

APPERSON MOVES INTO NEW PLANT

Additional Buildings Increase Floor Space to One Million Square Feet.

HIGH GRADE EQUIPMENT

In 1893 Elmer Apperson, a young mechanical genius of Kokomo, Ind., constructed a successful American gasoline automobile in a little machine shop in Kokomo.

Upon that site there stands today a group of buildings known as Plant No. 1 of Apperson Brothers' Automobile company. In another part of the city there is a bigger group of buildings known as Plant No. 2, and into which the Apperson company has just moved. The new plant became necessary because of the growth of the business.

The early history of the labors of two brothers, Elmer and Edgar Apperson, in building automobiles, forms a large part of the history of the automobile industry as a whole. It was at time of the first automobile race held in America, held under auspices of the Chicago Times-Herald in 1895, in which an Apperson car competed, that the Times-Herald awarded to the Apperson brothers a cash prize for having designed and built the best balanced gasoline motor for use as a power plant in "horseless vehicles."

That little Apperson engine was largely responsible for the birth of the greatest industry of modern times, and it was the first double opposed gasoline motor produced in the world. The Apperson Brothers' Automobile company was formed in 1903, with the extremely modest capital of \$23,000.

Million Square Feet.

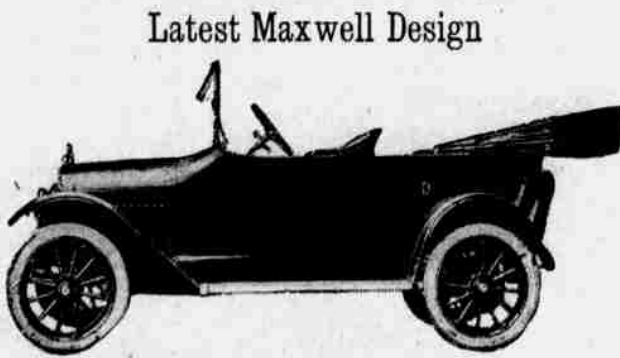
This year the Apperson company output reaches the substantial total of 4,500 high grade cars. With the addition of the new buildings the total acreage of the Apperson plant has increased until the working space now aggregates over 1,000,000 square feet. In speaking the other day of the building of the new plant to take care of the rapidly increasing demand for Apperson cars, Elmer Apperson, president and general manager of the Apperson company, said:

"The decision to build a new plant was no suddenly determined move. The program of expansion, of which it was a part, was only decided upon after mature deliberation. As you know, Apperson cars from the time our company was first incorporated up to five or six years ago always sold for \$5,000 or more. We built them only for the more exclusive trade in the larger cities. Ours was a business similar to that of many European manufacturers—we manufactured custom built automobiles. It was the aim of my brother, Edgar, and I, from the start to put on the market nothing but the very highest grade car.

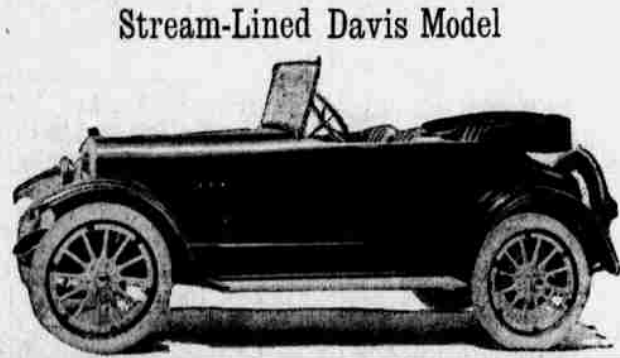
"Later on in our manufacturing life, when the improved machinery and the change in conditions as they affected the material market made quantity manufacturing possible, we decided to increase our output, but still remain true to our manufacturing ideal, viz., that nothing but the best in workmanship and materials should enter into Apperson cars. Very soon this policy taxed the capacity of our plant, which has grown to cover all of the avail-



Pride of Mitchell Line



Latest Maxwell Design



Stream-Lined Davis Model

able ground in its vicinity, so we decided upon plans for a new and larger group of buildings, to be laid out ideally, based on the experience we have gained in our twenty-odd years of manufacturing. Something had to be done to meet the increasing demand. So the new factory was projected and also the policy of keeping strictly to the manufacture of but two chassis was adopted.

