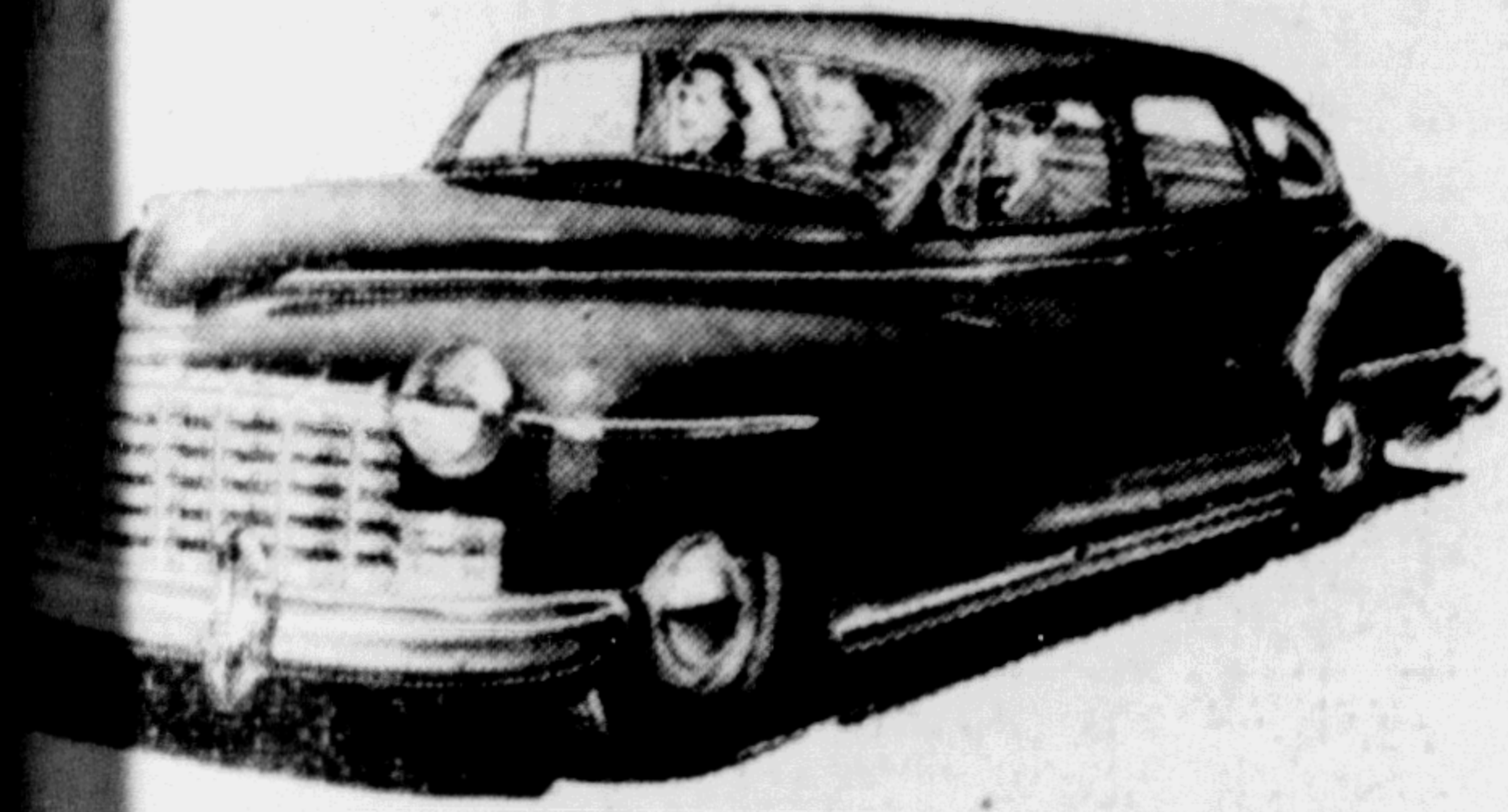
