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Kraftwagen Ausstellung
Montreal

MOTOR SHOW IS SUCCESS

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Record Crowds, Increased Sales Reported for Week

Record crowds attended the National Motor Show of Eastern Canada in the Sun Life Building last week and there were increases both in actual sales and in potential prospects, Adelstan Levesque, general manager of the show, announced yesterday on behalf of the Montreal Automobile Trade Association Limited, sponsors of the annual event. All previous records were shattered and the exhibitors voted the show an outstanding success, Mr. Levesque stated.

TRANSPORT BY BUS SHOWING ADVANCES

Development of Domestic and Foreign Travel Dis- cussed at Meeting Here

The revolutionary strides made by bus transportation in recent years were emphasized at a luncheon meeting in the Mount Royal Hotel yesterday when advertising and promotional appropriations to be spent in the British Isles during the forthcoming year were discussed by the large attendance of representatives of all the major tour and travel agencies in the city.

R. G. Perry, passenger traffic manager of the Provincial Transport Company, under whose auspices the meeting was held, presided, and the speakers included R. Brion, of the Greyhound Management Corporation, Cleveland; W. W. Rogers, of Scotia Motor Transport System, Maritime Provinces; and G. Harshaw, of the foreign passenger traffic department, Greyhound Corporation.

The development of domestic and foreign travel was generally discussed by the speakers, and it was disclosed that during the past 18 months North American motor-bus companies were more and more entering the foreign field. It was contended that Britishers, used to motor-coach travel in their own country, felt they could view the scenic and historical attractions of this continent better by bus than by any other means, while the present "uneasy" conditions in Europe were turning the eyes of European travellers to this side of the Atlantic.

To cater for foreign travellers, five-day to 20-day tours have been arranged, the shorter trips taking in all Eastern Canada as far as Windsor, Ont., while the longer trips also include tours through the New England States and on to Boston and New York for those desirous of returning to Europe from an American port.

It was noted that the Greyhound Corporation this year is spending about \$1,300,000 in advertising and promotion, which was more than any other single transportation unit in North America, this including the railroads in the United States which have a co-operative advertising scheme. Motor-coach companies in Canada expect to dip very heavily into the \$300,000,000 tourist traffic for the Dominion.

STUDEBAKER FINDS PROSPECTS SOUND

Canadian Vice - President Looks to Good Year for Automobile Sales

There is little reason to believe that the present business pessimism in the United States, if short-lived, will materially affect this country, M. S. Brooks, vice-president and general manager of the Studebaker Corporation of Canada, stated during an interview in the Mount Royal Hotel yesterday. He expressed the opinion that economic conditions in Canada were on the whole satisfactory.

Mr. Brooks, who is here in connection with the exhibition of the 1938 Studebakers now being held at Morgan's, believed that his company's business would be at least equal this season to that done in 1937, which, he explained, was the most successful since 1928. In the Quebec district sales this month were already 100 per cent. above last November, and the prospect throughout Eastern Canada was good. The sales of cars in the rural districts indicated that farm purchasing power was increasing proportionately, he added.

The automotive industry's announcement of price increases this year was due not only to higher labor and raw material costs, but also to the inclusion of features on the standard models which a year ago could only be installed at additional cost. Studebaker's new "vacuum gear shift" and wider bodies were expected to meet with public approval, Mr. Brooks said. Abolition or the easier operation of gear-shifting was an important modern trend, he declared.

Asked about conditions in the West, Mr. Brooks said that he looked for an increase in business in Manitoba and Alberta, with perhaps a slight recession in British Columbia as a result of the falling off of the province's lumber export trade, caused by the prevailing high freight rates on the Pacific. In Quebec, Studebaker secured a greater percentage of total cars sold than elsewhere in the Dominion, he said.

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THE GAZ

TRUCK SALES HIGH FOR PRESENT YEAR

International's Expansion Is
Notable in Company History,
Says F. T. Shaw

"The year 1937 has proved the most notable in the history of International motor trucks, recording new high marks in sales, engineering, and expansion," said F. T. Shaw, Montreal manager, motor truck sales, International Harvester Company of Canada, Ltd.

"Establishing good gains month by month through the year over the corresponding months in 1936, International registrations increased during the first eight months from 49,999 units in 1936 to 55,852 trucks for the same period in 1937. According to official figures, International truck registrations in August showed an increase of 22 per cent. over the corresponding month last year, exceeding any month in the history of the business."

Early in the spring International Harvester announced an entirely new line of motor trucks ranging in capacity from half-ton, light delivery units to the largest six-wheelers. These new models include conventional four-wheel units, six-wheelers with both dual-drive and trailing axles, and cab-over-engine types. The complete International line consists of 24 models in 73 wheel bases with gross vehicle weights ranging from 4,400 to 62,000 pounds.

Powerful truck engines, numerous wheelbases, a variety of rear axle ratios, two-speed rear axles, and multiple-speed transmissions, especially in the heavy-duty models, permit accurate selection from every standpoint of the right truck for each specific hauling task.

