

## The Defence of the Automobile

By James Grant.

**SUMMONED:** The Automobile! Before the Bar of Public Opinion! In the High Court of Economy! In the Dominion of Canada! In the third year of our great war! To answer the indictment laid against it, to wit—that the said automobile is and has been a menace to the economical intentions of thousands of people who would otherwise have spent their money on something else; that the said automobile, hereinafter called the defendant, did, has done and continues to do wrong by inviting men and women to wear out tires instead of shoe-leather and gasoline instead of time. Now, therefore, Prisoner at the Bar, how do you plead: guilty or not guilty—so help you?"

And the voice of the automobile salesman, rising in the hushed air of the so-to-speak court-room responds: "Not guilty, your Honour!"

The automobile salesman is usually a sort of lawyer-gone-wrong. That is to say, he has many of the qualities of the real man of law. In defending the automobile against those who say automobiles are "wrong" in these days of suffering and loss, he has no rival among professional advocates in the regular law-courts. He makes for the automobile—and especially for the automobile in which he is interested—a seemingly unanswerable case. How successful is his argument is shown by the fact that all the automobile companies in Canada are alike in reporting greater sales for the month of August, 1916, than in any previous August since the automobile became a reality. Thousands upon thousands of cars have been sold in the Dominion in the last eighteen months and the sales instead of falling off are increasing.

"I'll tell you why the automobile continues to be sold in the face of war conditions," said the general sales manager of a famous company. "It is because the automobile, if bought after due reflection and with full knowledge of all the different points in automobile design and construction, is just a bond-on-wheels, or a stock-on-wheels—or any other sort of gilt-edged security (on wheels) that you care to mention. The automobile is an investment. The sales our company have been making in Canada are not at all unlike the sales of municipal bonds or mortgage debentures being marketed by your bond and debenture brokers. The bond or debenture yields interest to its owner. So does the automobile. If it doesn't it should never have been sold to that particular man."

"We smiled with tolerant condescension.

"Prove to me," we said indulgently, "that I can afford an automobile. The inference from what you say seems to be that any man at all can profit by owning a motor."

"Impossible!" retorted the sales manager. "Not everybody can afford to own bonds or debentures. A man who can barely meet his current expenses doesn't buy ocean-going yachts, does he? A man who cannot afford to tie up funds in an automobile does not as a rule buy a five thousand car. But, granted the spare funds, we motor people say the motor is an investment, not a luxury. Often it is a better investment than the same amount of cash tied up in a five or six per cent. security."

"Your argument is, I suppose, that it pays interest by its service?"

"The dividend on an automobile is time and energy saved—and health. But mind you, the man who buys a big twin-six cylinder car for running around in the city is not an 'investor.' He gets no real dividend on his car



# New Prices, August 1st, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis . . . . .	\$450 <u>00</u>
Runabout . . . . .	475 <u>00</u>
Touring Car . . . . .	495 <u>00</u>
Coupelet . . . . .	695 <u>00</u>
Town Car . . . . .	780 <u>00</u>
Sedan . . . . .	890 <u>00</u>

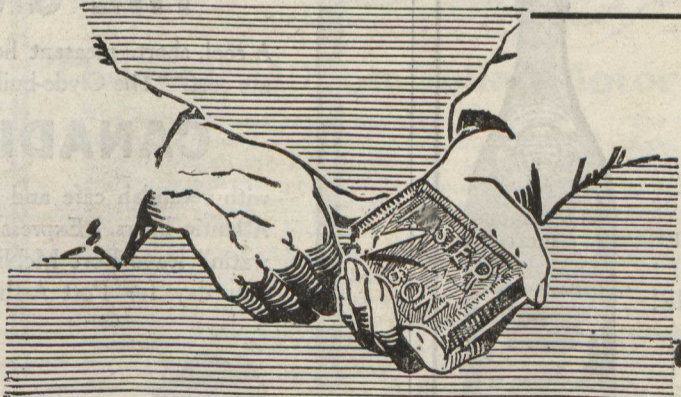
f.o.b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

## Ford Motor Company of Canada Limited

Ford, Ontario

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