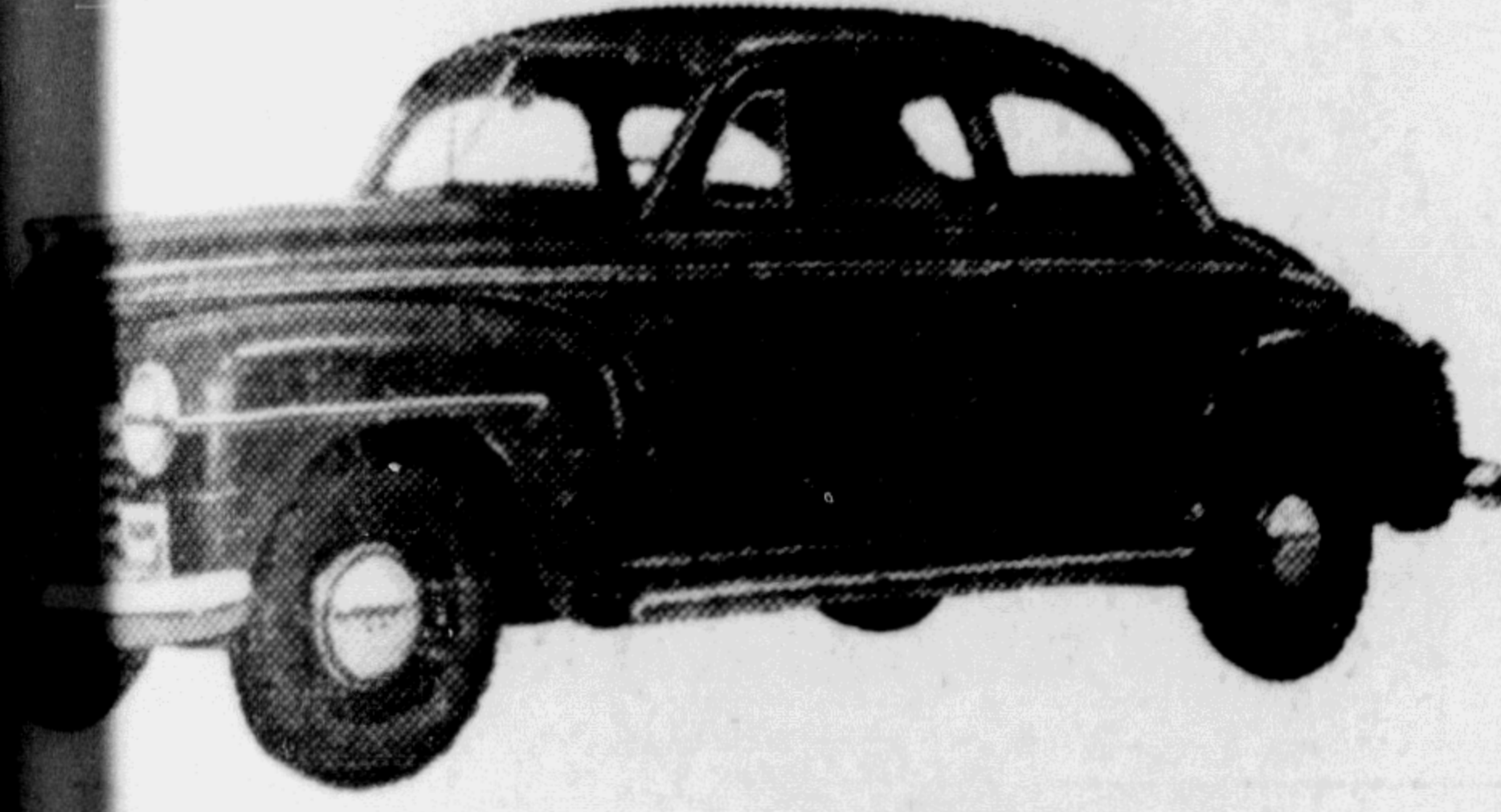
