

BUY AUTOS NOW; PRICES MAY LEAP

If War Lasts Year Longer Shortage Will Be Apparent

OUTPUT IS ALREADY CUT

Dealer Predicts 50 Per Cent Advance if War Should Continue

The wise man will buy his motorcar as soon as possible...

The trend of car prices, which has been downward for several years, has halted abruptly...

ADVANCE ALREADY APPARENT A present-day increase of about 10 or 15 per cent over the average price for 1917 is apparent...

A boost of 50 per cent in the cost of automobiles is predicted by one manager...

"I expect to see at least a 50 per cent further advance in prices of motor vehicles if the war lasts another year...

The first reason for a big demand for all commodities is plenty of money in circulation...

NATION'S FINANCES AIDED All the billions of dollars that have hitherto been sequestered in savings banks accounts...

SMALLER OUTPUT GOOD SIGN Most automobile manufacturers have already cut production...

Our own manufacturing problems have made motor truck hauling an all-important factor in our business...

MILLIONS OF EMPTY MOUTHS Privation Would Follow Stoppage of Auto Industry

Though it has been in existence only about fifteen years, the automobile industry has in that time outstripped every other industry...

An Editorial

"Uncle Sam Wants You to Buy a Car!"

YOU are not one of those persons whose income has been cut down by the war. You are making as much money as you ever did, and probably more.

You, the chances are, are better off financially than you have ever been. You have earned this money. Once upon a time, in "the good old irresponsible days" before the war...

But you are not your own free man now. You are nobly troubled by the awakening of your consciousness that your first thought must be for the nation, your second thought for yourself.

Notice that there is no question in your mind as to your desire for an automobile. You know that you need one.

Well, that question is answered in eleven words:

If the Government objected, it would have said so before this.

Run along and don't worry your head over nothings! The gentlemen at the head of the nation's affairs are wide awake. They know what they are about.

The automobile has proved itself so useful, in war times as well as in peace times, that the man who owns one is doing more for the nation than the man who has none.

For example: You need every minute of time. The automobile gets you to your destination more quickly than any other form of transportation.

For example: You need health. The automobile gives it to you.

For example: You need more business. The automobile brings it to you.

If there were no other reasons, these three are enough to establish the truth of the assertion that you are doing more for your country when you own a car.

SAMUEL MCCOY.

ARMY OF PHILADELPHIA AUTO MEN

and Service Stars to Show Their Patriotism

BOARDS WEAR KHAKI

Automobile and Motortruck Associations and Clubmen All Help

A serious contribution has been made by the men of Philadelphia who have engaged in the motor vehicle business...

MANY IN ORDINANCE WORK

Headed the list is Major James W. Brown, of the ordnance department, who was long connected with the Locomobile agency...

AVIATION CALLS GROUP

Fourteen members of the Philadelphia Automobile Trade Association promoters of the annual auto show are now wearing khaki...

WE'RE PROUD OF THEM! AND SO IS THE NATION!

Two Hundred Philadelphia Khaki-Clad Women Motor Messengers Serve the Government Like the Boys "Over There"

By NANCY WYNNE

THE day that every one turned out for the Liberty Bond parade was the first time I ever saw the Motor Messengers "en masse," and like many others I was inclined to be amused at one struggling with a flag and another carrying a banner.

Then I began to see them going here and there with cars filled with packages, and yesterday, bless me if I did not see a Motor Messenger driving the Polyclinic Hospital ambulance.

ONE thing they are justly proud of and that is, all through that awful heat in July and all through the intense cold of the first week in January...

AND do you know, my dear, that there are about 200 members who are working hard at this thing, that they assembled all together out on the Belmont Plateau on December 4 and took the oath of allegiance to the United States...

BIRTH NOTICE

BORN to the automobile industry January 1, 1918, a new phrase, "The helpful car."

DIED December 31, 1917, an old phrase, "The pleasure car."

BURY it! Hang crepe on its door! Cremate it! Start it down the junk pile with it! Give it the gate and forget it—that phrase, "Pleasure car!"

This is the spirit in which the annual Automobile Show—the seventeenth in the history of Philadelphia—is being held this year.

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GOVERNMENT'S NEXT STEP SHOULD BOOST TRUCKAGE

Relief for Rail Congestion a Vital Need Which Uncle Sam Can Hasten by Co-ordinating Highways' Service

Written for the Evening Public Ledger By THE AUTOCAR COMPANY

THE necessity of the hour has done much to put before the public the fact that the motor truck is the burden carrier that has no ultimate limitation...

Our own manufacturing problems have made motor truck hauling an all-important factor in our business...

In order to live up to our production schedules our own trucks have done emergency long hauls, and have covered a great many regular routes from factories that supply us with material.

MOTOR MESSENGERS TAKING OATH OF ALLEGIANCE TO THE NATION



Mrs. Thomas L. Elwyn, Captain of the motor messenger service of the Emergency Aid. Mrs. Henry Price Wright, Adjutant of the organization of 200 women.

"ON THE JUMP" Miss Madeline Asbury, divisional lieutenant, answering a hurry call at the headquarters.