

## WILL TAKE EIGHTY PARTS FROM EIGHT

In Making Over Eight-Cylinder Car Considerable Has Been Done Toward Simplicity.

The Apperson Brothers have made over the eight-cylinder gasoline motor. They have given another demonstration of the Apperson efficiency with which they have been accustomed to stir up the motor world every now and then for the last twenty-five years.

This latest mechanical stride of the Appersons is in the direction of simplicity. Eighty parts have been removed from the Apperson eight-cylinder motor.

This motor has already become famous for its power, speed and economy. Now it is faster, more powerful, more economical than ever. In addition, it is more dependable than the best eight the Appersons have ever built previously. And Apperson dependability is a standard of value in the motor industry.

The first question a motorist asks upon being confronted with the statement of eighty parts eliminated is: How do they do it?

The answer is: By one of those strokes of genius by which every worth-while thing is accomplished. In the new motor the Appersons make one cam shaft do the work of two. All 16 cam shafts are on the single shaft.

This construction reduces the number of cam gears to two. Rocker arms and valve lifter levers are eliminated entirely.

## Murphy-O'Brien Plan Big Drive From Factory

Word was received by the Murphy-O'Brien Auto company from Dodge Brothers Motor Car company to the effect that there was some uncertainty as to whether it would be possible to secure freight cars during the next thirty days.

This means nothing in the "young life" of the Murphy-O'Brien Auto company, however, and they are now planning upon a big factory drive away which will take place as soon as the farmers finish husking their corn.

R. E. Davis has made estimates of the cost and finds that this method, after paying railroad fare to Detroit, hotel bills, Pullman, etc., will only increase the cost to the prospects about \$5, which amount would easily be offset by the thrill of driving overland from Detroit.

It is estimated that about 35 dealers will go back, taking enough prospects to drive back 100 automobiles.

## Conant Hotel Where Orkin Bros. Have Long Lease on Large Store



Orkin Brothers, the well known Omaha women's outfitters, have secured a long time lease on a new store in the Conant Hotel building, now being constructed at Sixteenth and Harney streets.

There are to be three stores in the new hotel building, the largest of which was secured by the Orkin Brothers company. The company will have an area on the ground floor of 51x66 feet, with a large balcony at the west end. A basement of similar area will be occupied. The second floor, larger than the ground space, together with the entire second floor of the adjoining Nash building, will give Orkin Brothers an unusual amount of room for display purposes.

Entrance to the store will be on Sixteenth street. The new building is rapidly nearing completion, Orkin Brothers expecting to occupy their new site early in January. Architectural plans for the interior of the store have been approved. The Orkin Brothers have already attended to the purchasing of merchandise in the east for stocking up the new site.

"When our store is completed," said J. L. Orkin, "it will be, without doubt, the largest exclusive women's store west of Chicago. We shall spare no expense in making the store truly representative of growing Omaha.

"The merchandise will be entirely new. It is our desire to make this a store where women will find distinct pleasure in shopping."

## Federal Rubber Holds National Sales Conference

The Federal Rubber company of Cudahy, Wis., is numbered among the big manufacturing institutions of this country which realize the benefits derived by bringing together all of their district managers and representatives for a general conference on their sales and advertising plans for the coming year.

This year's convention of federal rubber district managers and representatives opened October 23, and continued for four days, during which time there was not an idle moment for any one of the 65 men who had journeyed to Cudahy from all sections of the United States.

## VAN BRUNT BUYS OVERLAND BRANCH

Council Bluffs Concern Takes Over One of the Largest Auto Concerns in the West.

Announcement was made last week that the Willys-Overland, Inc., Omaha branch is to be discontinued, effective January 1, 1918. The building leases, territory and organization will be taken over by the Van Brunt Automobile company of Council Bluffs, which concern will establish its headquarters in the present location of the Overland branch.

In speaking of the change E. B. Wilson, branch manager, asserts that this deal is in reality the outgrowth of a constant desire on the part of John M. Willys, president of the Willys-Overland, Inc., to accord fair play to all dealers and in the particular case the circumstances are as follows:

**Needs to Expand.**  
"It is necessary for us to maintain a very considerable overhead expense in maintaining the Omaha branch and in order to operate this branch economically, utilizing our facilities and organization to the fullest extent, we feel the need of a larger territory."

