



CANADIAN AUTO BUSINESS IS BIG DESPITE THE WAR

People No Longer Look on Car as Luxury, But Buy as Heavily as in United States.

The feeling of apprehension which has unconsciously arisen concerning the manner and extent that general business, and particularly the automobile and rubber industries, will be affected by the entrance of the United States into the war, is very ably commented on by G. M. Stadelman, vice president of the Goodyear Tire and Rubber company, Akron, O.

Mr. Stadelman has just returned from a thorough canvass of the war's effect on Canadian business, which he made in the hope that a more definite idea might be formed of the conditions that our country must face and conquer in the near future.

"Canada has gone through precisely the same conditions that now confront us, so the effect of the war there ought to be fairly indicative of what we may expect here," he declares. "General business conditions are very satisfactory in Canada at the present time.

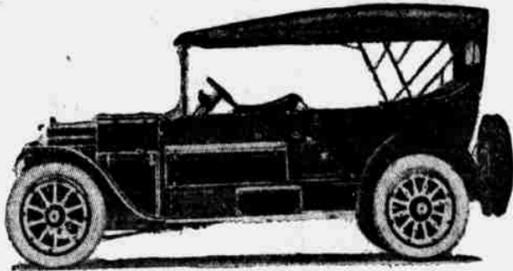
Great Increase in Sales.

"I found that in 1913 Canada had increased its number of registered cars 16,780, or 38 per cent, as against the 1912 registration, and during 1914 22,070, or 36 per cent, as compared to 1913. War was declared August 1, 1914, so that the last figures were little affected thereby.

"Now after two and one-half years of warfare Canada is this year buying 100,000 new motor cars, almost five times as many as were purchased during 1914, and an increase of 85 per cent over the normal increase for 1913 and 1914.

"Every possible effort has been made to have Canadians save to help win the war. Ever since war was declared the people have been importuned to discourage the spending of money for things not absolutely necessary. The people are constantly

Packard Car Ready for Touring



Packard Twin-Six, with touring trunks, showing the accessibility and

comfort of tourist travel when proper preparation is made.

confronted with placards, post cards, letters, bill-posters, newspaper articles and every other publicity device known, to discourage extravagance.

No Longer a Luxury.

"And when you stop to think that 100,000 new cars are being bought in a country with a population of only 8,000,000, the condition can be accounted for in no other way than that Canadians do not regard the automobile as a luxury, but have found it under war conditions a prime necessity. It has aided in the movement of troops, facilitated the transportation of war material, increased the efficiency of the farm, aided in the quicker movement of all things pertaining to business, and has been a great economic factor in the development of general business.

"Our population is about fifteen times that of Canada. It has already sent 500,000 men to the front, which would be equivalent to our sending 7,500,000. Its purchase of 100,000 cars this year, with one-fifth of the population of the United States, is equivalent to our purchasing 1,500,000 automobiles, which is just what this country will buy during 1917.

Buys Heavy Per Capita.

"So Canada under war conditions, with a constant crusade for economy, with the withdrawal of men, power and money far in excess of anything contemplated in the United States, is after two and one-half years buying as many automobiles per capita as the United States expected to buy before the declaration of war with Germany.

"Theory and prophecy are not very convincing, but here are the actual

facts. The experience of Canada for the last two and one-half years, and its present liberal patronage of the motor car, ought to be an earnest of what the future has in store for us. If Americans have had any doubts concerning the stability and prosperity of the motor car business, or business in general, the experience of Canada ought to dispel them."

Scripps-Booth Shows Well in Heavy Sand

Hill demonstrations cannot be made in the Imperial valley of California without a drive of many miles. The average valley autoist is not so vitally interested in hill climbing as he is in cooling systems, sand demonstrations and how the car rides over the rough unpaved roads of the valley.

"The cooling system of the Scripps-Booth car," said L. Richards, Scripps-Booth dealer at San Diego, "is such that the desert heat of 120 degrees in the shade has failed to produce any effect on the car, largely because of the size and construction of the radiation system."

France Places Large Tire Order in This Country

Another large European war contract has been announced by the United States Tire company. The French government has ordered 200 Troy trailers to be exclusively equipped with United States 'pressed-on' solid truck tires.

Persistent Advertising Is the Road To Success.

OPTIMISTIC VIEW OF AUTO INDUSTRY

More Danger of Shortage of Supply of Autos Than an Oversupply by Factories.

"A statement appeared the other day to the effect that the pleasure car business in Canada during 1916 was greater than ever before in the history of the automobile industry," asserts L. H. De Brown of the De Brown Auto Sales company. "The authority for that statement was not named, but it is reasonable to assume that the statement was practically correct. Therefore, Canada's experience in 1916 should answer the question as to what effect the war will have on the American automobile industry.

"On every side we hear reports of increased business in Canada during the last two years, not only for strictly Canadian industries, but for United States manufacturers who are engaged in extensive business in the Dominion.

Business Grows in Canada.

"A big roofing concern, a harvester company, a varnish-making organization, a cream separator company, a big gramophone organization and many other varied United States industries speak glowingly of increased business ranging from 10 to 100 per cent. If that situation has prevailed in Canada, it should be even more applicable to the United States.

"The European conflict has proven beyond doubt that motor cars of the

so-called pleasure car variety as well as trucks are an indispensable element in connection with warfare. Today thousands of motor cars would be under process of building in Europe if there were factories there in which to build them. The factories and workmen, however, are not available.

"In this country we have the factories and the men. Although some of our automobile plants may be taken over entirely by the government for war material purposes, there will remain scores of others available for automobile building and the situation will only serve to increase their business.

