

MORE DEMAND FOR EIGHT-CYLINDERS

Elmer Apperson Says They Will Always Find a Widening Market.

OTHER MOTORS HAVE PLACES

By **ELMER APPERSON**, President of Apperson Brothers Automobile Company.

There are innumerable mechanical reasons why the eight-cylinder design will find an always widening market. I do not mean to infer that the type of motor will supplant the four and six, but that there will be a demand for all three types—four, six and eight. They are all good, all dependable. They all give satisfactory service. And as to choice, it all depends upon the degree of speed, comfort, flexibility and ease of control the motorist wishes to enjoy.

As I have said, each type of motor has its advantages. The six will do things that can not be expected of the four, and the eight has characteristics which you must not call upon the six to perform. They are all good and reliable in the field they cover.

Just Become Practicable. The building of an eight-cylinder motor is not entirely a new thing, for in Europe engineers have been experimenting with them for years. They have not, until lately, become practicable, for the reason that it was necessary to overcome many difficulties, the chief one being inadequate oiling systems.

If you were to ask me to name the two most important features of eight-cylinder performance, I would unhesitatingly say, first, flow of power, and second, flexibility.

The power of an eight-cylinder motor may be likened to the flow of Niagara. By this simile, it is meant to illustrate the fact that the power of the eight is continual.

The eight gives you four power impulses for every revolution of the fly wheel, an impulse every quarter turn. The over-lapping is so complete that the turning effort is practically constant. This is the ideal power plant, for there is no hesitation between impulses. Rather is there a flow of power so constant caused by the overlapping of strokes as to make it continuous.

Flexibility: In eight-cylinder construction there are honest reasons for using the word flexibility. For with the eight there is a degree of flexibility enjoyed never before thought of with the use of any other type of gasoline motor. It is truly remarkable, and it is this one point alone which proves, beyond any doubt, the great advantage of eight-cylinder construction.

Motor Security. In crowded traffic, the eight answers your slightest movement of control with almost human intelligence. Just as if it understood the danger and the care required. It does this without any effort, without labor or shifting. And then, again, when the road is clear, it picks up speed with startling rapidity. The eight gives you a new idea of motor security, for it is never falling in power, and that power is constantly under your control.

And so, taking it all in all, I do not see a single reason why the eight-cylinder motor is not entitled to a permanent place. There is not a single experimental feature about it. The extra power and flexibility are easily proved. It does not require mathematical calculations, nor technical knowledge to understand how this is accomplished.

I am convinced in my own mind of the superior advantages, and I offer the Apperson eight-cylinder car without any hesitancy whatever. It is true mechanical. It has a beautiful exterior. It is luxurious. It is complete in appointment. This car is a fitting climax to twenty-three years of Apperson history.

Auto Seating Idea Is Given a Patent

Elmer Apperson, pioneer automobile manufacturer and president and general manager of Apperson Bros. Automobile Company of Kokomo, Ind., has been granted a design patent on their "bummy" roadster four-passenger.

This is the first time in the history of the automobile industry that the United States patent office has recognized a novel idea in automobile construction. Although seating four passengers, it is a two roadster type in exterior appearance. The seating arrangement provides two individual seats, divided by a side way, with the rear seat accommodating two grown people with comfort.

ALL MARVEL AT STURDY CONSTRUCTION OF DORT

The sturdy construction of the Model "Five" Dort touring car has been a topic of comment among dealers and purchasers who have seen the Dort car at the show rooms of the Fisher-Enger company, 247 Farnam. In a car so light in weight as the Dort such strength and sturdiness is more or less of a surprise.

The fact that the Dort is built by members of the Durant-Dort organization, which for over twenty-five years has marketed the well known Blue Ribbon line of buggies and farm vehicles, under the name of Durant-Dort Carriage company, explains to a large degree the sturdy Dort construction and the unusual interest that the farmers of this state have taken in this car.

J. D. Dort, president of the Dort Motor Car company and is personally directing the manufacturing policy. The selling policy is in the hands of Mr. John D. Mansfield, also a member of the carriage company.

