

2
Selling Cars
in Canada
1919 - 1920

35086

2 4
Copyright, Canada, 1919

By the

Continental Publishing Co., Limited

COPY DEPOSITED NO.

35086

TL 26

S45

1919

¶ The message of this book is to the makers of Automobiles, Tires and other Automobile Accessories.

¶ It is the direct result of information and material supplied by over 16,450 persons in all parts of Canada.



National Library
of Canada

Bibliothèque nationale
du Canada

Selling Cars in Canada

IN 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!

IN 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

Automobile Registration in Canada—Pleasure and Commercial Cars

PROVINCES	1912	1913	1914	1915	1916	1917	1918
Ontario	11,939	15,255	31,724	42,346	54,375	83,790	114,300
Quebec	3,644	5,005	7,413	10,112	13,565	21,213	31,500*
Nova Scotia	867	1,000	1,201	1,677	2,931	5,029	7,181
New Brunswick	700	815	1,261	1,973	2,977	3,560	5,870
Prince Edward Island	—	—	44	46	68	301	676
Manitoba	4,036	4,876	7,361	9,192	12,570	17,507	23,445
Saskatchewan	3,742	6,513	8,963	10,225	11,939	32,505	48,156
Alberta	2,835	3,640	4,728	5,832	9,516	20,624	31,510
British Columbia	4,666	6,204	6,733	7,464	8,476	11,639	15,236
Yukon Territory	6	20	34	48	66	120	210
TOTALS	32,435	43,328	69,462	88,915	116,483	196,288	278,084

*Estimated

"Selling Cars in Canada," the estimate of sales was as follows:

In 1918, Canadians will probably buy 50,000 new cars.

In 1919, Canadians will probably buy 60,000 new cars.

In 1920, Canadians will probably buy 90,000 new cars.

In 1921, Canadians will probably buy 100,000 new cars.

Or in the four years a total of 300,000 new cars.

This calculation makes no provision for the new cars which will be bought to replace worn-out cars. Since the average life of a car is only five years, it means that all those who owned cars in 1917 will have to replace their cars. This will give an additional 100,000 cars, or a grand total of 400,000 cars to be purchased in Canada during the next four years or so.

The past few years saw an unprecedented activity in the Motor Car trade in Canada. Factory capacity—especially for the cars selling under \$1,000 or about this figure—has been fully taxed. And 1918 with its restrictions on steel—its scarcity of labor—and the embargo on American-built cars found Canada's car supply unequal to its demand. Admittedly the problem of the manufacturer was to **make** cars, not sales.

Yet with the release of labor and material from war production problems, the **making of cars** gives way to that of **selling cars**—and "**Selling Cars in Canada.**"

And Canadians want cars.

They can afford them—(Look at the way they subscribed to the fifth Victory Loan).

But they haven't been able to buy them. Second-hand cars have sold at unheard of prices in Toronto and other cities during the summer and fall of 1918. In other words—the demand for cars ("a second-hand one if I can't get a new one") so far exceeded the supply that up went the prices.

Ontario Leads in Registrations

AMONG the provinces of Canada, Ontario is by far the largest consumer of motor cars. Ontario has registered practically as many cars

as all the other provinces put together, (see previous table). Of the 114,300 motor cars registered in Ontario December 5th, 1918, the division was as follows:

Pleasure cars.....	106,900
Commercial cars.....	7,400

This gives one car to about every 23 persons in the province.

—or 1 in every 4 or 5 families!

The growth of the motor car business in Ontario can be seen from the following records:

1904*.....	535 cars registered
1905.....	553 "
1906.....	1,176 "
1907.....	1,530 "
1908.....	1,754 "
1909.....	2,452 "
1910.....	4,230 "
1911.....	11,339 "
1912.....	16,266 "
1913.....	23,700 "
1914.....	31,724 "
1915.....	42,346 "
1916.....	54,375 "
1917.....	83,790 "
1918 to Dec. 5.	114,300 "

*Year of establishment of license bureau.

Alberta's Fine Record

ANOTHER province with a fine record is Alberta, as the following figures show:

1906.....	41 registrations
1907.....	55 "
1908.....	45 "
1909.....	275 "
1910.....	423 "
1911.....	1,631 "
1912.....	2,505 "
1913.....	3,773 "
1914.....	4,728 "
1915.....	5,832 "
1916.....	9,516 "
1917.....	12,000 "

This gives 1 car to about every 45 persons—practically the same as Ontario.

