

REASON FOR THE ROSE IN PRICES

Backs Up Prediction That Motor Car Announcements Will Show Increase in Price

"Next July's automobile announcements will be, not of new models, but of new prices—and they'll be higher," says R. C. Rueschaw, sales manager of the Reo Motor Car Company. Mr. Rueschaw, who is the oldest sales manager in the automobile industry, has acquired the reputation as a prophet because of the accuracy of predictions he has made from year to year as a result of his long association with the industry and his intimate knowledge of the affairs of the trade. His statement quoted above will, therefore, be given more than usual credence by men in and outside of the automobile industry.

"There are many reasons why few, if any automobile concerns will announce new models at the usual time next July, and there are quite as many reasons why prices will have to be lifted," continued Mr. Rueschaw. "First, is the increased cost of materials because of the shortage of many kinds that are absolutely essential to the making of an automobile. Of course this shortage is due to the European demand and the unprecedented prices munitions makers are willing to pay to obtain quick deliveries.

"Just consider the following for which George E. Smith, manager of the purchasing department of the Reo Motor Car Company, is authority: 'Metals of all kinds have at least doubled in value in the past six months, and in some instances, the advances have been much greater, this applying particularly to tool steels. High speed steels have increased in price from 45c per pound to \$2 and over, and this figure is a nominal one, high speed steel being almost unobtainable; this has affected the cost of tools made from such steels, to an even greater extent than represented by the advance in the cost of steels, due to large increases in labor costs.

"High speed drills, which we formerly purchased at 65 per cent. discount from list, are now priced at list plus 15 per cent., up to 1/2-inch diameters; above this diameter, they are list, plus 50 per cent., up to 1-inch, above which size the price is double the list.

"Cutters, reamers and small tools are now sold on the same basis, and are extremely difficult to secure. We are compelled to buy in small lots from different manufacturers and jobbers wherever we can find a small supply.

"Bar steels, used for making parts of cars, have more than doubled in price, and prices are advancing rapidly, and the scarcity is increasing even more rapidly. Orders placed with the mills in December last, are scheduled for delivery in January, 1917.

"Ordinary cold rolled bars cannot be secured from mills in less than six months. Steel tubing required one year for delivery on mill specifications, and this item is also unobtainable from jobbers' stocks.

"Odd lots of bar steel and forging steel can still be secured from jobbers and mills in small quantities, and in order to maintain our supply, we are compelled to purchase wherever material can be found. For example: We have just completed a run of 11,000 six-cylinder crank shaft forgings, made from steel that was purchased while in transit, to another customer, this purchase having been made on a normal basis. This condition applies to all kinds of steel products.

"Other metals are in the same shape. The price of copper at the present time is being raised 25 per cent. before the advance began. This also is practically unobtainable, except by purchasing at least six months in advance of our requirements. This affects all brasses, such as castings, sheets, tubes, rods, etc.

"The aluminum situation is the same, the metal for immediate delivery being unobtainable, and the price at least 200 per cent. over normal.

"Zinc, which is largely used in the manufacture of war material, is selling at 20c per pound, against 6c to 7c in normal times.

"Our motor advanced from 50c per pound to \$1 per pound, but has since receded to about 80c. The supply is absolutely uncertain and unreliable, due to lack of ocean transportation facilities.

"Leather remains extremely scarce, and difficult to secure in satisfactory quality, the price being correspondingly high, costing about one-third more than in the preceding season.

"With the possible exception of paints, there is not a single item used in our factory that has not advanced from 10 per cent. to 300 per cent. in cost.

"We Reo folks are fortunate, if you want to put it that way, in having practically everything that we will need for our factory run up to the close of our fiscal year, already on the floor, and we are comfortably covered or most everything for a year beyond that.

"In these times we never feel sure of anything unless it is in our own warehouse, and Mr. Smith was sufficiently foresighted to procure his requirements some months ago and to obtain deliveries before most men in his position realized that there was to be a shortage.

"Of course Reo ready cash was a big factor in that operation, as it is now, for we are in the habit of picking up lots of materials that are destined for others who are less certain to pay or who are unable to pay cash in the mail.