"While there may possibly be a shortage in the supply of automobiles, there is not likely to exist an oversupply of the product and that is really the most important danger to fear."

Another Endurance Record Made by Dorris

Edward A. Sanquinet of Webster Groves, Mo., called at the office of the Dorris Motor Car company recently and, among other things, mentioned a remarkable performance of a Dorris touring car which he owns.

This car is a 1905 model touring car which was used for several years as a pleasure car and more recently Mr. Sanquinet has used it for business and pleasure also. He makes trips regularly practically every day between Webster Groves and St. Louis, sometimes with a fairly heavy load and, after running over 200,000 miles, he says his old Dorris is still giving splendid service.

Mr. Sanquinet is in the plumbing and repair business in Webster which, of course, subjects his Dorris to considerable heavy hauling. H. H. Cannon, local Dorris representative, has recently received announcement of a \$100 advance in the Dorris truck price.

What Kind of a Used Car Do You Want?

It's just as easy to get what you want when buying a used car as it is when buying a new car.

Numerous owners of good, serviceable cars have advised us of their intention to dispose of their car and buy a Packard Twin Six.

Let us put you in touch with these GOOD used car offerings.

See the Orr Motor Sales Co., 40th and Farnam Sts. Omaha—Also Lincoln and Sioux City.



PERFORMANCE

Is the Supreme Test of Motor Car Value

924 Miles of Grueling Traveling

On Steep, Twisting, Mountain Roads and Valley Boulevards from Los Angeles to San Francisco and Return in 26 Hours 52 Minutes Running Time, With the Radiator Sealed, Proved Convincingly the Sturdiness, Power, Economy and easy Riding Qualities of the—

MONROE M-4

\$1095

f. o. b.

FACTORY

WEIGHS

2350

POUNDS

\$1095

f. o. b.

FACTORY

8

PATENTED

FEATURES

Every demand upon the Power and Strength of the MONROE was met with instant response. Mountain grades were conquered in high gear with ease; when speed was required, it was abundantly available; over rough roads it maintained its consistent pace, never once faltering in the thoroughly exacting test.

In the hard grind of 924 miles from Los Angeles to San Francisco and return, the Monroe, carrying 4 passengers, maintained an average of 34.39 miles an hour for 26 hours 52 minutes of actual running.

On the entire trip the Monroe averaged 21.5 miles to the gallon of gasoline, notwithstanding the speed, rough roads, strong head winds and numerous stops for taking photographs.

Under more favorable road and weather conditions on the return trip from Oakland to Bakersfield the Monroe displayed to better advantage its phenomenal economy, averaging

29.1 Miles to the Gallon of Gasoline

For 319 Miles, Carrying 4 Passengers

No quarter was given the Monroe by Drivers J. R. Ralston and J. H. Cable. It was punished relentlessly, for we wanted to prove that the Monroe Model M-4 possesses construction features and qualities found in no other car at anywhere near the price of the Monroe. Consistency over boulevard and rut-dotted roads alike was strikingly demonstrated.

The Monroe proved its ECONOMY; it thoroughly demonstrated its STURDINESS with the ease with which it glided over rough roads; POWER was evident from the wonderful high-gear climbing ability on the mountain grades; COOLING SYSTEM EFFICIENCY was reflected in the fact that not once did the water in the radiator boil; and upon the completion of the 924-mile run only two quarts of water were needed to refill the radiator to its starting level.

The highly efficient force feed oiling system of the Monroe easily maintained its reputation for perfectly lubricating and cooling the motor—and it used only five quarts of oil on the severe trip.

The tremendous volume of power and wonderful economy of the MONROE MODEL M-4 is the answer to its Valve-in-Head engine and its Counterbalanced Crankshaft, a patented feature; its durability is the result of strong construction throughout, characteristic of all Monroe cars; and the exceptional ease of riding is produced by the cross compound cantilever springs.

THE MONROE M-4 IS RECOGNIZED AS THE MOST BEAUTIFUL CAR IN ITS CLASS IN AMERICA, WITH ITS GRACEFUL LINES, HIGH FINISH AND ADVANCED DESIGN, and now the MONROE HAS PROVEN ITSELF ON THE ROAD in a vigorous test that leaves no doubt as to the strength and efficiency of any unit of construction.

We invite you to ride in the Monroe today. A visit to our salesrooms or a telephone call is all that is necessary to arrange a demonstration. We want to prove to you that the Monroe M-4 is the greatest value in the automobile market today for \$1095.

L. E. DOTY Inc.

Douglas 8854. OMAHA, NEB. 2027-29 Farnam St.

Poise! When all parts work together in splendid harmony—grace, beauty and efficiency are the superb results

Pavlowa was born Pavlowa. Had she been a clumsy, ill-proportioned child, no amount of training could have developed the magical ease of movement which is her charm.

No less infallibly—in motor cars—is original and inspired design the foundation of supremacy.

Before the Twin-six motor was evolved, the sum of Packard refinements made it great among the world's cars.

Re-created on the new scale of luxury permitted by Twin-six power and economy—with the Twin-six motor for its heart—the Packard now offers riding qualities and an easy ascendancy over road conditions never approached before.

A poised car!

Grace—beauty—efficiency—these in the Packard—are the sure results of a deep—sound—tested—harmony.

Choice of twenty body styles. Prices, open cars, \$3050 and \$3500, at Detroit

See the Orr Motor Sales Co., Fortieth and Farnam Sts., Omaha—Also Lincoln and Sioux City.

Packard

TWIN-6