

## WHAT'S DOING

### Obstacles In Way of Theft Prosecution.

## AT AUTO CLUB

BY S. E. SMYTH  
Secretary Omaha Auto Club.

You fair-minded motorists of Omaha, after reading this article, must admit that the Omaha Automobile club is aggressive, and always has been.

Automobile stealing is as prevalent as ever in Omaha.

Why?  
County Attorney Magney should be able to advance as good a judgment as anyone. Here's what he says: "The average car owner, after paid the insurance, will refuse to prosecute a thief. He doesn't care to have the bother and worry. I am asked every day to dismiss cases."

"Dismissals"—there's one of the chief reasons why auto thieves are not sent to the penitentiary. That is also a direct encouragement to the thief to go out and steal another machine. The thief knows you, Mr. Average Motorist, much better than you think you've got him sized up. The average club member is standing firm for prosecution.

#### Is Over Credulous.

Another reason is that the average juror does not consider auto thefts as he would the theft of personal belongings or cash, and for that reason is over-credulous and too lenient.

Another reason: The Omaha auto detectives are forced to chase auto thieves, on foot or by street car. Omaha provides no auto for its detectives to chase auto thieves. The money loss represented in auto thefts is far greater than the money loss in thefts of any other description. Nearly \$8,000,000 worth of cars in Omaha, and from \$2,000 to \$10,000 worth stolen daily. The situation demands immediate adjusting.

Another reason: The average criminal judge all over the country is far too lenient with auto thieves. Every auto club and most chiefs of police will verify this statement.

#### Law Is Adequate.

The Auto club obtained passage of the state law on auto thefts and joy rides. Our law provides from one to seven years' penalty. That law is adequate. All we need is co-operation in carrying it out.

When a club member's car is stolen we telephone all the bridges around Omaha and a chief of police in a town within 25 miles of Omaha on all main highways. Private detectives are worthless. Other clubs have found this to their loss.

The 1,200 members of the club constitute a moral force for a firm stand for prosecution.

The club gave Nebraska a good theft law. We can't, however, control your mind and make you stand firm for prosecution. We can't control the jurors or the judges or the police magistrates. We can't afford to employ a couple of detectives who would turn around and take a fistful of coin from the auto thief. But we can demand justice in every step of prosecution if Omaha motorists will get behind us and yell with us and not against us!

Road reports: The West Pacific road, oiled last year, is in excellent shape for your Sunday drive. The West Benson road to Elkhorn is also very good. There's a bridge out on

## State-Wide Sales Organization Promulgates Merits of Peerless

A state-wide sales organization which reaches into every corner of Nebraska has been worked out by George F. Reim, now distributor for the Peerless in this territory.

In many localities Mr. Reim has retained his old connections, in others he has made new alliances. All in all, he declares he has perfected the most efficient sales organization he has seen in the decade he has been in the automobile business in Omaha. "I am delighted with the Peerless," said Mr. Reim. "The car has wonderful design and more wonderful construction. I have inspected it from radiator to axles and my experience as an automobile man, especially in the mechanical end, assures me that the Peerless is an automobile masterpiece."

the Pacific road, about nine and a half miles west. Cut over north at top of hill (bridge at bottom) to Lincoln highway two miles, or continue two miles further north to the West Benson road and in.

#### New Harroun Models Bask Carbon Through Smooth Bore

"Since the application of the oxygen flame to the removal of carbon from automobile cylinders, that once dreaded deposit has lost much of its terror to the motorist. Yet oxygen gas and labor spent in this application cost money," asserts F. O. Clough of the Western Motor Car company, "and the operation takes considerable time, during which the car must be out of service."

"But even the present difficulty is lessened by the latest feature of motor manufacture," adds Mr. Clough. "It is a well known fact that carbon forms most rapidly on a rough surface. Plainly the most available remedy was to create a combustion chamber which would be smooth and would discourage carbon deposits."