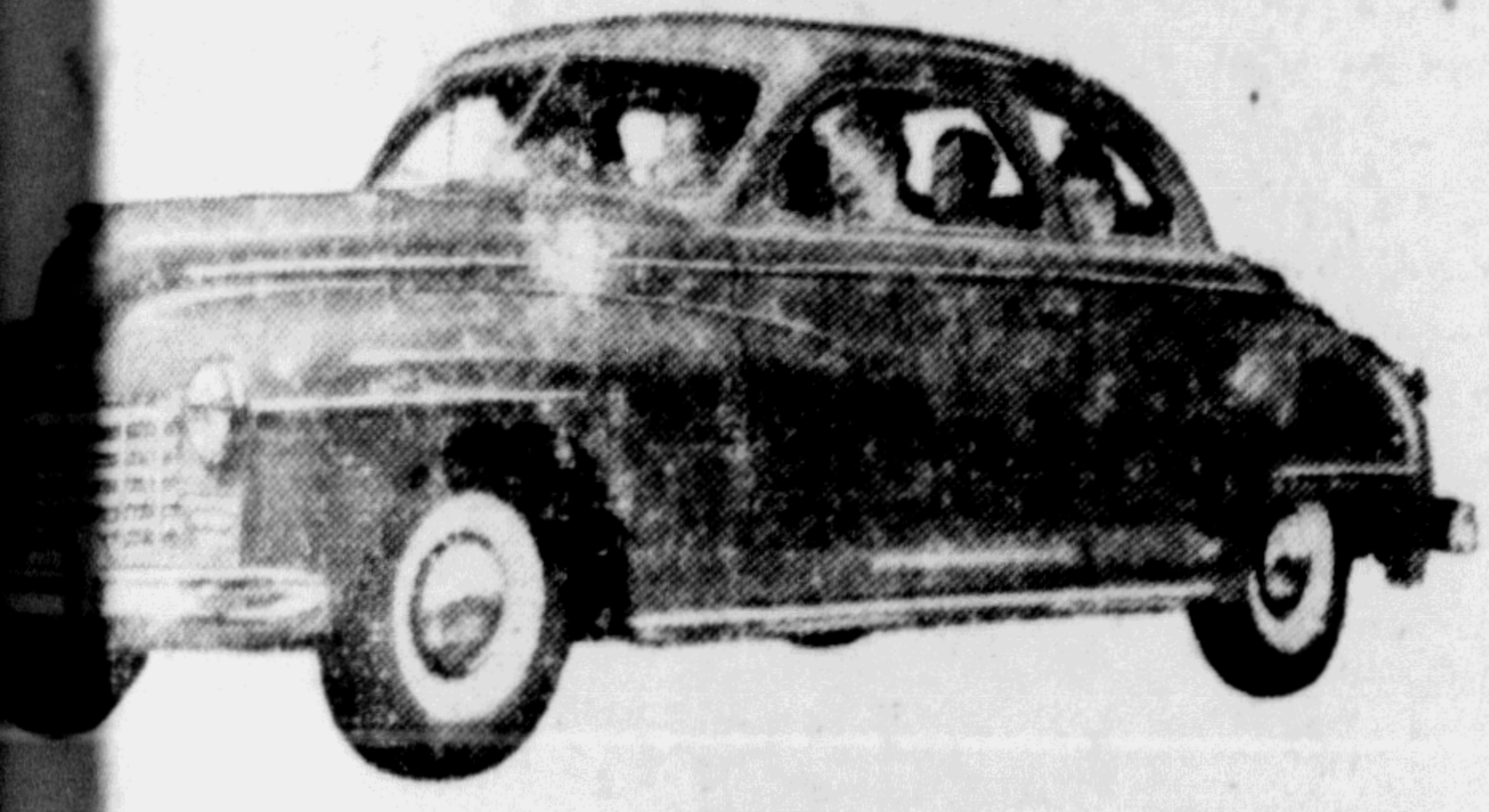


