Service Stars

to Show Their Patriotism

REDS WEAR KHAKI

ile and Motortruck ations and Clubmen All Help

contribution has been made of Philadelphia who have i in the motor vehicle busithe nation's service. It can

measured in words, but, to ply, more than 1000 of them wearing the uniform of

the comparatively small num-men locally engaged in the mo-men locally engaged in the mo-men locally engaged in the mo-ment is considered, this showing field indicative of the patriotism ispires the men who have made mobile and the motortruck their "Tamiliar faces have been at the aute show this year, facer who had never failed to attend exhibit in the part. When one here they are, the answer comes Oh, has with the engineers over or "He's just got his commis-the signal corps and is about to it's a proud answer!" matriy every salesroom along oblis row" and at many a booth Auto Show there futters the lit-mit his eprinking of stars that that some one has gone to fight in A thousand atars in all-that's ony of Philadelphia's auto trade is year!

the set the regular monthly meet-the Motortruck 'Association of lights, there will be unfuried a big ables, there will be unfuried a big fag with twenty-eight stars field. They will be the asco-tribute to its twenty-eight who have already gone into the service of the nation. Thirteen twenty-eight men have received sions as officers. Their names pilled by W. H. Metcalf, secre-the association.

MANT IN ORDNANCE WORK and in ORDNANCE WORK ing the list is Major James W. a, of the ordnance department, as long connected with the Loco-agency and who has borne a part in bringing in recruits for overnment ambulance service. It to receive a major's commission or Merris M. Kobler, also of the os department.

ajor Merris M. Kobler, also of the manos department. Its aviation corps is Captain A. Banta Maria. F. J. Little, well we along "automobile row," is a temant in the quartermaster's de-temant. Others serving in the ord-department are First Lieuten-John H. Rosen, who headed an may hindling the Packard at Wil-ston and has done much in ambu-tow work: First Lieutenant C. O. maford, Lieutenant Herbert T. Bas-Lieutenant F. G. Gravelle, Lieu-nt R. F. Black, Lieutenant J. M. Hosz, Jr. Lieutenant T. V. Sproull, temant S. G. Woodbury and Lieu-int J. E. Hoppe. Aviation CALLS GROUP

AVIATION CALLS GROUP Continent members of the Philadelphia tormobile Trade Association promoters the snnual auto show are now wear-ishaki. Among them is Major B. D. ay who is serving in the inspection aritment of the avlation corps at bington, and who was formerly with the strete Holler RearIngs Com-

bington, and who was formerly with Hous-Bright Roller Bearings Com-. There is Captain Ralph W. Cook, build to sell Chandler cars. Captain. Paul Oliver, formerly with the Mer-car agency, is now in the quarter-ster's department; A. M. Maris. Warly manager of the Biddle agency. balls & commission as first ligutenwhile manager of the Biddle agency. r holds f commission as first licuten-waiter W. Longstreth. formerly of Ford agency at Resemont, is a first temant in the aviation corps. Cap-J. G. Duncan, who headed the J. G. 3. G. Duncan, who needed the J. G. can Company, is commanding a hine-gun company of the 315th In-ry at Camp Meade. In two young men who formed the b-Thomas Company, handling the needed car, are both in the service. Thomas has been commissioned the service.

THE day that every one turned out Bond drives from five to ten of these I for the Liberty Bond parade was posal of the Liberty Loan Committee? s has been commissioned

An Editorial "Uncle Sam Wants You to Buy a Car!"

70U 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. Many persons have suffered a reduction of their incomes, but, as numerous as these persons may be, it is safe to say that they do not make up one-twentieth of the country's population.

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, you might, therefore, have felt that you had the right to spend this money in the way that would give you the most enjoyment, whether that way was a "useful" way or not.

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. And, with this consciousness in your mind and with your newly earned money in the bank, you ask yourself. "Ought I to buy an automobile?"

Notice that there is no question in your mind as to your desire for an automobile. You know that you need one. The only question is, Would Uncle Sam prefer that I keep my money in the bank?

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. They have repeatedly urged that the people of the United States go about their businesses "until further orders." There will be no money for investment in Liberty Bonds unless we do that very thing.

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. You have got to be more efficient today than you were last year. The automobile can double your efficiency.

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

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. No wonder "Uncle Sam wants you to buy a car"! He does!

SAMUEL McCOY.

