

Lite - A - Bumper Safety Week July 6 to 11



This space is donated in the interest of "SAFETY WEEK" by the following firms.

GOOD FRIEND OR KILLER? Cars Are Not Killers By Themselves

You can really trust an automobile these days. Mechanically they are a pretty safe proposition. But you can't always trust the man or woman at the wheel.

Most of the traffic accidents this vacation season—by a tremendous margin—will be due to human failure . . . not to anything going wrong with the car itself. Drivers will fall asleep. They will pass on hills and curves. They will take their eyes off the road for just an instant. They will do other foolish things, forgetting that the impact of a collision at 60 miles per hour is precisely the same as driving a car off the roof of a fourteen story building. Keep your car in safe driving condition by patronizing the sponsors of this page and **DRIVE SAFELY**.

This year the Safety Week Committee are promoting the use of **SCOTCH LITE** on the rear bumper of your car for driving safety. The Junior Chamber of Commerce will have teams at the following Service Stations in the city to apply Scotch Lite to cars, motorcycles and bicycles, at cost.

IMPERIAL SERVICE STATION — BRADLEY'S SERVICE STATION and TOM DAVIES SERVICE STATION.

Drive in Tuesday night or Saturday afternoon and night and have this team "Lite Your Bumpers".

HIGHWAY AND TRAFFIC SAFETY WEEK

Is sponsored by the

CHARLOTTETOWN JUNIOR CHAMBER OF COMMERCE

In co-operation with

- * Government of P. E. I.
- * The Royal Canadian Mounted Police.
- * The Charlottetown Police Department.

In the interest of reducing

FATALITIES, ACCIDENTS

and

TRAFFIC INFRACTIONS

The Charlottetown Junior Chamber of Commerce takes this opportunity of thanking the firms who made this page possible.

SAVE A LIFE - - - BE CAREFUL

ALLISON MacLEOD

PONTIAC, BUICK and VAUXHALL

126 Cumberland St.

Dial 7364

THE LIFE YOU SAVE

TOM DAVIES

McCOLL-FRONTENAC (Texaco) DEALER

Sky Chief Gas — Havoline Oils
Firestone Tires — Exide Batteries

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Dial 6084

HORNE MOTORS LTD.

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203 Fitzroy St.

Dial 8525

MAY BE YOUR OWN

"Look For The C.T.C. Sign"

CANADIAN TIRE CORPORATION

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"WE HELP YOU GET THE MOST OUT OF YOUR CAR"
Charlottetown, P. E. I. Dial 8211