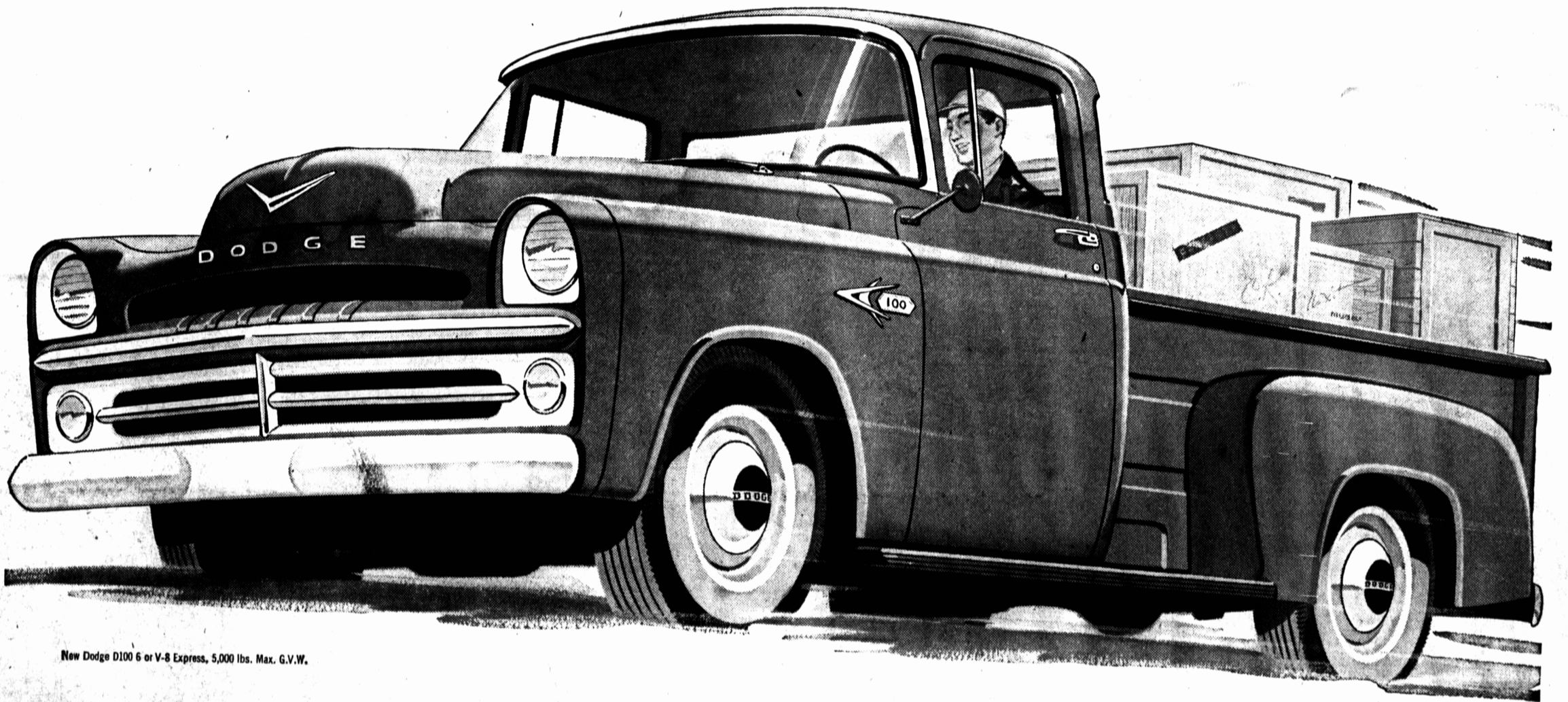


ANNOUNCING... HIGH-STYLED HAULERS FOR '57! DODGE TRUCKS with new V-8 power



New Dodge D100 6 or V-8 Express, 5,000 lbs. Max. G.V.W.

New giant rear wrap-around window is available to provide a safer, panoramic view behind the driver. Also complements new, modern Dodge truck appearance.

Plus these other new reasons for making Dodge Trucks your choice!

- Advanced *Forward Look* styling, full wrap-around windshield for better visibility, better eye appeal!
- New hooded headlights add modern touch of distinction to Dodge trucks for '57!
- Big V-8 engines for all models. Economical 6's, too, for low- and medium-tonnage models.
- Exclusive! 2-position Alligator hood opens to full 90 degrees for complete engine accessibility!
- Extra-roomy cabs with new interior colour and trim. New adjustable seat-back as well as seat cushion for driver comfort.
- *Push-button* automatic transmission—now proved in millions of miles of driving! Available on all ½-ton Dodge trucks.
- Adjustable hand-brake lever on all models. You can adjust cable slack from inside the cab.
- New pull-type door handles with self-tightening LifeGuard latches.
- Easy handling, shorter turning radius makes tight parking and manoeuvring simple, effortless.
- Big choice of models and payload capacities, 8 new body colours.

Dodge presents a completely new line-up of trucks with new *Forward Look* styling...new high-compression V-8 engines for every model...new comfort and safety...improved handling ease and dependability!

Now Dodge takes to the highway with the handsomest, most modern trucks ever designed! They're styled to give your business a real lift in pride and prestige!

And this all-new look in truck styling is only the beginning. Today you can get big, high-compression V-8 power in any Dodge truck you choose...and still enjoy the kind of economical performance you want!

The exclusive dome-shaped combustion chambers of Dodge Power-Dome V-8 engines assure more complete fuel combustion, and less carbon

build-up. You get peak performance on regular-grade gas...plus the extra power reserve of the industry's most efficient V-8's.

There's much more that's new, too. Right from the ground up, Dodge trucks are built tougher and better...with dozens of new work-saving features. Whether you need one truck or a fleet, your Dodge truck dealer holds the key to all your hauling problems. See him today! He'll show you why the smart new, powerfully new Dodge trucks are the best truck buys of the year!

Chrysler Corporation of Canada, Limited

The high-styled choice for all your hauling needs

DODGE TRUCKS

with the *Forward Look*



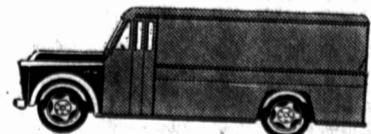
FROM ½ TON TO 65,000 LBS. G.C.W.



New Dodge D100 6 or V-8 Panel, 5,000 lbs. Max. G.V.W.



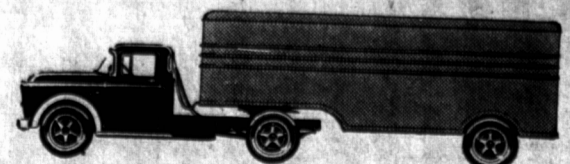
New Dodge D300 6 or V-8 with Stake Body, 8,800 lbs. Max. G.V.W.



New Dodge D400 6 or V-8 with Milk Delivery Body, 15,000 lbs. Max. G.V.W.



New Dodge D500 6 or V-8 with Dump Body, 17,000 lbs. Max. G.V.W.



New Dodge D700 V-8 Tractor and Trailer, up to 45,000 lbs. G.C.W.

W. G. BARBOUR LTD.

127 Euston St., Charlottetown

JOHNSTON MOTORS LIMITED

Murray River

Watch CLMAX — SHOWER OF STARS, Thursdays, 8:30 P.M., over Channel 13