GOVERNMENT'S NEXT STEP

WE'RE PROUD OF THEM!

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." Two Hundred Philadelphia Khaki - Clad BURY it! Hang crepe on its door! Cremate it! Start it down the chute into oblivion! It never deserved to live, anyway, so to the Women Motor Messengers Serve the Government Like the Boys "Over There" junk pile with it!

Give it the gate and forget it-that phrase, "Pleasure car"!

In its place give us the phrase, "Helpful car." For it is that car which we have always known and which we will always want—the car that helped us get health; the car that helped pa get to business; the car that helped ma do her shopping; the car that helped cut down the coal bill and the doctor's bill; the car that helped its owners

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

Note: Especial attention should be given to the dollowing deeply thought: the raw materials and the finished prod-ucts of the entire United States. The government has recognized this constructively for action on the part of the Government which could go for to-ward increasing the service to be ren-dered under the joint operation of all McAdoo. The the ways transportation is the McAdoo.

The wise man will buy his motorcar as soon as possible. A big upward jump in the price of automobiles is forecast for the war year of 1918, due to a shortage caused by the war. The trend of car prices, which has been downward for average price for passenger cars—the so-called "plangue" automobiles—was about the same during 1917 as it was during 1916, the mean being between \$726 and \$730. Thus was the effect of the war already being between \$728 and \$730. Thus was the effect of the war already being between \$728 and \$730. Thus was and to use the same state of the same sho being between \$728 and \$730. Thus was the effect of the war already being between the stread of the same state of the same state orate touring cars whose cest runs into four figures was achieved by the the mendous output of cheap cars by a pw factories, cars designed for the man of ittle means.

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

Tactories, cars designed for the man of little means. But all that is changed, according to the consensus of opinion among sub-mobile manufacturers and distributer. War, which has beosted the price of nearly every staple article on the Amer-ican market. has begun to affect the automobile market new that this nation has entered the world struggis. ADVANCE ALREADY APPARENT

A present-day increase of about 10 or

A present-day increase of about 10 or 15 per cent over the average price ter 1917 is apparent. That will not be all, automobile men say. The output of cars will be reduced, and the price will be increased as a natural result of the law of supply and demand. A boost of 50 per cent in the cest of automobiles is predicted by one siles manager, in case the war configue ap-other year. His view is borne out by other quitomobile men." "I erpect to see at least a 50 per cent further advance in prices of motor vehicles if the war lasts another year, and if longer than that-well, the sky is the limit," he asserts. "With the increased cost of labor and matrials, the searcity of both and the greatly in-creased overhead due to reduced manu-facture, prices must be still further ad-vanced." vanced.

Should the war last another year and this prediction held good, the average price of a passenger motorcar at the end of 1918 would be in the neighber-hood of \$1000.

hod of \$1000. The first reason for a big demand for all commodities is plenty of mensy in circulation. When money is in circula-tion buying is heavy, which stimulates trade. In the next ninety days or sconer-as soon as the factories relative the war orders for which they are pre-paring there will be more money in dr-culation than ever was known before either in this or any other country. All the billions that have been sub-scribed for Liberty Loan bonds will be paid out for materials and labor, ulti-mately for labor in the first instance. NATION'S FINANCES AIDED

NATION'S FINANCES AIDED

NATION'S FINANCES AIDED All the billions of dollars that have hitherto been sequestered in savings banks accounts, yielding to depositors on the average an actual interest of test than 2% per cent, wills be in circulation while the subscribers to the Liberty Lean will also be collecting their 4 per cent interest, with the best security in the world to guarantes the safe return later of the full principal. "We hear of shortages of foodstuffs and all manner of other articles in the warring countries, but have you ever heard of a shortage of money?" It is asked. "We hear that the fast the failans are paying \$100 a ton for coal. But the complaint is not lack of money, but lack of coal to buy. In this sounty' there'll be a shortage of a few commedi-used one of them will be motor we head one of them will be motor

rmy aviation school at Prince-filliam D. Baker, who was a of the Baker-Price Company, issioned an ensign in y and has been stationed at y. R. Morris Kempton, of the of the Stoever-Hannold Com-Te also among the Philadelphia are now serving the flag.

