

## Selling Cars in Canada

**I**N United States one in every thirty-three persons own an automobile.

In Canada in 1916, one in every seventy had one. These statements are based on the facts of population and registration of Automobiles.

In 1918 the incomplete registration figures available show practically double the number of cars in use as there were in 1916. At the same time the population has not increased to any great extent for not only is the emigration almost entirely cut off by the war but over 500,000 Canadians have gone overseas since the war broke out. So allowing for the usual increase by birth, influx from U.S.A. and the Orient, we are able to estimate that Canada's population is still under eight millions.

Approximately 275,000 cars are owned and in operation in Canada.

### One in Every Thirty-Two Persons Own Automob- iles Now !

**I**N 1917 we published the first edition of "Selling Cars in Canada." We then estimated on the thirty per cent. increase in ownership that:

The 1917 registration will be 150,000 cars, or 1 car for every 53 persons.

The 1918 registration will be 200,000 cars or 1 car for every 40 persons.

The 1919 registration will be 260,000 cars, or 1 car for every 32 persons.

The 1920 registration will be 350,000 cars, or 1 car for every 24 persons.

The 1921 registration will be 450,000 cars, or 1 car for every 20 persons.

And already we find in 1918—Canada has her one car for every 32 persons—a year ahead of schedule.

And this in spite of war conditions, the curtailment of manufactures and imports.

EVERYWOMAN'S WORLD has been very conservative in estimating possible business in Canada as above will show. But in the same issue of