"This situation was outlined to the Van Brunt Automobile company and in consideration of the length of time which it had represented the Overland company Mr. Willys decided to put up a 'buy or sell' proposition, thus giving the old company the fairest possible deal.

"Although we would have been content had the deal turned the other way, the Van Brunt people decided to buy our interests and the deal will become effective January 1.

**To Retain Entire Force.**

The Van Brunt Automobile company will take over the entire branch organization and the majority of the present employees will be included. All service features will be continued and the cars will bear the same guarantee. In other words everything will continue just as it has except for a change in the firm name.

It is interesting to recall that Henry Van Brunt, the father of the

present heads, George and Harry, of the Van Brunt Automobile company, was one of the pioneer automobile men of Nebraska and until a few years ago controlled the territory operated by the present Overland branch.

**Does Enormous Business.**

The Van Brunt Automobile company has by this move gained control of one of the largest automobile businesses in the state. It is estimated that the Overland Omaha branch has done a business amounting to between two and three million dollars during the past year.

E. B. Wilson, the present manager of the Omaha branch, has made a very satisfactory record in Omaha during his short stay. It is understood that he is to manage one of the Overland branches at another point and that he will leave Omaha soon.

W. F. Arnold of the branch division of the Willys-Overland, Inc., Toledo, will be in charge of the Omaha branch until the first of the year and will devote a large portion of his time to concluding the new deal.

## New National in Demand As Closed Car for Winter

Meeting pressure for views of its new National Touring Sedan with airplane type motor, the National Motor Car and Vehicle Corporation has broken a precedent of several years and is making an advance showing of that particular type in the display rooms of many of their distributors, instead of waiting for the New York show.

"The new car is particularly wanted now for use as a closed car because of weather conditions," said F. E. Miller of the T. G. Northwall company, the local National distributor, "and naturally, people wish to see it now instead of in January—they wish to be driving it then. It is a refinement of everything that the National has turned out. Its beauty and luxury as a closed car and its range and activity as an open tourer have been enhanced by the never-ending effort to select finest material and procure highest workmanship and there's an attention to detail and extreme care in manufacture that characterizes the highest priced European cars. This same care has made it a car of economy—an enduring car. When a National user has had the legitimate life of his car, he has had rock-bottom automobile cost per year besides unusual luxury and ease."

## LIBERTY SIX

There is a swing of line about the low-set, square-cornered Liberty that differentiates it from other Sedans. Men of affairs as well as women find it appealing in a new and different sense. And it is different in the way it rides and drives.

The Sedan is priced at \$1925; the Brougham \$2700; the Landaulet \$2700



**W. M. CLEMENT MOTORS CO.**  
2514 Farnam St., Omaha, Neb. Phone Doug. 5218  
Distributors Central Nebraska and Southwestern Iowa.



## What We Are Here For

**WE'RE** here, first, to sell you Goodyear Tires—and the other important things that go with Goodyear Tires, such as Goodyear Tubes and Accessories.

But selling you things is not our whole function.

We're here to see that you get complete satisfaction from your tires after you have bought them.

Our business is first, selling; second, service. Not first and second in point of importance but in point of time.

We're here to offer you advice, attention, assistance if you need it; and we're equipped to put our offer into instant action.

We're here to help you on this proposition of long mileage—and we're trained to it.

It's part of our system for building a big, permanent, expanding business.

We're prepared—and eager—to render you a type of service which you will find highly acceptable and a source of great economy.

Accept this service.

This sign identifies the Goodyear Service Station Dealer.



