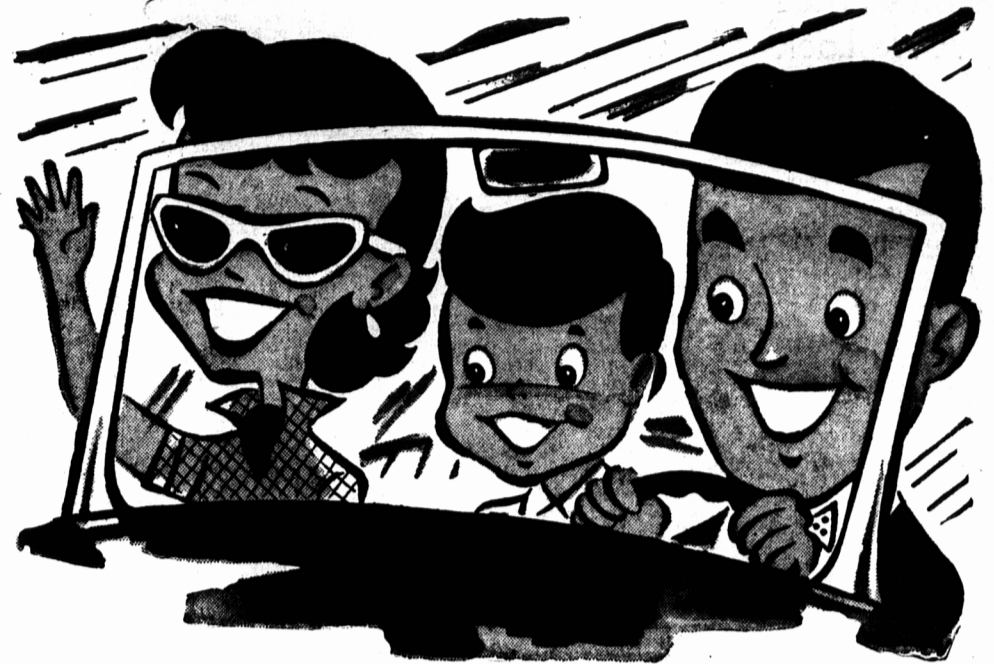


HAPPY MOTORING TO ALL!

THIS YEAR — THE CENTENNIAL OF CHARLOTTETOWN — WILL SEE AN INFLUX OF VISITORS TO OUR PROVINCE. MORE AUTOMOBILE TRAFFIC THAN EVER BEFORE WILL PLY OUR HIGHWAYS AND STREETS. THE NEED FOR CAUTION IS GREATER THAN EVER. THE CO-OPERATION OF THE MOTORING PUBLIC IN THE OBSERVANCE OF TRAFFIC REGULATIONS WILL GUARANTEE THE SAFETY AND PLEASURE OF ALL.



BILL WARREN'S
 WHITE ROSE SERVICE STATION
 CANADIAN OIL PRODUCTS
 The Only Major Canadian Owned Oil Company
 Over 9990 Owned by Canadians
 Corner Elm Avenue and Euston St.

SAFETY WEEK
 Sponsored By
The JUNIOR BOARD of TRADE
 Program For Today and Thursday

WEDNESDAY AFTERNOON — 4:00
 TAPING BICYCLES AT ROCHFORD SQUARE

THURSDAY
 SAFETY FILMS, CITY SCHOOLS
 Parkdale and Spring Park)

THURSDAY
 FILM AT MARKET BUILDING

REMEMBER

Observe These Simple Rules For Saving Life and Property:

"LOOK FOR THE C.T.C. SIGN"
Canadian Tire Corp'n
 ASSOCIATE STORES
 Charlottetown — 96 Queen St. — Dial 9125
 Summerside — 24 Central Street — Dial 2858

- Keep within speed limits and keep a safe distance behind the car ahead.
- Drive carefully; keep your eyes on the road.
- Use the standard hand signal to indicate your intentions.
- Avoid trying to pass unless road is clear ahead.
- Do not drive when you have been drinking.
- Park if you are sleepy or fatigued.
- Reduce speed and dim your lights when meeting other cars at night.
- Have your brakes, lights, steering and tires checked regularly.
- Come to a complete stop at stop signs or stop lights.
- Allow for the fact that the other fellow may be careless. Drive "defensively".
- When in doubt, don't gamble . . . wait.
- Avoid cutting curves . . . stay within your white lines.
- Watch out for pedestrians . . . adults and children alike.
- Avoid stopping abruptly . . . there may be cars behind you.
- Be prepared to make good by insurance or otherwise, any damage you may do on the highway.

GRAFTON STREET ESSO SERVICE
 PETER DESROCHES, PROP.
 ATLAS TIRES — BATTERIES — ACCESSORIES
 IMPERIAL ESSO EXTRA & ESSO GASOLINE
 MOBILON, MARVELUBE, MOTOR OIL
 Phone 9819 Charlottetown

FOR SAFETY CHECK YOUR TIRES
 AT
Whitlock Tire Service
 136 Kent St. Phone 6112
 VULCANIZING
 ASK FOR GOODYEAR TIRES

W. G. BARBOUR
 DODGE AND DESOTO
 DEALER
 127 Euston Street Dial 9623

ARTHUR H. ROPER'S
 IMPERIAL SERVICE STATION
 We help you get the most out of your car.
 DRIVE CAREFULLY
 "STAY ALIVE IN '55"

MackAY MOTORS
 AUTHORIZED MORRIS DEALERS
 KAYSER AND WILLYS CARS
 TRUCKS AND JEEPS
 59 St. Peter's Road Dial 6448

TOM DAVIES
 TEXACO SERVICE STATION
 CHARLOTTETOWN
 COME IN AND "GAS" WITH US

Stewart Motors Ltd.
 MERCURY AND METEOR CARS
 FOR SAFETY CHECK
 ON ALL FORD PRODUCTS
 204 Great George St. Dial 5491

DOWD MOTORS LTD.
 106 FERRIS STREET
 DEAR 6074
 UPTOWN USED CAR LOT ON RENE ST.

MARTIN'S GARAGE
 PACKARD AND HILLMAN
 SALES AND SERVICE
 256 Queen St. Dial 4944

S. R. JOHNSTON
 FORD AND MONARCH CARS
 FORD TRUCKS AND TRACTORS
 SERVICE FORD PARTS

ALLISON MacLEOD
 BUICK - PONTIAC - VAUXHALL CARS
 GMC TRUCKS
 GM MOTOR PARTS AND SERVICE

DON'T TAKE CHANCES!
 USE WAGNER BRAKE
 PARTS AND FLUID
TANTON'S ACCESSORIES LTD.
 Dial 3678 Charlottetown

**MAKE SAFE DRIVING
 A HABIT**