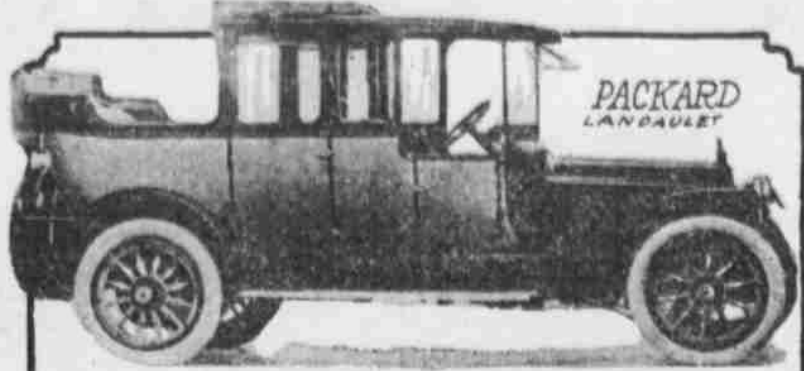
DIVIDED FRONT SEATS ON NEW CARS HAVE ADVANTAGES

Among the features of the new series seventeen Studebaker cars that are attracting much attention are the divided front seats on both the four-cylinder seven-passenger models.

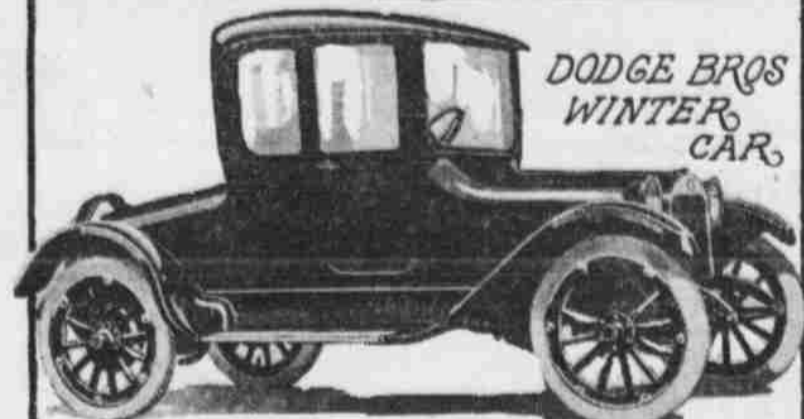
Not only are these front seats divided and of the individual type, but they are also adjustable fore and aft. Another novel feature is that the seats may be removed if the driver desires, an advantage that is particularly appreciated during the open touring season when many motorists like to camp out in their cars over night.

By reason of the fore and aft adjustment, passengers of any size may be comfortably accommodated in the front seats. The adjustment process is a simple one, requiring only the releasing or tightening of a set screw. Raising the seat its maximum distance to the rear provides seating comfort for the tallest driver, and setting it forward is a convenience for the benefit of drivers of smaller size.

Winter Cars Are Shown Right Beside Those for Summer Use



PACKARD LANDULET



DODGE BROS WINTER CAR



REO "SHEER LINE" SIX

Revolving Parts Board Display of the Maxwell in Omaha

Bent on making the Omaha Automobile show the biggest kind of a success, C. W. Francis, local distributor of Maxwell cars, has obtained a promise from the Maxwell Motor company that it will send for exhibition purposes its novel revolving parts board display, which was viewed by thousands of interested people during the Panama-Pacific exposition at San Francisco last summer.

Duplicates of this parts board were used at the Chicago and New York shows, where they formed the most attractive part of the Maxwell exhibit. Built on the principle of a floor lamp with a revolving shade, this board displays the various important parts used in Maxwell cars. All the parts are polished and rest on a background of green plush. Alongside each part is a card bearing the name, price and kind of material used in its construction, thus enabling prospective purchasers of automobiles to make a fair comparison of Maxwell parts, both as to price and construction, with those for other cars selling around \$255.

One of the most absorbing features of the parts display is the Maxwell crank shaft, the polishing of which required the services of a skilled mechanic for fifty hours. Here are shown the various stages in the building of this crank shaft from the original steel bar to the finished product.