Wheelbases, in conjunction with correct cab-to-rear-axle dimensions, are available to accommodate all lengths of bodies, with the ideal conditions resulting from the use of bodies in even foot lengths. At the same time, bodies in odd foot lengths will permit satisfactory mounting and load distribution on either the next shorter or longer wheelbase.

Many decided improvements and important features of design and construction have been incorporated in the engines of the International models. Every feature has been fully tested and proved and all contribute greatly to performance, greater power, and economy, it is stated.

AUTO SHOW OPENED BY LIEUT-GOVERNOR

Hon. E. L. Patenaude Sees Motor Industry as Example of Progress

IMPROVEMENT IS NOTED

1938 Cars Show Little Rad- ical Change in Design, But Many Features Increas- ing Comfort and Safety

With progress as its watchword and beauty and efficiency as its theme, the annual Eastern Canada Motor Show was opened by Hon. E. L. Patenaude, Lieutenant-Governor of the Province, before one of the largest crowds on record in the Sun Life Building Saturday night. A number of other leading citizens joined the large throngs gathered to inspect the 1938 models of passenger cars and trucks and view the latest trends in automotive equipment and in accessories. The show opened its doors at noon Saturday, and beginning today will be open from 10 a.m. until 11 p.m. until Saturday night.

Besides Mr. Patenaude Hon. F. J. Leduc, Provincial Highways Minister, and Mayor Adhemar Raynault, made short addresses which were carried over radio stations CHLP and CKAC.

Those who today do not go forward seem to fall back at a great pace, whereas a generation ago they appeared to be stationary, said the Lieutenant-Governor.

"They alone, in our times, are assured of success and are an asset to their country, not less than to their friends and families, who in their sphere constantly renew whatever they practice, refresh their methods and adapt their efforts to the new conditions and needs of the times.

"There are few examples which set forth better this theory and this necessity than the automobile industry. The desire to progress is the compass which guides the heads of these undertakings in the difficult paths of general competition towards ever greater success," said His Honor.

The immense value to Canada of the automobile industry was the theme of Mayor Raynault in his laudatory address on the opening.

It was not only the employees of automobile manufacturing companies, nor the cities in which the plants were situated which benefited from the industry, Mr. Raynault pointed out. The manufacturing companies bought steel and glass and cloth and electrical apparatus and many other products which go into the present-day car from some hundreds of other factories all over the Dominion, he said. This meant more work and more wages distributed over a large area.

ROADS PROJECTS CITED.

Mr. Leduc stressed the fact that the Province has done much this year to make the autoist's lot a happier one. The 1937 highways programme encompassed 1,800 miles, said Mr. Leduc. Not only have new and better roads been built and the distances between many points shortened, but other highways have been improved. It was up to the automobile companies themselves, said Mr. Leduc, to take every opportunity to make driving safer now the Province had made it more comfortable.

The Montreal Automobile Trade Association, Limited, which sponsored the show, has been striving for 25 years to make each year's exhibition better than the last, said C. S. Griffith, association president.

Following the addresses, guests at the official opening ceremonies made a tour of the show. Others present besides those who spoke included W. Ross Bulloch, M.L.A. for Westmount; Hon. Gilbert Layton, Provincial Minister without portfolio, and Hon. T. J. Coonan, Provincial Minister without portfolio.

Safety, economy and comfort are the main things motor car manufacturers have striven for this year, rather than any radical change in design, a tour of the exhibition shows. For the most part there have not been any important changes in outward appearance, although the trend towards "gadgets" which make driving easier has been particularly noticeable. Steering has been improved in many instances, and brakes have been made larger or otherwise bettered. Passenger space has been increased in many cars, as well as luggage room. Headlights are more powerful, yet easier on the other motorist.

In the trucking field the cab-over-engine design is growing more popular than ever. Greater loading space, more economical operation, better performance and easier riding are some of the major factors stressed by truck manufacturers. Models range from light city-delivery panel cars to big six-wheelers of 31 tons gross and upwards.

The accessory field has blossomed out as never before and things like radios and heater, which used to be considered luxuries, are now practically necessities for many motorists. A wide variety of accessories is on view at the show, and the exhibits are attracting much attention. A trailer exhibit, too, is drawing many people.

The following makes of cars are on view at the show: Austin, Cadillac, Chevrolet, Chrysler, DeSoto, Ford, Graham, Hudson, Hupmobile, LaFayette, LaSalle, Lincoln, Lincoln-Zephyr, McLaughlin-Buick, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Terraplane.

Commercial vehicles on exhibition are: Chevrolet, Diamond "T," Dodge, Federal, Fargo, Ford, G.M.C., International, Maple Leaf, Reo, White. Accessories and automotive equipment exhibitors are: Champion Spark Plug of Canada, Limited; Covered Wagon Trailers; Dunlop Tire and Rubber Goods Company, Limited; Imperial Oil Company, Limited.

This evening has been named Eastern Townships Night. Nights for the remainder of this week have been designated as follows: Tuesday, United States Visitors' Night; Wednesday, Montrealers' Night; Thursday, Quebec Visitors' Night; Friday, Ontario Visitors' Night; Saturday, closing ceremony.