"Another reason on which I base my assertion that next July's announcements will be of new models but of new prices, and that the prices will be higher, is the railway car shortage that obtains at the present moment. No manufacturer is able to ship cars as fast as he can produce them, and that is going to result in the slowing down of the output of factories and the consequent extension of the date on which the present factory runs can be completed. In other words, many factories that have planned to complete the present run by July 1 will probably have to extend the time over into next autumn, that also will affect the price.

"A first blush that last statement may seem illogical, but a moment's thought will show the force of it. For every day over that originally estimated as necessary to complete a certain number of cars, the overhead cost on those cars will increase, that increase added to the excessive cost of materials that makers who are not already protected will have to pay, is bound to result in a higher production very materially, and inasmuch as the percentage of profit on automobiles is small anyway, there can be only one answer—to tilt the price.

"Just watch and see if I'm not right," concluded the Reo sales manager.



THE KODAK AT THE FRONT.

It may not be generally known that most of the war pictures appearing in newspapers and illustrated weeklies are Kodak pictures and in the majority of cases are taken by soldiers, doctors, Red Cross nurses and even ambulance drivers.

This unofficial practice of Kodakery is winked at by war officers because it provides an excellent diversion for the men and also because of the valuable war data being collected in this way.

The Kodak has also an official place in the war service, as the accompanying illustration shows. This picture, making a film record of his observations with the aid of a periscope, shows a British officer with the staff of the headquarters' staff. With a thread attached to the shutter it is a simple matter to make the exposure quite unobserved by the enemy.

MOTOR CAR HAS MANY MISSIONS

Gives Healthful Pleasure and Increases Commercial Possibilities

By T. E. A. Barthel, Vice-President and General Manager King Motor Car Company.

The automobile has solved many problems. The growth of the industry during the past year has been beyond expectations. The future no one can predict. Automobile manufacturers have laid their plans for the coming year on huge production figures.

The motorcar occupies a unique position in the mechanical locomotion family to-day, because it largely counteracts the ill effects that followed the introduction of other forms of transportation. It has given to municipalities the biggest problem they ever tackled—the solution of street traffic regulations. There is not a city in the country where this problem is not serious and the subject of great thought.

No one now regards the motorcar as a mere fad. The world knows it has fulfilled its mission. That it is a real necessity for comfort, health and business progress. With millions of American-made automobiles for this country, the expectation that the foreign demands the coming year will be greater than ever, the automobile industry is counted upon as advancing the business of the country generally. For the automobile to-day is a financial investment.

With all different types to choose from—small or large, from two to seven passenger capacity, with either four, six, eight or twelve cylinders—overhead expense cut down, simplicity the keynote of construction, the field for the automobile is larger today than ever before. The fact that the American public has money, the banks have let down the bars for the purchase of automobiles, gives to the automobile manufacturer every opportunity to market big production.

The motorcar has many missions. It first gives to the public the healthful and stimulating pleasure of flying through beautiful country scenes and enjoying the fresh air. Second, it furnishes a perfect flexible means of transportation that is exactly adaptable to the public's wishes; that is, to go and come when and where one likes. Third, it relieves the burden from the horse; and, finally, to banish him entirely from the city streets, enlarges the radius of commercial operations and makes two engagements grow for the busy American public where but one grew before.

And when a road motor is running under full speed it makes the least fuss about it. This is an adage that can also be applied to many a young man who is striving for his start in life.

Enger Distinctive in Its Overhead Valves

H. DeHart, 131 South Third street, local distributor for the Enger Twin Six, in speaking of the popularity of the car he represents, said to a Telegraph representative, to-day: "The first day the factory announced the Twin Six they literally actually received thousands of long distance telephone calls, telegrams and special delivery letters from dealers and consumers who wished to purchase immediately. The Twin Six fulfilled a popular demand for a car with flexibility, fast get-away, quick pickup, speed, power, silence, and freedom from vibration."

"Think of driving a car in which all gear shifting is eliminated! Think of driving a car that with perfect precision and smoothness takes all hills on high! A car that just purrs along, at walking speed or racing speed, with scarcely a perception of vibration."