Sidles Sees Big Future for the Motor Business

"Being one of the pioneers in the automobile trade, I have been asked what I thought of the present and the future of the industry," said H. E. Sidles, general manager of the Nebraska Buick Auto company.

"My idea of the present is that the automobile business is only in its infancy. While every year has shown a great increase in the sale of cars, yet you must remember that there are thousands of people that as yet do not have cars, but will have, due to the fact that manufacturers will make it possible by building cheaper cars from time to time which will enable them to own an automobile.

"The buggy business was one of the largest in the country. Now the automobile is fast displacing this. In the past you have seen three or four buggies owned by members of the farmer's family. This same condition will exist with the automobile. People in the city will have more than one model, as many do now, and with the commercial vehicles rapidly increasing as they are at present, and many more channels which the automobile is being put through, I predict that the dealers who are selling 100 cars in 1915, in five years from now will be selling 500 cars a year in the same territory."

It takes but a minute of time to save dollars when you read The Bee Want Ad columns.

Packard Race Car of Decade Ago Will Go on Track Again

The Gray Wolf, the Packard racing marvel of more than a decade ago, is lumbering up its joints and may soon make its appearance on some of the dirt tracks.

Frank W. Ford, showman and automobile enthusiast of Dallas, Tex., owns the ancient relic and he has written to the factory to obtain some spare parts. "I am going to put the Gray Wolf back in racing again," wrote Mr. Ford.

The Gray Wolf is the grand old car of the speedway. On January 3, 1904, it shattered existing world's records and established new American records for cars of any weight or horsepower. It broke the American one-mile record no less than thirteen times in two days.

The Packard Gray Wolf was built during the year 1902, and was raced during the years 1903 and 1904. The records established by the gray speed chaser were made in competition with the best foreign cars and the best cars this country could produce, all rated at greater horsepower.

Its world's records, all hung up at Daytona Beach, were: One kilometer, 25.25 seconds; one mile, 42.55 seconds; five miles, 4:23.5 minutes.

These records appear somewhat tame when compared with a sustained speed of 102 miles an hour, made by J. G. Vincent with a Packard twin-six at Sheepshead Bay.

See Want Ads Bring Results.