"Building Cars in Canada"

CANADA had in 1917 twelve factories engaged in the making of motor cars, and in addition, several

assembling plants and manufacturers of motor trucks. The twelve pleasure-car makers are:

- Ford Motor Car Company, Ford, Ont.
- Chalmers Motor Company, Walkerville, Ont.
- Gray-Dort Motor Company, Chatham, Ont.
- Maxwell Motor Company, Windsor, Ont.
- Studebaker Corporation, Walkerville, Ont.
- Reo Motor Company, St. Catharines, Ont.
- Canadian Crow Motor Company, Mount Bridges.
- Willys-Overland, West Toronto.
- McLaughlin Motor Company, Oshawa.
- Chevrolet Motor Company, Oshawa.
- Bell Motor Company, Barrie.
- Canadian Briscoe Company, Brockville.

One Canadian factory had, in 1917, 3,100 employees, earning \$3,500,000 in wages, and with an output valued at \$20,000,000.

Imports Grow!

THE growth in the Canadian motor business is indicated by the figures of importation. These are:

For the fiscal year ending March 31	Automobiles were imported into Canada having a customs valuation of
1909.....	\$ 589,240
1910.....	1,816,164
1911.....	4,235,196
1912.....	6,511,115
1913.....	9,233,171
1914.....	7,150,065
1915.....	4,844,080
1916.....	5,109,329
1917.....	7,981,177

The war checked the importation of cars, but demand is rapidly recovering. Besides which, one has to take into consideration the large increase of consumption of domestically-made cars. Always the tendency and practice of American manufacturers to establish branch establishments in Canada when the Canadian consumption warrants this enterprise.

A PORTION of the information contained in the foregoing pages was procured for us, the publishers

of EVERYWOMAN'S WORLD, by our representatives who successfully solicited 25,205 subscribers and obtained definite information from 16,450 of them.

Our representatives used during their canvassing the form asking for information on ownership of Automobiles, pianos, property, etc. 4,502 of these forms were returned and 63% of them had the desired information on the back. Space on the face of the form was provided for the names of 10 subscribers, but the average number of names received at one time was five.

The record pertaining to automobiles in particular is given following:

Order forms received.....	4,502
Without information.....	1,628
<hr/>	
With information.....	2,874
Subscriptions received from this source.....	25,205
Subscriptions not reported on..	8,755
<hr/>	
Number of subscribers reported on	16,450
Automobiles owned.....	1,999
Prospective purchasers of cars..	2,623
Number of subscribers owning their own property.....	8,636
Average value of property owned.....	\$8,167

This block of 25,205 subscribers, used as a basis, is about 25% of the total circulation of EVERYWOMAN'S WORLD, and of this number we have information on 65%.

BY this cross-section of our subscribers it was found that 12.1% owned automobiles and that 15.9% were in the market for cars; and that 52.4% of our subscribers own property having an average value of \$8,167.

All this constitutes convincing evidence of the value of EVERYWOMAN'S WORLD advertising. People who live in homes worth more than \$8,000 are in a position to possess the best that the market offers and to take advantage of whatever modern ingenuity has accomplished to make life happier and more complete.

This cross-section of the subscribers of EVERYWOMAN'S WORLD taken in conjunction with their number, 100,000, demonstrates beyond question

that EVERYWOMAN'S WORLD is the greatest magazine in Canada and the most valuable medium which advertisers can use to build up desire and favor for their products.

It requires no argument or demonstration to establish the fact that the purchase and selection of a motor car is a family matter. The proposed expenditure of a sum varying from \$500 to \$2,500 or more, for a single possession is, in most homes the subject of long discussion, and the decision to buy a particular make of car is arrived at only after innumerable family conferences in which the knowledge and predilections of all the family are freely voiced. Also, during this prolonged period of developing purpose and decision-making, all motor car advertising entering the home is most carefully studied. **"It is this advertising and the family's study of advertising that determine in no small measure the selection of the car."**

The Cars That are Owned

AS per the records covering the first three months of 1917, there were 1,999 motor cars owned by the 16,450 subscribers reported on. 56 makes of cars are represented in the record, ranging in value from the moderate-priced runabout to the most expensive limousine or touring car. The following table shows the actual number of each make of car owned, by the 12.1% reported on and inferentially by the entire list of subscribers.

