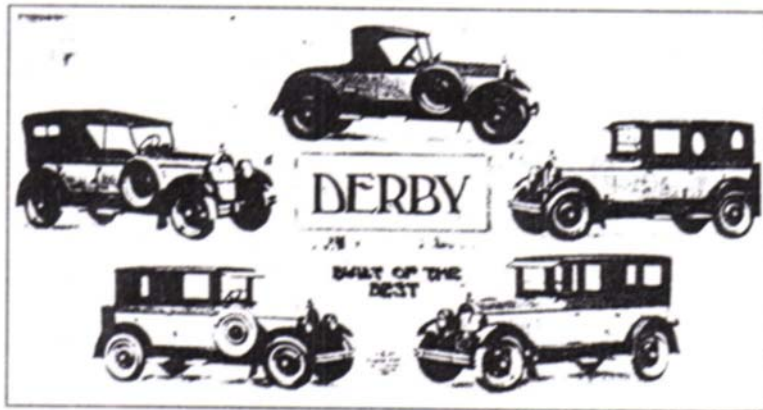


*Derby, 1924-27*

Derby Motor Cars Limited, an outgrowth of Winnipeg Motor Cars Limited, was the last of a handful of Prairie automobile companies. It sold cars but never assembled one. When Winnipeg failed in the fall of 1923, vice president Louis Arsenault was determined to keep trying. Certain that current Prairie prosperity, based on a booming wheat trade, would provide customers and investors for a Prairie automobile company, he opened a Derby office in the Manitoba capital, early in 1924.

The last Winnipeg car had been based on the Davis and now that connection was resumed, with Arsenault importing Davis cars complete, changing the nameplates and adding Derby tire covers. In 1924 he took over the Marshall tractor plant in Saskatoon and moved his company there, but he was never able to raise enough money to get into production. The big factory stood quiet and almost empty.

Arsenault continued to import Davis cars until the summer of 1927. An old record book suggests that the total number was a mere 31. Arsenault bought one himself in September, 1925, a blue model 91 berline sedan. An office in downtown Saskatoon (known jocularly as "the dugout") apparently didn't help sales. Although customers were found as far away as Winnipeg and Alberta they were just too few. Stock salesmen fared little better. By the end of 1927, Arsenault had called it quits.



A Derby Motors business card.