POPULAR CARS INCORPORATE ANY ATTRACTIVE FEATURES

DESOTO - DODGE MODELS



DeSoto and Dodge Take Lead In 1948 Automobile Parade

Distinctive in style and performance, the new DeSoto line of automobiles is attracting interest all across Canada, and it is with considerable pride that Lindsay Motors Limited makes the announcement that it has been given the district agency for the DeSoto and Dodge automobiles and Dodge trucks.

The Dodge, long recognized as a dependable car for any job, is a big luxury car now-- and more beautiful and dependable than ever.

Today's Dodge job - rated truck includes many new improvements, such as greater driver comfort, greater safety of operation, lower cost of performance.

VISIT NEW LINDSAY MOTORS TODAY

It will be well worth while to visit Lindsay Motors Limited and inspect the new DeSotos. One will be enthusiastic about the well-groomed appearance of the interior. Deep restful seats provide real comfort for driver and passengers. The appointments are bright and modern.

Of course the first feature to catch the eye will be the massive but sleek lines of this first line automobile and its streamlined beauty gives promise of the great power that is quickly demonstrated on the road.

The large windows allow the driver and passengers wide field of vision, and the doors are wide to make it easy for passengers to enter and leave.

Generous luggage compartments are another feature that will please the family.

LEADS IN BEAUTY AND PERFORMANCE

If distinctive styling is desired, together with eye-filling beauty, advanced yet tested engineering--then the DeSoto will be the first choice. In DeSoto one gets silent, gyrol fluid drive and "tip-toe" gear shift--arm chair comfort of the famous "floating ride," blowout protection with safety rim wheels, plus 30 other new features and refinements.

The new Dodge automobile is still the dependable car of old, but today's car offers longer life and still lower upkeep.

Thirty-four new features and improvements have been added to time-tested Dodge engineering and design to give the finest low-priced car ever built by Dodge.

To see will be to want one of these new Dodges with their low, massive body, their sparkling chrome, their new, lustrous enamel.

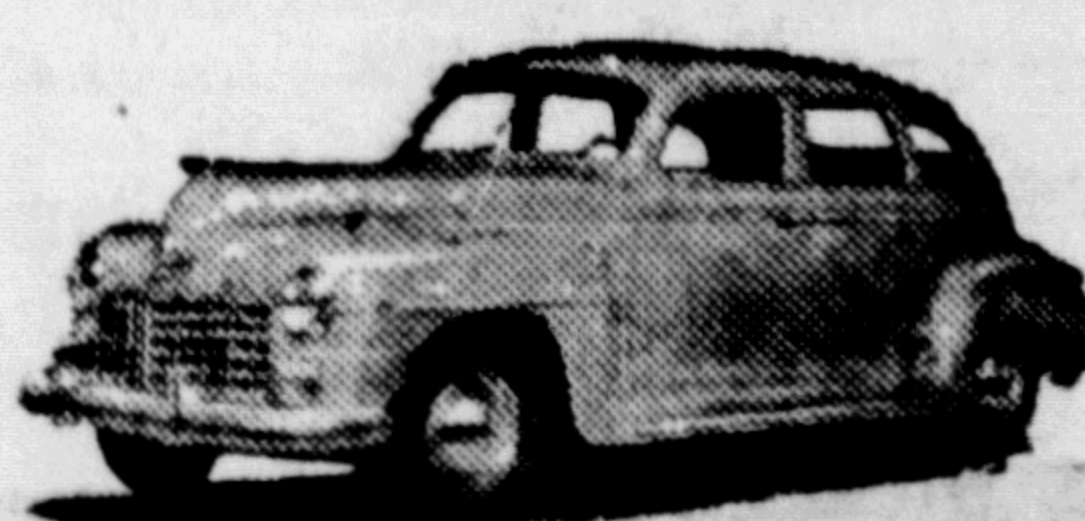
The interior is superbly finished and provides the utmost in travelling comfort.

DODGE TRUCKS MOST EXPERTLY ENGINEERED

Dodge trucks, thousands of them, can be found today throughout Canada commanding their owners' praise for their work. In the timberlands, the mining country, the rolling farm lands, the dairy farms, and in the cities, you'll find Dodge trucks performing day after day.

The Dodge trucks for 1948 have the smartest appearance and are the most expertly engineered trucks in Dodge history. A new style treatment will appeal to you for it imparts a massive truck appearance. However, smooth modern appearance is only one of the many outstanding features. Utility, ease of maintenance, strength, manoeuvrability and driver comfort are highlighted throughout the design. To fully appreciate the De Soto, Dodge and Dodge truck you should see them.

LUXURIOUS INTERIORS
Interiors of DeSoto custom sedans present a well-groomed appearance. Deep, restful seats provide real comfort for driver and passengers. Arm rests on both front doors and built-in arm rests for rear seat passengers add to the comfort.



Gained Reputation First World War

The Dodge name first became famous in the First World War, for in the mud and fields of the Western Front Dodge passenger cars and light-weight hauling units established the Dodge reputation for dependability.

Succeeding years of Dodge performance in the peaceful days and again in the Second World War made "Dodge dependability" an internationally-known and proven slogan.

Fluid Drive For Smooth Get-Away

The smooth, easy get-away of a motorboat as the propeller speeds up is duplicated in the performance of the DeSoto with fluid drive. This is because the principle is the same--but oil, instead of water, transmits the power from the engine.

This oil, swirling in an enclosed housing, by a propeller attached to the engine, forces another propeller to equal speed, and it is the second propeller which powers the rear wheels and gives this smooth-as-velvet acceleration. There is no metal contact.

95 H.P. ENGINES

Dodge de luxe and Dodge special de luxe models have 95 horsepower engines. They are L-head type.

