

AUTOMOBILE SECTION

TOURISTS LIKE CANADIAN TRIPS

Thousands Invade Dominion Yearly

Judged by all indication, Canada experienced during the summer of 1923 an unprecedented invasion of touring motorists from the United States. All along the international border, visiting cars have been reported as crossing in numbers surpassing those of previous years, and the roads leading up from the border to Canadian centers have borne greater traffic than they have ever before known.

This traffic is attended with considerable profit to the Dominion, and while it will not be possible for many months to determine the actual number of visiting cars or their probable revenue, an approximate idea of what this traffic is worth to Canada may be gleaned by a comparison with other years.

In the year 1922, according to the government department of railroads and canals, Canada played the host to 996,329 visiting automobiles from the United States, which figure represents nearly twice as many cars as were owned in Canada at the time. Every province and section of the Dominion profited by the invasion. A total of 882,926 cars are reported as having visited Ontario; Quebec, 63,861; British Columbia, 35,226; Manitoba, 10,676; New Brunswick, 2,394; Saskatchewan, 497; Alberta, 42; Nova Scotia, 291 and Prince Edward Island, 6.

Some Interesting Statistics

Of the total of 996,329 visiting cars it is estimated by the department that 2,420 stayed in the country for a period of from one to six months; 175,535 for from two to thirty days; and 818,374 for a period of twenty-four hours or less. In the Province of Ontario, where the traffic is so tremendously heavier than elsewhere, this is found to be from the fact that large cities of both countries are in such close proximity, and more than 90 per cent of the traffic experienced was for less than a day. On the other hand, in Quebec more than 90 per cent of the visiting cars remained for periods up to thirty days.

It is a very difficult matter to make an estimate of the amount of revenue derived from this traffic or what money is left by departing motorists. However, in 1921, taking a certain average length of stay for the three classes, and striking a conservative average expenditure per day for each, it was determined that at least \$108,000,000 had been left in Canada in the course of the year by American motorists. At the same rate visiting auto traffic in 1922 must have been worth in excess of 170,000,000 to Canada, and this sum will be exceeded in the present year.

Growth of the Traffic

It is interesting to note the rapidity with which the volume of auto tourist traffic has grown in recent years. It is necessary to merely harken back to 1920 to realize this. In that year, according to the Canadian customs authorities, 93,300 automobiles with United States licenses visited Canada to tour. By 1921 this traffic had increased to the almost unbelievable extent of 617,825 cars, or an increase of nearly five hundred per cent. The year 1922 made a new record in this respect when 996,329 automobiles from across the border crossed into Canada, while without doubt, the record is being again badly beaten this year.

Holiday travel to Canada is increasing annually by every mode of conveyance, and while visitors are leaving in the Dominion substantial amounts of money, they are doing it with entire satisfaction and taking back with them something that Canada alone can peculiarly give, that satisfaction of a holiday that is different. Canadian life is so vari-phased and paradoxical—the essentially primitive blended with the historical and romantic—civilization in a wilderness—mediaeval charm in the center of industry—that it has at all times a potent and wide appeal which is exerting a greater force each year.

SEES AUTOMOBILE AS GREAT OPPORTUNITY

"Any automobile is nothing more or less than an opportunity," says William T. Wersted of Wersted Motor company, Winnetka.

"Some men make the most of it—others fail to improve more than a fraction of the opportunity for comfort, convenience and pleasure that the car builder has put into their hands.

"Getting the most out of an automobile depends largely upon the local facilities that exist for meeting the daily needs of car ownership. Unless the local dealer provides these the owner finds it difficult to obtain them. And his opportunity for satisfaction in car ownership is enhanced or diminished exactly as the dealer meets or ignores this responsibility."

CADILLAC SEDAN WINNING FAVOR

Popular Model at Closed Car Shows

Among the exhibits at the closed car shows now in progress in various parts of the country, the imperial sedan, a new model in the V-63 line presented by the Cadillac Motor Car company, is exciting unusual attention. It contains a number of new features which heretofore have been obtainable only in the highest-priced custom coachwork. According to Lynn McNaughton, Cadillac vice-president and general sales manager, expectations are that the imperial sedan will prove one of the company's most popular 1924 models.

