAN LTD.
Souris | CROCKETT & STOREY LTD.
Charlottetown |
| R. CALLBECK & CO.
Central Bedouge | SHERWOOD HARDWARE
Sherwood | R. T. HOLMAN LTD.
Summerside |
| ARCHER & MacDONALD
Parkdale | | |

ELECTRICAL WORK



- Electrical Contracting
- Expert rewiring
- Electrical repairs
- Member of P. E. I. Electric Service League
- Expert work at a reasonable price

FORD ELECTRIC

20 Gerald St. Phone 4-3807

BE SURE YOU SPECIFY



Insist on safety-built wiring for your home

ADD COMFORT and CONVENIENCE TO YOUR HOME!

Douglas Bros. & Jones Inc. suggest a visit to their modern showroom, to solve your bath and plumbing problems. One visit will show you how inexpensive it is to make your bath the showplace of your home.

DOUGLAS BROS. & JONES INC.

Your plumbing - heating and electrical contractor will be happy to serve you.



INSIST ON THE RED SEAL STANDARD OF WIRING