Car owned	Based on 16,450 replies	Based on total number of sub- scribers - 100,000
Buick.....	14.....	84
Britnell.....	1.....	6
Brush.....	2.....	12
Briscoe.....	2.....	12
Cadillac.....	19.....	114
Case.....	15.....	90
Chalmers.....	28.....	168
Chandler.....	2.....	12
Clinton.....	1.....	6
Chevrolet.....	124.....	744
Cole.....	3.....	18
Crow.....	3.....	18
Dodge.....	17.....	102
Dominion.....	1.....	6
Elgin.....	1.....	6
E M F.....	10.....	60

Everett.....	3.....	18
Flanders.....	2.....	12
Fisher.....	2.....	12
Ford.....	969.....	5,814
Franklin.....	2.....	12
Gray-Dort.....	15.....	90
Haines.....	1.....	6
Hudson.....	13.....	78
Hupmobile.....	10.....	60
Jackson.....	4.....	24
Keeton.....	3.....	18
Kennedy.....	1.....	6
Kissell.....	2.....	12
Losher.....	1.....	6
Maxwell.....	50.....	300
McLaughlin.....	120.....	720
Michigan.....	1.....	6
Mitchell.....	2.....	12
Napier.....	1.....	6
National.....	1.....	6
Oakland.....	5.....	30
Ohio Electric.....	1.....	6
Oldsmobile.....	2.....	12
Overland.....	191.....	1,146
Packard.....	5.....	30
Paige.....	3.....	81
Premier.....	1.....	6
Pullman.....	1.....	6
Rambler.....	1.....	6
Reo.....	29.....	174
Russell.....	14.....	84
Saxon.....	1.....	6
Scripps-Booth....	1.....	6
Stoddart-Dayton..	1.....	6
Studebaker.....	72.....	432
Sunbeam.....	1.....	6
Tudhope.....	1.....	6
Warren.....	1.....	6
Winton.....	6.....	36
Make not named..	336.....	1,996
	<hr/>	
	1,999	11,994

The Cars They Will Buy

FIFTEEN per cent. of the readers of EVERYWOMAN'S WORLD were in the market for automobiles at the beginning of the 1917 season. The percentage was probably larger than 15, since many were not ready to say definitely that they were thinking of buying a car.

As will be seen by the figures below, eighteen makes of cars were named as their choice by prospective purchasers, while a great many were undecided as to which of two makes to buy. 1,511 persons, or over 57% of the prospective buyers did not express a

preference for any particular car. In reply to the question, "Which car do you favor?" many said—particularly those in the Western parts of Canada—"Oh, the first car on the scene will probably be the one we shall buy," or, "We will probably buy a ——— because our neighbors have one."

The general conclusion is that the best advertised car is the best selling car.

The prospective car-buyers, numerically and by their choice, in the cross-section taken were:

Make preferred	Actual number choosing out of 16,450 reported on	Based on A. B. C. guarantee list of 100,000
Buick.....	5	30
Cadillac.....	3	18
Chalmers.....	1	6
Case.....	1	6
Chevrolet.....	35	210
Dodge.....	5	30
Emerson.....	1	6
Ford.....	403	2,418
Gray-Dort.....	10	60
Hudson.....	6	36
Hupmobile.....	2	12
Jackson.....	3	18
Maxwell.....	25	150
McLaughlin.....	65	390
Overland.....	359	2,154
Pierce-Arrow.....	1	6
Saxon.....	3	18
Studebaker.....	6	36
Cadillac or McLaughlin.....	1	6
Chevrolet or Buick...	4	24
Chevrolet or Maxwell.	1	6
Chevrolet or McLaughlin.....	2	12
Ford or Overland....	92	552
Ford or Chevrolet....	4	24
Ford or McLaughlin..	2	12
Ford or Saxon.....	1	6
Ford, Overland or Maxwell.....	6	36
Ford or Gray-Dort...	1	6
Ford or Maxwell....	6	36
Ford or Studebaker...	2	12
Maxwell or McLaughlin.....	1	6
Overland or Buick....	3	18
Overland or Dodge...	4	24
Overland or McLaughlin.....	18	108
Overland or Maxwell.	13	78
Overland or Hudson..	1	6
Overland or Reo....	6	36
Overland or Chevrolet	5	30

TL 26

Overland or Studebaker.....	2	12
Overland or Saxon....	1	6
Overland, Dodge, Gray-Dort or Studebaker.....	2	2
Make not specified... ..	1,511	9,066
	<hr/>	
	2,625	15,750

It is worth while noting here that out of the 40,000 cars which have been purchased during 1917 by Canadians, over three-eighths would be bought by families who are subscribers to **EVERYWOMAN'S WORLD**.