"A plate glass division between the

front and rear compartments is the particular feature which differentiates the imperial sedan from the sedan," states Mr. McNaughton. "It extends across the whole width of the car and can be raised or lowered at will.

"When the car is chauffeur driven, the turning of a handle raises the partition, giving the same complete privacy to the rear compartment as in an imperial limousine. This glass is curved, 7/32 inch thick and of mirror finish, conforming in quality with the many refinements which have been added to the whole line of V-63 closed models.

"When the owner drives the imperial sedan, the partition is lowered and completely disappears in the back of the front seat, giving the cozy companionship of the standard sedan. This same feature, which patrons demanding the extreme touches of refinement have formerly been able to

obtain only in custom work, is included in the seven-passenger imperial sedan.

Improvements Win Favor

"Our distributors report that visitors at the shows have expressed marked interest in many other improvements in the new Cadillac bodies.

"The carpets, curtains, and upholstery, it has been noted, have been planned by artists who have exercised the same degree of care as would be used in decorating the drawing room of a most cultured home. The upholstery and other interior trimmings are of a new line of velvet mohair made from the first cardings of goat hair. Smoking and vanity cases have been specially designed so they will match the other interior woodwork.

"On the inside of all doors in the closed models, genuine burl walnut veneer panels appear in matched sets. The walnut moldings, mohair finish-

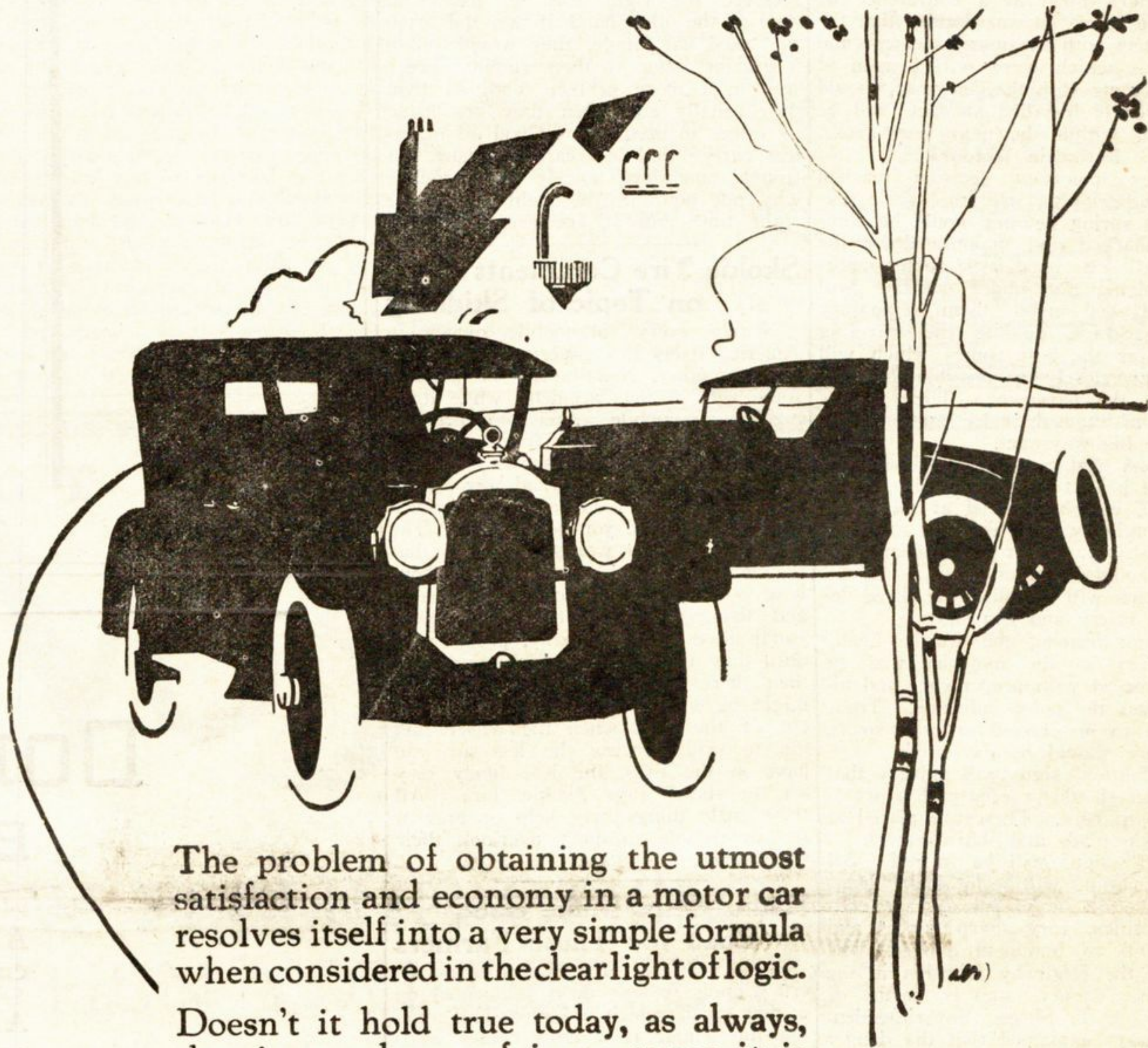
ings trimmed in panel effects and the gathered pockets add greatly to the interior appearance of the doors. The silk roller curtains are carried on the header above the door rather than on the door itself.