"Concentration upon these two models was necessary to enable an increased production. It is the only feasible plan for quantity production, of course. For the last year we have been spending practically all of our time in working upon the two models comprising our line—the light eight and the light six.

"We have had our fingers on the pulse of the automobile market and our expectations have been fulfilled in every respect. The fact that during the last year we have done more business than in any previous year in our twenty-four years' experience is proof of that fact. The business in the month of September this year exceeded even our biggest previous spring month.

"In view of all these facts the plans for our new factory, giving us an additional floor space of nearly 500,000 square feet, were not at all unusual. The new plant practically doubles the acreage of our buildings as the new group extend over about twice as many acres as the old."

"Show Me" Policy Protects Cole Co. From All Hazard

"No one thing has contributed more to the success of the Cole Motor Car company's attainment of a 5,000-car production during the year just passed," says Lou J. Traynor, local distributor, "than the ability of A. F. Knobloch and his production organization in obtaining an ample supply of parts with which to produce the large quantity of cars.

"Eight months ago the Cole company contracted for all the motors it would need to build 10,000 Cole Eights in 1917. Since then not a moment has been lost or an opportunity sacrificed to secure all of the other parts necessary.

"Likewise, the Cole company has made it a point to contract for parts only with companies which at the time the contracts were signed had more than enough material on hand to build all and more than the Cole and all other companies dependent on them would require this year."

New Golf Sensation.
New England golf enthusiasts believe that Fred Wright, the junior Massachusetts champion, is likely to prove as big a sensation on the links as did Francis Ouimet a few years ago.

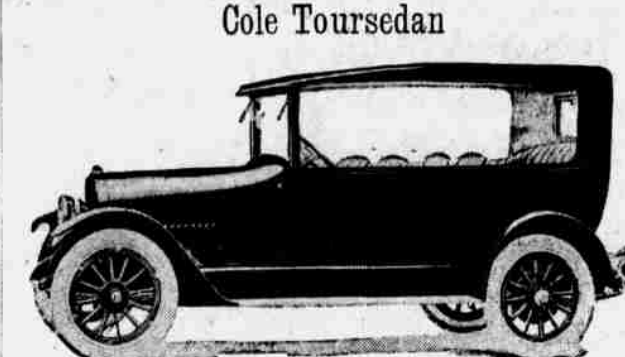
Here's One Ray of Hope for Motorists Who Buy Gasoline

Besides the notable increase of the production of crude oil that has been shown in the different fields of the gulf coast region of Texas during the last few weeks, another feature of the industry which may have an important bearing on the gasoline trade of the country is the extensive preparations that are being made for enlarging the refining facilities in this state. No less than six refineries ranging in capacity from 10,000 barrels to 60,000 barrels of oil are now either in process of construction or are being planned for the near future. The refinery which the Galena Oil company is building near Houston, it is said, will be one of the largest in the United States. Authoritative announcement has also just been made that the Crescent Oil company, which is closely affiliated financially with the Sinclair Oil and Refining corporation of Oklahoma, has purchased a site on the ship channel near Houston where it will build a refinery and export terminals. This proposed plant will cost approximately \$2,500,000 and will have a daily capacity of 60,000 barrels of oil. It will be connected with the Mid-Continent oil fields by means of an eight-inch pipe line, which will be laid at a cost of about \$5,000,000.