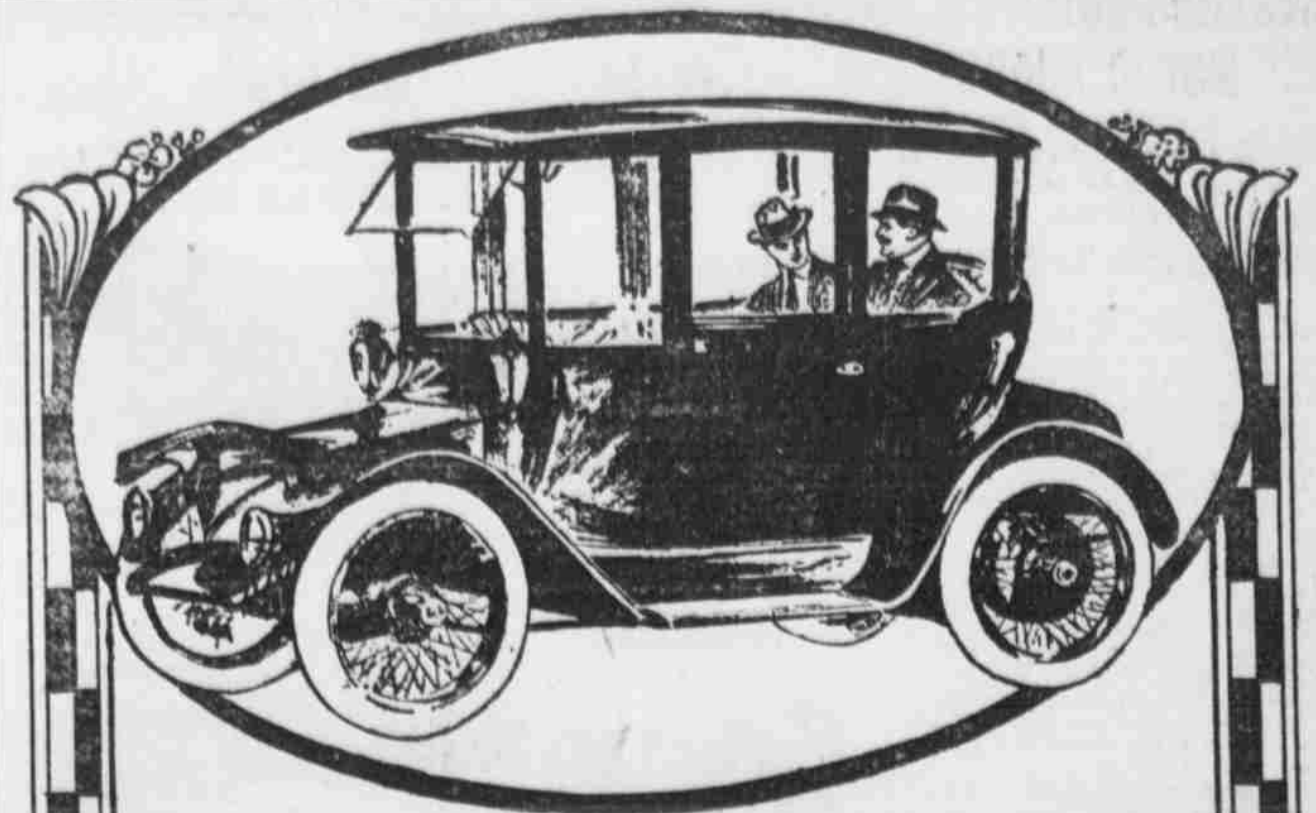
Unique Device on Cadillac Carburetor

One of the interesting features in connection with the development of the eight-cylinder motor by the Cadillac Motor Car company has been the correction of a fault common to practically all, if not all carburetors.

Ordinarily there is the lack of ability on the part of the carburetor to respond freely and fully to a sudden and complete opening of the throttle. When the throttle is quickly opened, the gasoline, flowing through the spray nozzle, does not at once pass in sufficient quantity to form, with the incoming air, a gas of the required explosive quality. This disproportion of gasoline and air is of hardly more than momentary duration, but while it exists the motor frequently misfires and cannot develop the power necessary to rapid acceleration of the speed of the car.

The device which the Cadillac engineers have evolved to obviate the condition just described is an ingenious application of the plunger pump principle, though its action is confined to a single stroke of the plunger. When the driver suddenly opens his throttle, the plunger automatically forces an extra supply of gasoline through the spray nozzle, thereby providing a correct explosive mixture for quick acceleration.

See Want Ads Get the business.



1916 Models Detroit Electric Automobile Show

The 1916 Detroit Electric has been constructed to take care of 80% of the average city owner's motoring trips, both about town and for suburban trips, all due to an improved battery and superior Electric Car construction.

The 1916 Detroit Electric is recognized as the finest electric automobile that has yet been produced.

An enclosed car, combining speed, mileage, ease of operation, comfort, refinement, economy. A car for all weather, all year use for all the family.

Over 80% of all Electric cars sold in the last five months were Detroit Electrics.

The 1916 Detroit Electric will cause you to recast your former ideas of what a high grade enclosed automobile will do and what they cost.

See our display at the show.

Anderson Electric Car Company

(Largest Manufacturers of Enclosed Automobiles in the World)

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A half dozen first-class, bone-tipped corn pipes, symbols of the comfort we furnish our patrons will be mailed to you FREE OF CHARGE, if out of town, upon receipt of this ad and your address.

"APPERSON 8"

See the Newest Idea In Motor Car Beauty

IT'S the Apperson Light Eight—not a small Eight, nor a low-priced Eight—but a light Eight with big size and high power.

Its roominess, finish and beauty of line delight even the experienced.

The silent power of its 60 H. P. motor, the simple construction—the light weight, 3100 lbs., strike the admiration of experts.

Sixes \$1550 Eights \$1850

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