"Looking Ahead"

AS has been demonstrated previously, at least 60,000 cars will be bought in Canada in 1919—"first" cars, that is. To this number should be added another 25,000 cars to replace those that have lived their day. This makes a total of 85,000 cars likely to be sold in Canada in the coming year.

If one puts the average price of a car at \$750 and assumes that 85,000 cars will be sold in Canada in 1918, it means that a total of \$63,750,000 will be spent for cars by Canadians in 1918. Allowing 2% as the advertising appropriation, it means that \$1,275,000 should be spent in Canadian mediums during the next year.

Assuming that 25 manufacturers will do most of the advertising, it means, on an average, for each advertiser \$51,000. On the basis of **EVERYWOMAN'S WORLD'S** influence, because of its enormous circulation, it is quite right to schedule upwards of \$10,000 for 12 insertions in this medium; or a total of \$250,000 for the 25 firms likely to do most of the advertising and get most of the business.

EVERYWOMAN'S WORLD unhesitatingly suggests to motor car manufacturers and their sales and advertising managers, that they should use **EVERYWOMAN'S WORLD** dominantly, looking forward to its use for a five-year period. For this is true: Experience has demonstrated the wisdom and economy of using first one strong master medium to the full, and then proceeding to the next strongest, and so on, until the appropriation is exhausted. The master medium in

Canada is EVERYWOMAN'S WORLD—over a hundred thousand as against 50,000 or less of the next best circulated Canadian magazine.

EVERYWOMAN'S WORLD also suggests the use of large copy. Motor car copy usually is large size, as it should be. In a master medium the challenge to attention should be compellingly bold. Color should be used if possible.

In urging this view, the publishers of EVERYWOMAN'S WORLD are merely stressing what experience and the most astute merchandisers are teaching. **Dominance in a competitive market comes from masterly methods and full-page advertising.**

And note this: The greatest single influence in Canadian homes is EVERYWOMAN'S WORLD, for this magazine is subscribed to by Canadian families far in excess of any other magazine produced or read in Canada.

EVERYWOMAN'S WORLD has a circulation of over 100,000 copies.

Or 1 copy for every 8 English-speaking homes.

While the next most largely circulated Canadian magazine of the family type has a circulation less than 25,000 copies.

Or 1 copy for every 32 English-speaking homes.

As a merchandising factor, therefore, EVERYWOMAN'S WORLD is unapproached. Add to this the fact that its subscription price is \$2.00 a year, the same as that of the foremost comparable magazines produced in the United States, and higher than most; and the further fact that EVERYWOMAN'S WORLD has attained a circulation in Canada equal, when populations are considered, to the combined circulations of **The Ladies' Home Journal** and **the Pictorial Review** in the United States. **One in every eight English-speaking homes is a circulation achievement attained by no other magazine in the world.**

TL 26

EVERYWOMAN'S WORLD

Canada's Greatest Magazine

— — —
Published Monthly by

CONTINENTAL PUBLISHING COMPANY
LIMITED

Toronto, Canada
— — —

Advertising Rates

In Effect August, 1918

85c. Per Agate Line

FLAT RATE

One Page.....	\$680.
Half Page.....	340.
Quarter Page.....	170.
Eighth Page.....	85.

Color Work

Fourth Cover.....	\$1125
Third Cover.....	1000
Second Cover.....	1000
Color Inserts.....	per page 1000

(Prices cover 3-color process printing)

Circulation Over 100,000

Guaranteed by A.B.C. Audit

20c. a Copy, \$2.00 a Year

Covers Canada from Coast to Coast

We gladly prove our market for any Manufacturer or his Advertising Agent. Every last detail of our circulation, including circulation at every Post Office in Canada, is given in our 48-page book **"How I Can Cover Canada Efficiently and Economically."** Send for a copy.

Special Information

Closing Dates

COVERS—25th of 2nd month preceding.

FIRST FORM—25th of 2nd month preceding.

LAST FORM—18th of month preceding.

Publication Date

1st of each month.

Size of Page

800 lines—200 lines by 4 columns.

Size of type page, $9\frac{1}{4}$ inches by $14\frac{1}{4}$ inches.

Width of Columns

Single column 13 ems ($2\frac{1}{8}$ inches).

Double column 27 ems ($4\frac{1}{2}$ inches).

Half-Tones

Up to 133 lines screen—under 100 not acceptable.

Position

15 per cent. extra for guaranteed position.

Key Numbers

Not responsible for insertion of Key numbers, but greatest care will be taken to ensure correctness.

Minimum Advertisements

Advertisements for display columns must not be less than 10 lines single column.