"The rear compartment in both the sedan and the imperial sedan is seven inches longer than in the type 61 sedan, affording more leg room. It is also two inches wider and one-half inch higher.

"A number of improvements have been made to aid the driver's vision. The front door posts are smaller. Other detail changes in design bring the division in the two-piece ventilating windshield in a lower position in its relation to the height of the driver's eyes."

MOTOR IMPORTS

Imports of motor vehicles into the United States totaled 456 in 1922.



The problem of obtaining the utmost satisfaction and economy in a motor car resolves itself into a very simple formula when considered in the clear light of logic.

Doesn't it hold true today, as always, that in purchases of importance it is wisest and safest to buy only the best?

And isn't it perfectly evident that a fine car,—particularly when that car sells for the comparatively low price of the Packard Single-Six,—is bound to cost you less for maintenance than any other car less finely built?

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Phone Ev. 710

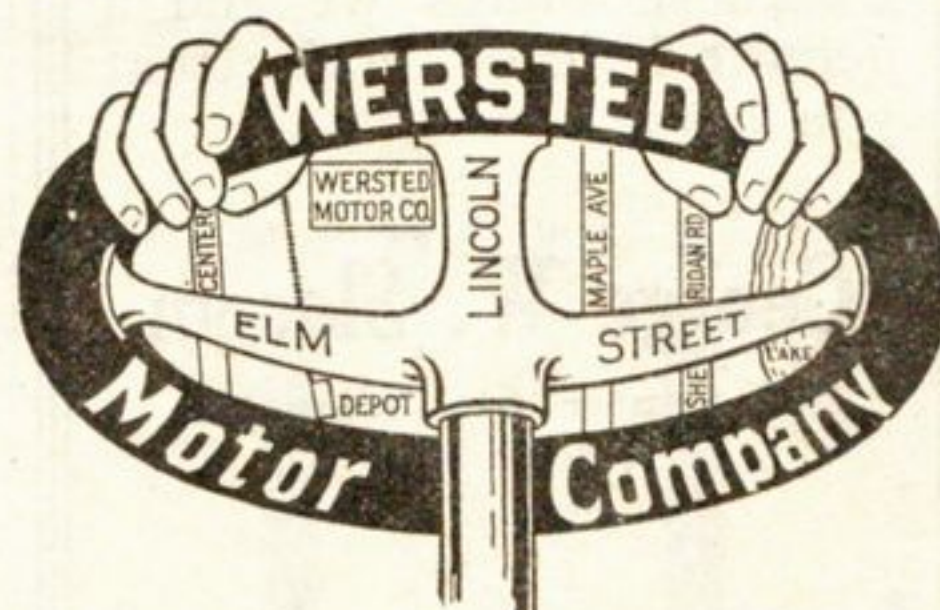
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