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

**THE MOTOR SUPPLY CO.,**  
1917 Farnam St.—Phone Douglas 7895.

**THE NOVELTY REPAIR CO.,**  
4809 South 24th St.—Phone South 1404.

**HOLMES-ADKINS CO.,**  
4911-15 South 24th St.—Phone South 420.

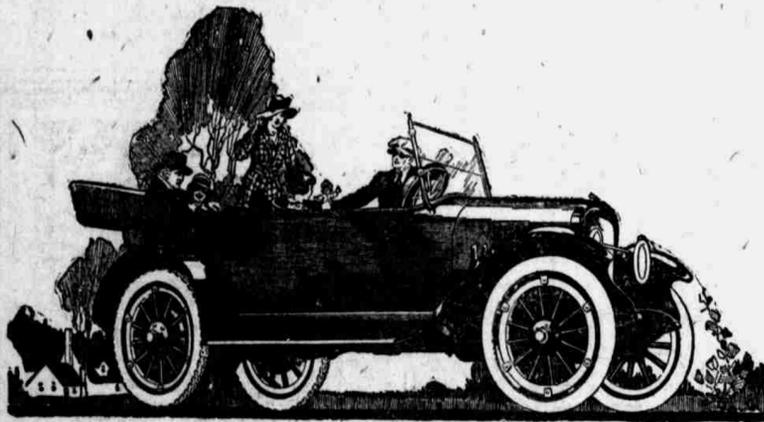
**NATIONAL AUTO SCHOOL**  
2814 North 20th St.—Phone Webster 5943.

**THE TIRE SHOP**  
2518 Farnam St.—Phone Douglas 4678.

**ORR MOTOR SALES CO.,**  
Packard Show Room.

**NEBRASKA SERVICE GARAGE**  
218-20 South 19th St.—Phone Douglas 7390.

**CHAS. W. WALKER GARAGE CO.,**  
Fontenelle Garage—Auditorium Garage, and C. W. Walker Garage, 35th and Farnam Sts.



Announcing

The **Allen**  
New Series 41

The 1918 Allen is here.

A car whose beauty is a fitting exterior for its unusual mechanical values.

From its appearance you feel instinctively that it is a well built car.

Its performance amply establishes this fact.

Every improvement, every refinement, has been subjected to tremendously severe workouts under all touring conditions.

Through the mountains of Colorado, over the sands of Texas, up and down the gruelling hills of Pennsylvania—these trials confirm its great fund of power, rugged stamina and exceptional economy.

All the vital parts are built in Allen factories.

This Allen is a reflection of the integrity of the Allen brothers.

They have but one thought—to build so well and so enduringly that Allen owners will continue to prefer their car.

There are now over nineteen thousand owners who have a firm confidence in Allen worth.

Visit our salesroom to inspect this new car. Permit us to demonstrate it on the road.

### Allen Design

The car itself, its record and the loyalty of its owners, tell the most convincing story.

But we can indicate here, very briefly, a few of the niceties in design—details that contribute comfort and convenience—and the high standard of Allen units.

Four cylinder, 3 1/2"x5" motor—abundant, smooth power without noise or vibration, combined with unusual economy.

"Perflex" honeycomb type radiator.

The highly regarded Borg & Beck single dry disc clutch.

Rugged transmission with nickel steel gears, S. K. F. bearings.

Full floating rear axle—quiet running, spiral cut gears.

55" Vanadium springs—flexible action with mini um rebound.

Hutchkiss drive—ideal power application.

Rotary electric control switch on steering column—all control devices positive, convenient and easily operated.

Pure streamline bodies—high, rounded hood, full crowned fenders; slanting windshield; double-deck cushion springs; wide seats and ample leg room.

Stewart-Warner vacuum fuel feed—gasoline gauge; Stewart speedometer; Auto-Lite electric starter; Connecticut Automatic ignition; Stromberg carburetor; non-skid tires in rear.

**\$1095**

for 5-passenger Touring Car or 4-passenger Roadster  
\$1395 for 5-passenger Sedan  
Prices f.o.b. Fostoria, Ohio

Choice of finish—Touring car, hazel brown or dark olive green; Roadster, hazel brown; Sedan, deep blue. Black fenders and radiator, and cream wheels on all models.

**STANDARD MOTOR CAR CO.**

CARL CHANGSTROM, Prop.

Distributors Nebraska and Western Iowa.

2020 Farnam St.

Omaha.

Phone Doug. 1705.

Factory Address—The Allen Motor Company, Fostoria, O.

**GOOD YEAR**  
AKRON