The Enger is distinctive in that it has overhead valves, operated from a camshaft located in the usual place by long push rods and rockers, the valve tappet adjustment thus being very accessible, and it consists of cap screws in the rocker ends. All twelve cylinders are cast in one single block with the upper part of the crankcases and the cylinder rows are staggered to admit side-by-side connecting rods.

LEGION OF HONOR IS NOW GROWING IN POPULARITY

Red Ribbon Greeted With Much Deference in France; Membership Limited

Paris, March 4.—(Correspondence of the Associated Press).—The red ribbon on increasing numbers of weather-trained blue jackets and the frequent appeals to popular imagination by the military parades behind the war zone incidental to the decoration of heroes from the front, have given a remarkable increase in popularity to the Legion of Honor.

This imperial institution, handed down through the Restoration, the Second Republic and the Second Empire, was not accepted without reserve by the more democratic Third Republic and has gone through some vicissitudes since. Napoleon's first idea was to reward military devotion and gallant services on the field of battle. It was only later, when he realized the importance of making war on Great Britain's commerce as well as upon her fleet and army, that he used the declaration to incite the citizen effort. Warmings were given at the time that abuses would result. There was no scandal, however, during the Empire and the first known traffic in the decoration came to light in 1822, when an agency engaged in the selling of false decorations was unearthed. The scandal of 1887 was more serious. In that case it was a question of sale of real decorations, involving a son-in-law of the president of the republic, Jules Grevy, and finally bringing about the latter's resignation. Some less conspicuous cases have developed since, but the supposition put forth at different times, that the Legion of Honor was always for sale at a price, was certainly exaggerated. There was, perhaps, more foundation for the opinion of the undecorated, that political influence had a great deal to do with the distribution of the honor among civilians.

Membership Limited At its origin the Legion of Honor comprised a Grand Council or directory, composed of 7 grand officers and 15 cohorts, each cohort counting 7 grand officers, 20 commandants, 20 officers and 350 legionaries named for life by the grand council. The grand council and the cohorts were suppressed by a law reorganizing the order in 1816, and the dispositions of that law were mostly incorporated into the present charter of the order, which dates from March 16, 1818. The president of the republic is the grand master of the Legion of Honor, whose affairs are now administered by the grand chamber named by the chief executive of the republic, and a council of the order comprising a General Secretary, vice-president and ten members. The corps of legionaries is composed of chevaliers, officers, commandants, grand officers and grand crosses. The membership is limited to 20 grand crosses, 50 grand officers, 250 commandants, 2,000 officers and 12,000 chevaliers or knights. Foreigners on whom the decoration is conferred do not figure in this limited membership, according to the rules.

In time of peace, to be admitted to the Legion of Honor, one must have exercised civilian or military functions during 20 years with honor and distinction. To be promoted to any rank superior to that of knight it is indispensable to have passed through the grade immediately inferior. The period of four years as a knight, two years as an officer, three years as a commander, five years as a grand officer. For exceptional cases of gallantry or extraordinary services in time of war or peace these periods may be reduced, but in no case may a knight be advanced to the grade of Commander without having first been promoted to the rank of officer.

The decoration of the Legion of Honor is a five double-pointed star, with a medallion in the center with the head of the republic in relief, and the words, "French Republic, 1870" in a circular border. On the other side the medallion bears two tricolor flags with the device, "Honneur et Patrie." The star which is encased in white is of silver for the knights, and gold for the officers. The only distinction made in the form of the decoration itself for the different ranks is that of size, being 1 1/3 inches in diameter for the knights and officers and 2 1/2 inches in diameter for the commanders. The knights wear the decoration on the left side of the chest, attached to a red moire ribbon, the officers wear it the same place and with the same ribbon, but with a red rosette attached. Commanders wear the decoration around their neck, attached to a red moire ribbon wider than that of officers and knights. Grand officers in addition to the cross wear on the left side of the breast a five double pointed silver star set with diamonds. The Grand Crosses wear the decorations attached to a red sash, passing over the right shoulder and also on the left side of the chest another double pointed star similar to that of the grand officers.