STAT-AT-HOMES BUSY. TOO

hese names are only a few of those the will come to mind. And the autoa men who have been unable to not see a Motor Messenger driving the for active service have been no Polyclinic Hospital ambulance. "This atrictic in their tireless efforts in looks like work," thought I, and I Lot the Government and their conto national needs.

the Philadelphia district's silot-chauffours for the quartermas-gency Aid Building, and there I found inted reserve corps exceeded by Mrs. Henry Price Wright, who was bencha's recruiting office, the ef the club who have been as examiners, under the direc-brong officers, have turned their to applicants for positions as a bakers and blacksmiths for artermaster's department and suits and leather topcoats, were await-ing orders. for the medical corps. Spurred efforts of the recruiting com-the Automobile Club of Philais was the first district in the to complete its quota of ser-suffeurs for the quartermaster's writer on the first report of the Asso-clation, as if she'd been a stenographer

ing orders.

In one corner of the room was Mrs. Ridgway Reilly, May Parsons that

all her life; and in the few minutes 1

dress and take them and a person

Another was ordered to report at one of the Arsenals; and so it went.

chauffeurs each, with the complement of mechanics. of thirtsen in all. The club in the morning at 9 o'clock at a house in the morning at 9 o'clock at a house in West Philadelphia for packages atter for the medical corps, it this splendid record may ined. The recruiting office is ters, and that same one was to collect r in the clubhouse, 23 South a number of things at that same ad-

ambulances have with them to the Station to ship them. soupped ambulances have road as contributions from ills Club. The first was a of large size which will of the Arsenalis; and so it went. Twelve aliting cases or c cases. The second was a is used extensively in the service in Prance. Both by the "S. S. J. 19." and M. Johnson, se serving Pherson, of Easton, Md., " of the Arsenalis; and so it went. And as I listened I understood the really great and efficient work these women are doing. AND do you know, my dears, that AND do you know, my dears, that they assembled all together out on the Belmont Plateau on December 4 and

Belmont Plateau on December 4 and took the oath of allegiance to the to go in an am United States, that they are re-

of the young men-as narrated by Mac-t letter to the club work, which many nized and highly praised by Wash-ington and that they receive orders to the slub which many interference of the state within easy so the state state so the state within easy so the state so the state within easy so the state so

Motor It is truly remarkable the first time I ever sa

By NANCY WYNNE

W. Clarke Grieb is a licutenant in aviation corps. Rush W. White-m, of the Hess-Bright Company, is others I was inclined to be amused at idea how many miles were covered by one struggling with a flag and an- these Messengers, and do you know other carrying a banner. I thought each one reports the number of miles to myself, "these women have a pretty covered each day? She said, "In July, good time, all things considered," espe- when the men first began to go to the cially as later in the day I saw one camps, we averaged 3000 miles a week who had struggled with the banner and from place to place we moved that morning taking a most attractive black powder, pie plates, machine young English officer thither and yon, guns, rifles, men, hospital supplies, wheresoever he would. food, sandwiches, coffee in huge cans,

Then I began to see them going here indeed everything one could possibly and there with cars filled with pack- think of." "In fact," thinks I, "Every ages, and yesterday; bless me if I did thing but the kitchen stove."

Polyclinic Hospital ambulance. "This OF ONE thing they are justly proud looks like work," thought I, and I hied me up to the room occupied by heat in July and all through the inals district's silot- the Motor Messengers in the Emer- tense cold of the first week in Janu-

AND SO IS THE NATION!

to earn more money than ever before! The new year salutes you-the helpful car!

This is the spirit in which the annual Automobile Show—the seven-teenth in the history of Philadelphia—is being held this year. You owe it to yourself to visit this exhibition if you haven't already done so. It's a liberal education. Remember:

It is being held in Wanamaker's Garage, Twenty-third and Walnut The solution of the solution of the state of the solution of t cars. Fifty-three of them exhibit gasoline cars, three show electric cars and one displays steam-driven models. Fifteen dealers in automobile accessories are exhibiting. The show committee is com-posed of John H. Fassitt, president; A. E. Maltby, acting chairman; J. E. Gomery, secretary and treasurer; Louis C. Block and Lee J. Eastman

Continued on Page Three, Column One

MOTOR MESSENGERS TAKING OATH OF ALLEGIANCE TO THE NATION



aptain of the motor messenger

Written for the Evening Public Ledger

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of highway transportation is made pos-

SMALLER OUTPUT GOOD SIGN

<text><text><text><text><text>