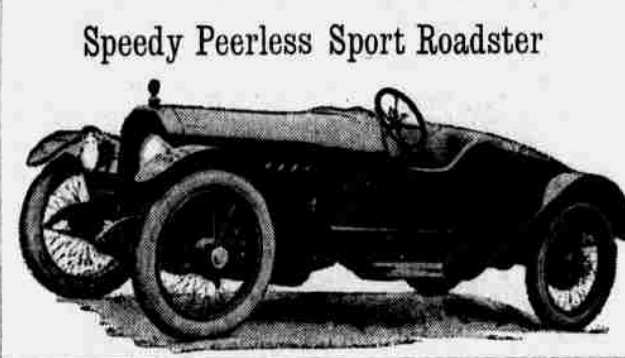
Briscoe Travels Over Frozen Lake in California

Los Angeles, Cal.: It may seem unusual to people living in sections of the country where winter weather is the order of the day during the months of December, January and February to learn that a motor car was recently driven over an ice-covered lake in the state of California. The car was a Briscoe 1917 model and has been christened because of its black and white striped body finish, by the coast distributors of the car, "The Briscoe Zebra."

The Briscoe is the first car in 1917



Cole Toursedan



Speedy Peerless Sport Roadster

to work its way into what is known as "The Bear Valley" region. The feat was accomplished on January 13 by the car and a crew of four men. Leaving San Bernardino at about 1:40 Saturday morning, the Briscoe started up the Johnson grade at about 8 o'clock. The road on the north side of Baldwin lake was abandoned after about thirty minutes of snow bucking and the car was taken on the frozen surface of the lake.

Glide Will Have New Model at Omaha Show

The new Glide "six" four-passenger roadster which will be exhibited for the first time by the Nebraska Glide

Auto company at the Omaha Automobile show is not only smart in design and flexible in operation, but convenient and comfortable.

The divided front seats and roomy rear seat will accommodate four large persons comfortably without cramping or crowding. There is ample foot room in the tonneau and a convenient compartment for luggage back of the adjustable rear seat.

The Glide six roadster combines the smartness and economy of the roadster with the greater capacity of the touring car without sacrificing comfort. Its light weight gives low cost of operation, increased mileage, economy of fuel and greater tire mileage.

Radiator Fan is Important Part In Motor Cooling

Fresh air plays a part in reducing the high temperatures of hydro-carbon combustion that there is a common temptation to underestimate. In truth it is a factor of nearly equal importance to water in keeping the thermal condition of the motor at the point of greatest efficiency, says the latest technical bulletin issued by the Haynes Automobile company.

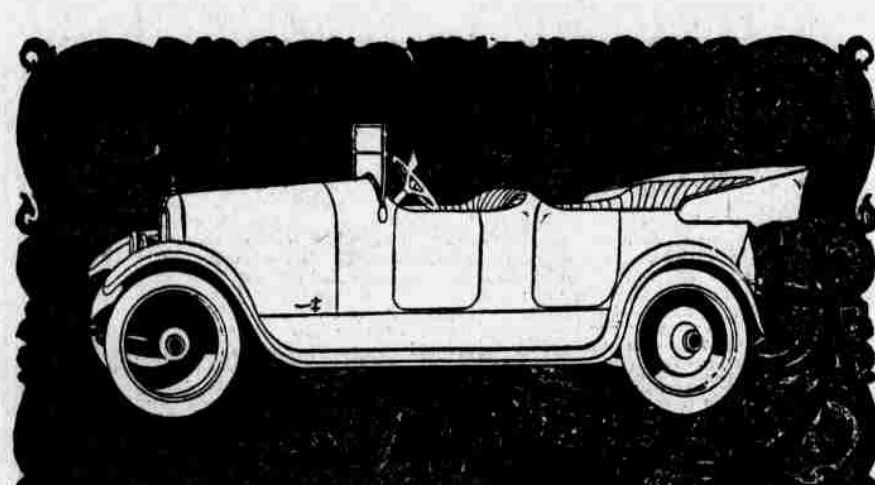
The temperature of an automobile cylinder at the time of explosion is approximately 3,000 degrees, and the heat of the external metal coverings of the water manifold is sometimes well toward the boiling point. A stoppage of air cooling, particularly in traveling through desert regions, where the atmospheric temperature is noticeably high, means immediate expansion of the metallic parts to the extent of stuck pistons or scored cylinders.