"That is just what Ray Harroun has done in the design of the Harroun car."

"To do so it was necessary to design a cylinder head which could be reached by the tool used for machining its interior. With this feature accomplished the rest has been easy, and the result is a degree of freedom from carbon deposit, which in the former days was not even to be hoped for."

#### Electrical Trouble Breeds Worry for Motor Car Driver

"A battery may be injured by some defect in another part of the electrical system," says Elmer Rosengren of the Nebraska Storage Battery company. "Such a defect may result in a charging rate either lower or higher than the normal."

"In the first case the battery will run down from lack of sufficient food. In the second case, it is being overfed, which results in overheating, buckled plates and breakdown of the insulation. Overfeeding of the battery will sooner or later make it inoperative, with one or more dead cells. Dead cells mean broken down insulation."

"One cell usually goes first, but you may be sure that all the cells are in practically the same condition and that new insulation is necessary in all to put the battery again into running condition."

"In the Peerless you have a quiet, smooth motor. Without touching a gear shift you may throttle down to almost imperceptible motion behind retarded traffic and all the while you are operating with the greatest economy, for you are automatically feeding your cylinders their fuel at half rations. Then with a touch of the foot, the car leaps into quick action and you have at your command any speed you desire."

"Sales of the Peerless in Nebraska already are surpassing our every expectation. The outlook is for almost phenomenal business this summer. The Peerless is the talk of motorists everywhere. It is a new car to Nebraska now, but in the fall I venture to say it will be one of the best known and most commonly seen motor cars in the state."

#### Overland Driveways Are Smashing Former Records

"Recent drive-aways at the Overland plant have broken all previous records," asserts George Van Brunt, of the Van Brunt Auto company. "During the last month 2,938 cars were taken across country. In spite of the severe cold spell during part of the month, dealers and distributors made unusual demands upon the factory in anticipation of the spring rush of business. Only 1,000 cars were driven away during the same period in 1917."

"These cars do not by any means represent the gross shipment of cars," said John N. Willys, commenting upon this showing, "but they do indicate that the far-sighted dealers are getting ready for their immediate requirements. In spite of unprecedented traffic problems our dealers are doing their utmost not to disappoint their customers as the best driving days of the year approach. It is certainly gratifying to see the assurance of these men in all parts of the country," said Willys. "Those of broad vision are unanimous in predicting a well sustained demand for automobiles throughout 1918. The enormous demands made upon time and energy for food and munitions with less men to accomplish these bigger tasks make it only reasonable to suppose that there will be more sound reasons for motor car demand in this country than ever before."

#### Autocar Officials Make Trip "Across" to Aid Work

Mr. George D. Pratt of Chicago, Ill., general sales representative of the Autocar factory, was a guest of the W. M. Clement Motors company during this week.

Mr. Pratt brings the information of the safe arrival in France of Mr. David S. Ludlum, president of the Autocar company, also Mr. Cumner, Washington branch manager for the Autocar company, who at the request of the government "went across" to confer with General Pershing regarding motor truck equipment now in operation on the battle fields.

While the Autocar company has not attempted to obtain any business from the government, they have been unusually active in various patriotic movements, and it is a fact worthy of mention that the chief engineer of the Autocar company is chairman of the government board of motor truck designs.

## OMAHA FIRM GETS NEW LOCATION ON KANSAS CITY ROW

The Noyes-Killy Motor company of Omaha and Kansas City concluded arrangements last week for a new location in Kansas City. It will be recalled that this company recently took over the Kansas City branch of the King Motor company of Detroit.

A deal was made last week by W. L. Killy to exchange locations with the Kansas City Pierce Arrow dealers, who were located at 1721-23 McGee street.

The new location, according to Mr. Killy, is better adapted to their needs, and the location more convenient.

#### Embargo on Short Hauls May Become Necessary Soon

"If the government prohibited railroads in the near future from hauling freight under 50 miles, I would not be greatly surprised," asserts Mr. Locke of the Haarmann-Loeke Motors company, 2429 Farnam street, Omaha, Neb.