Six Battleships Off Duty in Atlantic Because of Shortage of Sailors

Washington, D. C., March 4.—Only fifteen of the twenty-one battleships of the Atlantic fleet are on active duty in West Indian waters, three of the other six being so crippled for lack of officers and men that they cannot operate with the fleet, and the other three are either awaiting or undergoing extensive repairs. The fifteen active ships are short from eight to seventeen officers each of the number assigned to them by the Navy Department and 1,000 coal passers, electricians, gunners' mates and other trained enlisted men, although they have aboard about 100 more men than the total personnel allowed by the regulations.

This was the situation of the fleet as pictured yesterday by Admiral Fletcher, commandr-in-chief, before the House naval committee.

Bosch Magnetos

Leak-Proof Rings

Having Outgrown our present location we have leased for a term of years the building at 109-111 Market Street, opposite Board of Trade.

FRONT-MARKET Motor Supply Co.

Hess-Bright Ball Bearings

Keystone Springs

NOW IS TIME TO PLANT FLOWERS

Many Early Blooms Should Be Started in Hot Beds; Others in Open

Washington, D. C., Feb. — Many garden lovers who are envious of their neighbors' earlier blooms fall to realize that they can do many things even in February to give some of their plants an earlier start. Those who own hotbeds or cold frames, the specialists of the U. S. Department of Agriculture say, should see to it that their annual flowering plants are started at once. This advice applies to those flowers to be used later in beds and to those grown for cut flowers.

Some of the flowers which give particularly good results if started in hotbeds or cold frames are:

Agertum,	Cosmos,
Alyssum,	Four-O'clock,
Aster,	Godetia,
Callendula,	Marigold,
Callopsis,	Petunia,
Campanula,	Sweet William,
Castor bean,	Scotch pink,
Chrysanthemum,	Scarlet Sage,
Cockscomb,	Verbena,

Can Be Sown in Open

The seed of some of the flowers listed below need not be started in hotbeds but can be sown later in the season in the open ground and then transplanted to their permanent locations. The seed of these flowers should not be sown until the ground is in condition for making a good seed bed and until there is no longer likelihood of a heavy frost in the locality. A good test to determine whether the garden soil can be worked well is to take up a mass of it in the hand and compact it into a ball. If this ball readily falls apart, the ground is dry enough to be worked. It is particularly important in planting flowers to spade up the ground, fine it thoroughly with hoe and rake and remove the stones and lumps from it. The actual surface should be made very fine and soft. In planting each kind of seed the directions as to depth of planting should be carefully followed. Flowers that can be sown in this way are:

Agertum,	Gallardi,
Alyssum,	Mignonette,
Aster,	Pansy,
Pot marigold,	Pinks,
Calllopsis,	Campanula,
Clarkia, (shade)	Rudbeckia,
Cockscomb,	Snaptagon,
Dahlia—single,	Stocks,
Zinnias,	

Most of these may be sown earlier in a hotbed or cold frame and thus be made to bloom earlier.

Certain other flowers die or do not do well if they are transplanted. These therefore should be sown only in the open ground or beds where the plants are to grow. The varieties

AS PLAYED BY EAR.

Why are you prejudiced against golf? You never saw a game.

No; but once I heard part of one.

Harmobile

ENSMINGER MOTOR CO.

THIRD AND CUMBERLAND STS. Distributors.

Atwater-Kent Ignition System

Lynite Pistons

Ford Parts

Mobil-Oils

MEANS TO THE END.

The doctor always me to eat flowers and grass. Then don't tip the waiter.

MEANS TO THE END.

MEANS TO THE END.

Standard of the World

"Cadillac Eight"

NOTE the large number of new Eight-Cylinder Cadillacs constantly appearing on the streets; and the calibre of the owners as being competent judges of motor car merit. Then ask yourself if this is not sufficient assurance that you will not go wrong in deciding that your next car will be a Cadillac.

Crispen Motor Car Co.

413-17 S. Cameron Street

Harrisburg, Pa.