

A Foreign Motor**Invasion**

ARE THE BRITISH CARS MADE SUFFICIENTLY POPULAR?
(By R. P. HEARNES)

Here is an analysis of cars at the Olympia Show: British 56 per cent.; French, 22; American, 13; Italian, 6; Belgian 2; Dutch 1.

Many visitors to the Motor Show, when they see the above figures, will ask themselves: "Why so many foreign cars? What is the motor manufacturer doing to let his home market be invaded to this extent?"

The subject is very interesting, but it is complex.

Our first cars were imported from Germany and France, and for many years we suffered from repressive and antiquated legislation, whilst in France the Government did everything to develop the motor.

Handicapped thus, the British motor industry was slow in getting into its stride. But, despite this, we have now the largest motor industry in the world after the United States, and, barring America, we have the most important market.

The American Continent, of course, has made all the other countries look small by reason of its colossal output, to meet the demand.

As it is, the European market is cut in two between a number of competitors, and the war has left us impoverished and with a relatively small number of potential buyers as compared with America. In the States one person in eight owns a car. In Great Britain one person in a hundred owns a car, and for the rest of Europe the figure is very much lower.

All the more reason, then, you will say, for keeping the foreign car out of your own market.

The American Market.

Well, there is 33 1-3 per cent. tariff against foreign cars coming into England, but the barrier is surmounted by a goodly number. In addition there are cars of American origin now made in Canada; and further more there are a great many Ford and other cars built up in England from imported cars.

Nothing short of prohibition would keep out all foreign cars. America now has the Rolls-Royce factory; and other British cars could get into America if the Americans wanted them. But the Americans are very well provided with their own cars; and mass production brings about prices that no British manufacturer could compete against.

A good deal of the foreign competition is in cheap cars. The Americans can compete on account of mass production for their gigantic home market; the French and Italians are helped by the rate of exchange, and by the fact that in the last few years, instead of paying away money in dollars, they have re-gained and equipped many of their industries, and set them going vigorously.

Foreign competition is good up to a certain point. It is disquieting, however, to learn that nearly half the cars sold on the British market are of foreign origin. Both at home and abroad the British car should do better.

The best and biggest market in the world is America. If the British trade made a bold bid for it they could capture a big slice of American trade with our high efficiency cars, just as Rolls-Royce have done.—Daily Mirror.

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Gone by Default

WASHINGTON, Nov. 23.—(By Can. Press).—After seventy-one years of controversy, involving appeals to Congress and legislation, the Supreme Court has decided that William E. Woodbridge, deceased, had abandoned his invention for firing projectiles from rifled cannon, and that his estate was not entitled to any compensation from the government for its use. Woodbridge, in 1862, filed his application in the Patent Office, and his claims were allowed, but it was not until December, 1861, that he sought to have the patent issued. The Supreme Court ruled that this delay nullified Woodbridge's rights.

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Whalers Active in Antarctic

CHRISTIANIA.—The whaling industry has come back in Norway, and it now holds an important position in the economic life of the country. Last year the operations in the Antarctic brought in \$9,000,000 crowns. Sixty-six whaling vessels are in commission, and 3,000 persons are engaged in the business.

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