"I do not believe that such an embargo would result in any great hardship at that, thanks to motor trucks. The Chicago Pneumatic Tool company for some time past has been using Little Giant trucks to haul freight to and from Chicago and their plant at Chicago Heights. This method of freight hauling has been very satisfactory, as they can deliver goods on short notice exactly where it is wanted at small expense."

#### Pelton Goes to Factories To Obtain More Machines

H. Pelton, distributor of Franklin and Marmon automobiles, is probably the first Omaha dealer to fulfill the popular prophecy of being completely sold out early in the season. According to Mr. Pelton every car on hand has been sold and it will now be necessary to "do battle" with the factory in person if more cars are secured.

Mr. Pelton will, therefore, leave for the Marmon and Franklin factories early this week in order to secure more cars for Omaha.

At the time of the automobile show Mr. Pelton had on hand \$70,000 worth of high priced cars. Since then the entire number have been disposed of.

#### Auto-Dealer Finds New Answer to Service Question

A new solution of the service problem. New ideas and new ideals on the question of service to motor car purchaser are daily coming into evidence. A Westcott distributor, for instance, has organized a separate firm to run his service station for keeping Westcott cars in perfect condition. The result is that Westcott purchasers in his territory can expect better service than ever before. Their

needs will be attended to by a firm whose sole business is to see that every Westcott car is kept in A-1 running order, and not by a firm whose time is divided between selling and service. While giving prompt and more satisfactory service to the purchaser this scheme will enable the distributor to devote his entire time to selling cars and thus increase his sales to a figure that will more than offset the possible profits in the service end of his business. Incidentally, this radical step shows the

confidence of the distributor in the demand for Westcott cars the coming season.

#### Amateur Boxer Collapses In Ring at Minneapolis

Frank Ward, an amateur boxer 19 years of age, collapsed in the ring at Minneapolis the other night and died a few minutes later. He had just started sparring with another young amateur in a friendly bout. Physicians say death was due to dilation of the heart.

## Why Pay Costly Storage Battery Repair Bills



The Permalife Exchange System  
eliminates that expense for life

Motorists,  
ask us for the  
details of this  
money-saving  
system.

Can you afford to use the ordinary type of battery, with the attendant cost for repairs, and of a new battery approximately every two years? Rid yourself of this expense by leasing **Permalife**. Its Service Lasts Forever! You never have to pay for anything after that but recharging.—\$1.25 anytime, anywhere.

### Auto-Electric Service Co.

316 South 19th Street.

Omaha, Neb.,

Doug. 5488.

Nebraska Distributors for Permalife  
Storage Battery Co., Poughkeepsie, N. Y.

## The Truth About the "Special Discount" Tire

No other evil in the tire business is so whole-heartedly condemned by us Goodyear Service Station Dealers as the fallacy of the "special discount" tire.

It is a delusion that leaves both dissatisfaction and disappointment in its wake; an encouragement of that discredited theory that one can get something for nothing; it is a disturber of honest values, a foe to square-deal trade.

It presupposes that in the case of tires there is no merit in quality, no virtue in the service which will translate such quality into mileage for the user, that first cost is the all-important cost, that cheapness is another word for economy.

In short it is one of the most expensive misconceptions that the average tire-buyer can possibly entertain.

When a dealer offers you a "special discount" to get you to buy a tire, you may fairly be sure that he is doing one of two things.

Either he is offering you a tire on which he, himself, gets a special discount from its maker, or he is withholding from you the helpful service necessary to get the maximum mileage from that tire.

In the one case the quality of the tire is lowered at its source by compromised manufacture; in the other the tire is handicapped in its capacity for service by neglect.

Remember that only the conscientious dealer who gets his fair margin can afford to sell you quality tires and back them with the kind of service such tires should have.



This sign identifies the Goodyear Service Station Dealer.

