

BIG INCREASE IN RANKS OF AUTO OWNERS DURING 1917

The growth in the number of automobiles in Manitoba within the past ten years has been meteoric. The most remarkable advance, however, has been made during the past year, and this is an index not only of the wealth of the province, but also of the efficiency of the automobile.

No longer is it purchased as a "pleasure car"; it is fulfilling a very important function in the maintenance of natural efficiency, and it is estimated that fully 80 per cent. of the cars in Manitoba today are the property of farmers.

The following figures, taken from the records of the provincial license department, show how rapid has been the development of the automobile "world" in Manitoba:

Year.	No. of Licenses.
1908	412
1909	662
1910	1,524
1911	2,599
1912	3,770
1913	5,406
1914	7,001
1915	8,812
1916	11,953
1917	17,353

Thus it will be seen that far from depleting the sales, the war has served to stimulate the automobile industry. Manitoba, after three years of war, purchased last year several thousand automobiles, which is a considerable increase over the normal increases of other years.

It is conservatively estimated that since the war broke out there have been well over 5,000 automobiles purchased in Manitoba. In spite of this, every possible effort has been made to have people save, and from this province alone over \$50,000,000 has been contributed to war bonds. In 1917, when there were more automobiles purchased than in any other previous year, the contributions from this province to the war loans exceeded \$40,000,000. This surely is proof positive that the automobile is not a luxury, but that it has been found, in the great test of war conditions, to be a prime necessity. It has aided in the movement of troops, facilitated transportation of war material, increased efficiency of the farm, and has been a great economic factor in the development of general business.