CONGRATULATIONS TO . . .

Lindsay Motors Ltd.

On the completion of their

Fine New Building

BEST WISHES FOR FUTURE SUCCESS

Cement Gyproc and Brick Siding supplied by

ALBERT & McCAFFERY LTD.

PHONES 116 - 117

Congratulations!

— TO —

LINDSAY MOTORS LIMITED

from

Prince Rupert Roofing Co.

successors to

Prince Rupert Roofing Company Limited

Now Operating From Prince George, B. C.

Congratulations

to

LINDSAY MOTORS LIMITED

from

BBB PRINTING COMPANY

Third Avenue

PHONE 234

Congratulations!

We extend our best wishes to

LINDSAY MOTORS LIMITED

on the opening of their fine new service station and garage.

Marshall-Wells

(B.C.) LTD.

WE WERE HAPPY TO SUPPLY MATERIALS FOR THE NEW GARAGE AND SERVICE STATION OF LINDSAY MOTORS LIMITED

AND

NOW WE ARE PLEASED TO WISH THEM THE FULLEST SUCCESS

PHILPOTT, EVITT & CO. LTD.

PHONES 651 - 652

Coal - Lumber - Paints - Building Supplies

THE DAILY NEWS EXTENDS ITS BEST WISHES TO LINDSAY MOTORS

Congratulations and Best Wishes to

LINDSAY MOTORS

LTD.

