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BRITISH CARS STEAL SHOW.

You could imagine yourself at Earls Court if you wandered into the New York motor show; there were so many British cars there. A great thing for the export trade. Of course, other countries got a look in, because lower running costs are beginning to interest even Americans. Altogether sixty-eight manufacturers exhibited. An eye-taking novelty was the reclining seat.

The Japanese section attracted a lot of interest. Exports are as vital to them as to our own country. It's good news that opening day orders for British cars reached an all-time record of 35 million pounds. Many American families run two cars, and as the second one the European model, cheap to run and not over long fills the bill. Sales methods took the American eye and the dollars poured in. It's good to know that in the biggest market aboard, Britain gets the lion's share.