Goodyear Tires, Tubes and Accessories are always kept in stock.

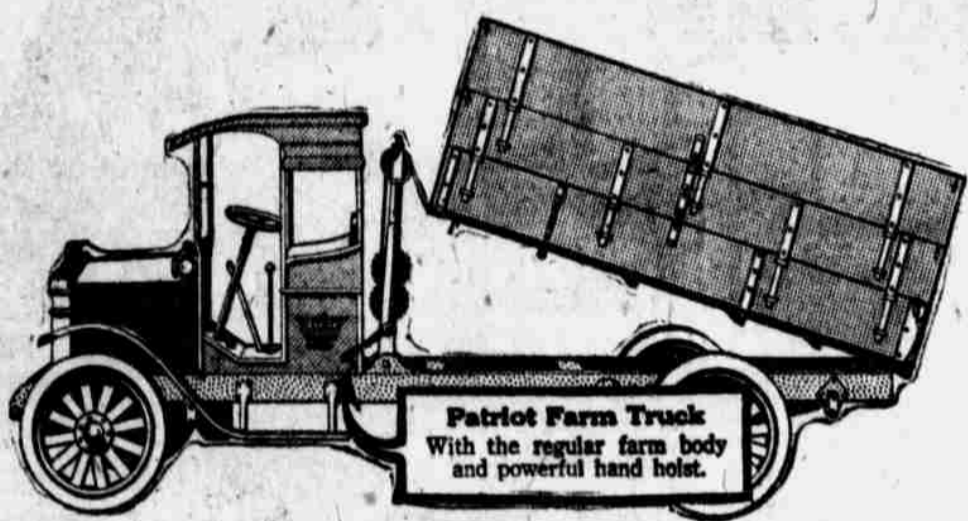
HOLMES-ADKINS CO.,  
4911-15 South 24th St.—Phone South 420.  
NATIONAL AUTO SCHOOL,  
2814 North 20th St.—Phone Webster 5943.  
TROUP AUTO SUPPLY CO.,  
1921 Farnam St.—Phone Doug. 5230.  
THE NOVELTY REPAIR CO.,  
4809 South 24th St.—Phone South 1404.  
BLACKSTONE GARAGE CO.,  
3814-16 Farnam St.—Phone Harney 800.

ORR MOTOR SALES CO.,  
Packard Show Room.  
CHAS. W. WALKER GARAGE CO.,  
Fontenelle Garage—Auditorium Garage,  
and C. W. Walker Garage, 36th and Farnam Sts.  
COUNCIL BLUFFS AUTO CO.,  
510-518 Pearl St., Council Bluffs—Phone 2691.  
S. & A. TIRE & RUBBER CO.,  
2522 Farnam St.—Phone Doug. 3854.  
COLFAX GARAGE  
30th St. and Ames Ave. Phone Colfax 1907

JONES-HANSEN-CADILLAC CO.  
Farnam at 26th. Phone Harney 710.

# GOODYEAR

AKRON



## A Big Western Industry With a Tremendous Market at Its Door

At Havelock, Neb., a suburb of Lincoln, a great new manufacturing plant is taking form, for the exclusive production of Patriot Farm Trucks.

This plant is the logical outcome of several years of very successful manufacturing, by men thoroughly experienced in the business.

Even with its greatly increased capacity, the company has reason to expect that its entire output will be taken readily by the farmers of the states west of the Missouri River.

### The Patriot Farm Truck

Built for Country Roads—Built for Country Loads

is the first and only truck manufactured exclusively for farm work, and any farmer, with 160 acres or more, is losing money who does not possess one.

We welcome inquiries from substantial farmers, from responsible dealers, and from all others interested in the commercial development of this branch of the motor truck industry.

### HEBB MOTORS COMPANY

Manufacturers of Patriot Farm Trucks

General Offices  
LINCOLN, NEBRASKA

Factories  
HAVELOCK, NEBRASKA