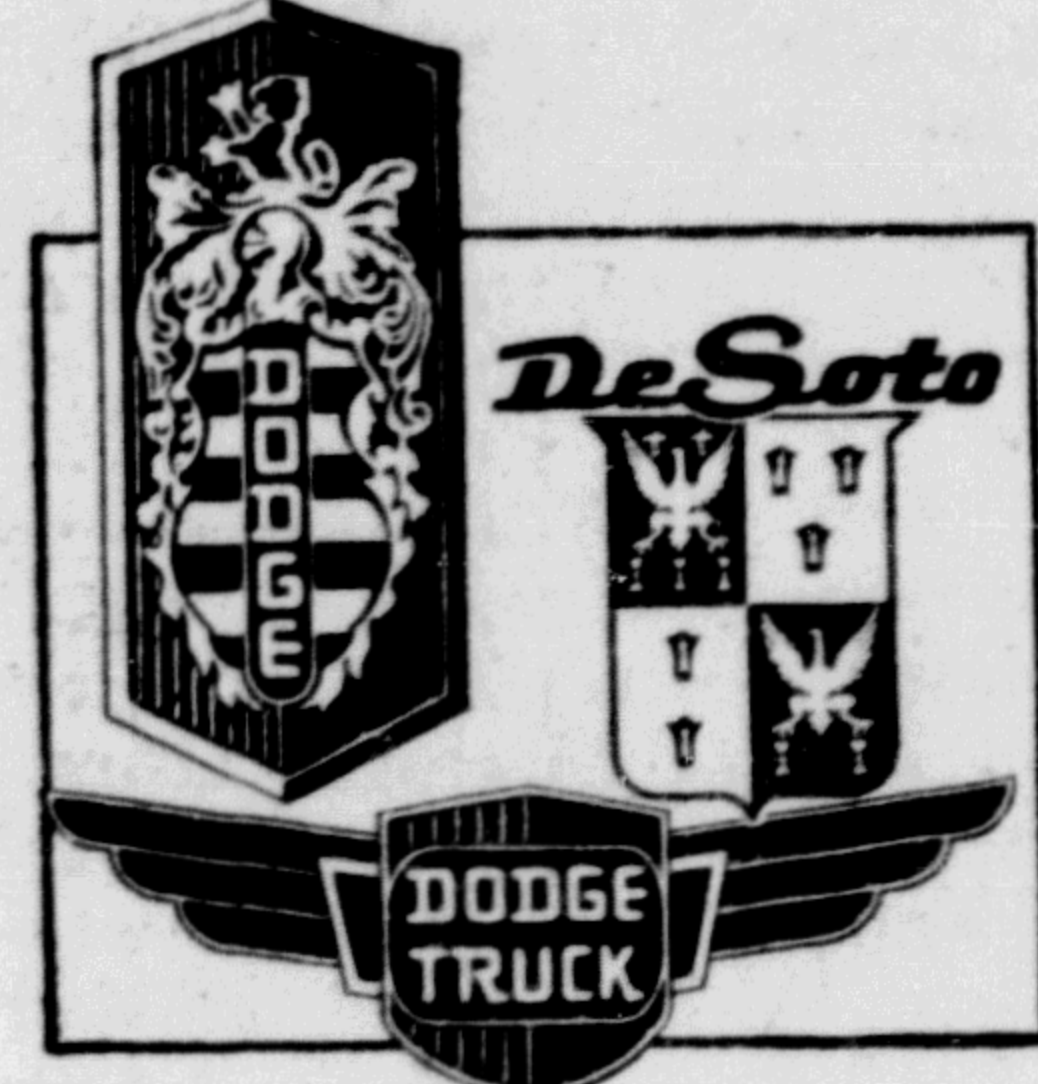
SECOND AVENUE and FIRST STREET

Dodge-De Soto Passenger Cars and Dodge Truck Dealers

for

PRINCE RUPERT

On the opening of their new and modernly designed Dodge, De Soto Sales and Service Center at Second Avenue and First Street in Prince Rupert, B. C.



BEGG BROTHERS LIMITED

1190 W. GEORGIA STREET

B. C. Distributors For

VANCOUVER, B.C.

DODGE, DE SOTO PASSENGER CARS, DODGE TRUCKS

SALUTE TO LINDSAY MOTORS LIMITED

Prince Rupert's Newest

Garage and Service Station

White & Taylor

Distributors for

Woods Hydraulic Hoists, Winches, Steel Bodies, Derricks

418 West 5th Ave

Vancouver

We, Too, Have Opened New Business Premises

GASOLINE

AVAILABLE AT

LINDSAY MOTORS LTD.

SERVICE

8 A.M. TO 9 P.M. WEEK DAYS

10 A.M. TO 9 P.M. SUNDAY

Growing... with British Columbia

Mackenzie, White & Dunsmuir Ltd., who this year mark their 26th anniversary in British Columbia, are proud to extend hearty congratulations to . . .

LINDSAY MOTORS LIMITED

Dodge, De Soto Cars Dodge Trucks

on the opening of their

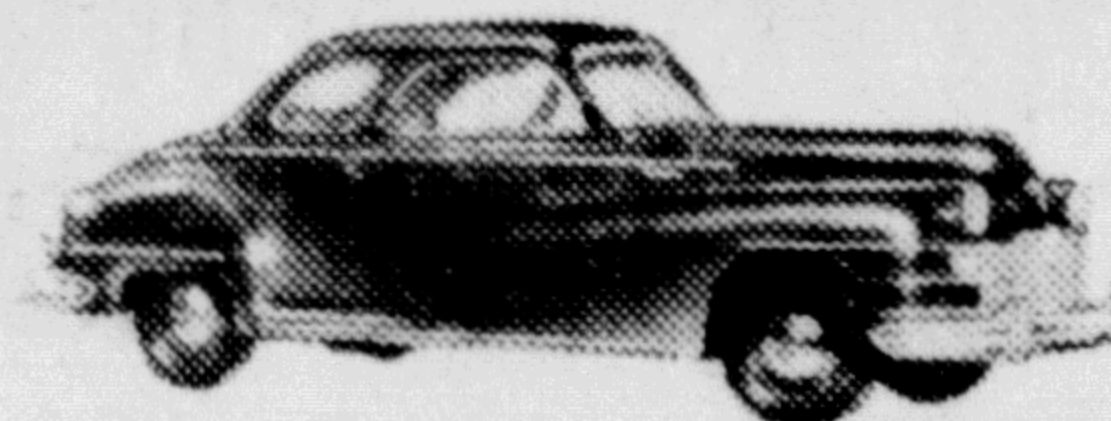
New Garage and Service Station

These evidences of confidence closely parallel those of Mackenzie, White & Dunsmuir Ltd., whose constant objective is to serve the community by supplying high quality parts, accessories and general merchandise to dealers and industry throughout the province

Mackenzie, White & Dunsmuir Ltd.

COVER BRITISH COLUMBIA

Vancouver, Victoria, Nanaimo, Courtenay, New Westminster, Kamloops, Prince George, Vernon, Penticton, Trail, Nelson



We Were Honored . . .

To be entrusted with the sheet metal work in the new Lindsay Motors Limited Garage and Service Station.

CONGRATULATIONS AND BEST WISHES

THOM SHEET METAL LTD.

253 East First Avenue

Phone Black 884