The hood of practically every motor car is marked by a row of louvers, or slits, cut along the lower edge of the bonnet in the Haynes "light six" and "light twelve" the number is seventeen. The presence of these air passages eliminates the back pressure of warmed air on the fan and guarantees a stream of cool air over the heated water manifolds.

Contrary to the idea many motorists have, the radiator fan does not drive air through the meshes of the radiator. Instead the fresh air that has already penetrated the interstices of the radiator core is impelled back over the heated manifolds of the motor.

Over Two Hundred Motor Cars in the Canal Zone

Motor cars licensed for operation by private owners in the canal zone at the end of 1916 reached 223. In addition, 106 residents of Panama and Colon have reciprocal licenses, which allow them to drive in the canal zone.



MARMON 34

The Voice of Authority

What better guide can a motor car buyer find than the choice of the engineers and officials of the motor car industry? These men know materials and construction. Their voice is the voice of authority. And last year no car of the leading class was bought by so many of these men as the Marmon 34.

You will be interested to know why they selected the Marmon.

When this car made its first appearance at the New York Automobile Show a year ago, it introduced a new school of motor car construction.

Through the application of scientific principles it gave the world a high-powered, long wheelbase car a half-ton lighter than the customary type, yet easier riding and more roadable.

Aluminum was used extensively. Not only did it serve to lighten the car, but it added very much to its efficiency.

The automatic system of chassis lubrication and oilless bearings reduce the number of oil cups on the entire car to four.

This simplicity and convenience is a far cry from the customary practice of having from forty to sixty grease cups calling for your frequent attention.

The two biggest items in automobile expense are fuel and tires, and the extent to which the Marmon 34 has cut these costs has been one of the big surprises of the year.

With a wheelbase of 136 inches and 74 brake test horsepower, the Marmon 34 has averaged from 50 to 75 per cent more miles per gallon of gasoline than any car of this class before it.

By the same token this car is sparing on tires. Talk with Marmon owners, get the results of their metered tests.


The interest that centered around the Marmon exhibit at twenty-two motor shows last year has started out this season unabated.

This is gratifying not only to us, but encouraging to all motor car makers, because it signifies that the public is quick to recognize and reward any worthy achievement.

The voice of authority among Omahans who have selected Marmon 34's since January 1st, 1917:

PAUL GALLAGHER, Paxton & Gallagher Co.
H. H. FISH, Western Newspaper Union.
E. L. PHIPPS, Supt. Swift & Co.

The above owners of Marmon 34's each were asked why he had selected the Marmon and each invariably answered "on account of its LIGHT WEIGHT and PERFORMANCE."



Phone D. 1712.
Marmon exhibit on stage at Auditorium—Auto Show.
2205 FARNAM ST.

Oakland

Power — Comfort — Economy
And "Sturdy as the Oak"

Oakland Power, provides the needed reserve for hardest going. The steady pull that takes you thru deep sand or mud and up hills without laboring or strain.

Oakland Comfort is assured by wide seats, ample leg room, generous upholstery, over-size tires, long supple springs.

Oakland Economy is the natural result of light weight combined with strength, efficient motor performance, and durability. Gasoline consumption is low, tire wear is light, and the cost of upkeep is moderate.

Oakland Six—\$875—weighs but 2150 pounds, yet is a big, powerful, easy riding car—strongly built for hardest service. The valve-in-head motor delivers full 41 h.p. at 2500 r.p.m.

Oakland Eight—\$1585—has seats for seven—room for more. It's a big, luxurious car of maximum pull and speed, combines bigness and beauty with low operating cost.

Oakland Sizes	
Touring Car and Roadster	\$ 875
Coupe Roadster	995
Convertible Sedan	1020

Oakland Exhibit, Main Floor
SPACE NO. 7—OMAHA AUTO SHOW

Oakland Motor Company, Pontiac, Mich.
Lining Implement Co.
DISTRIBUTORS
Omaha, Neb. Sioux City, Ia.

Sensible Six