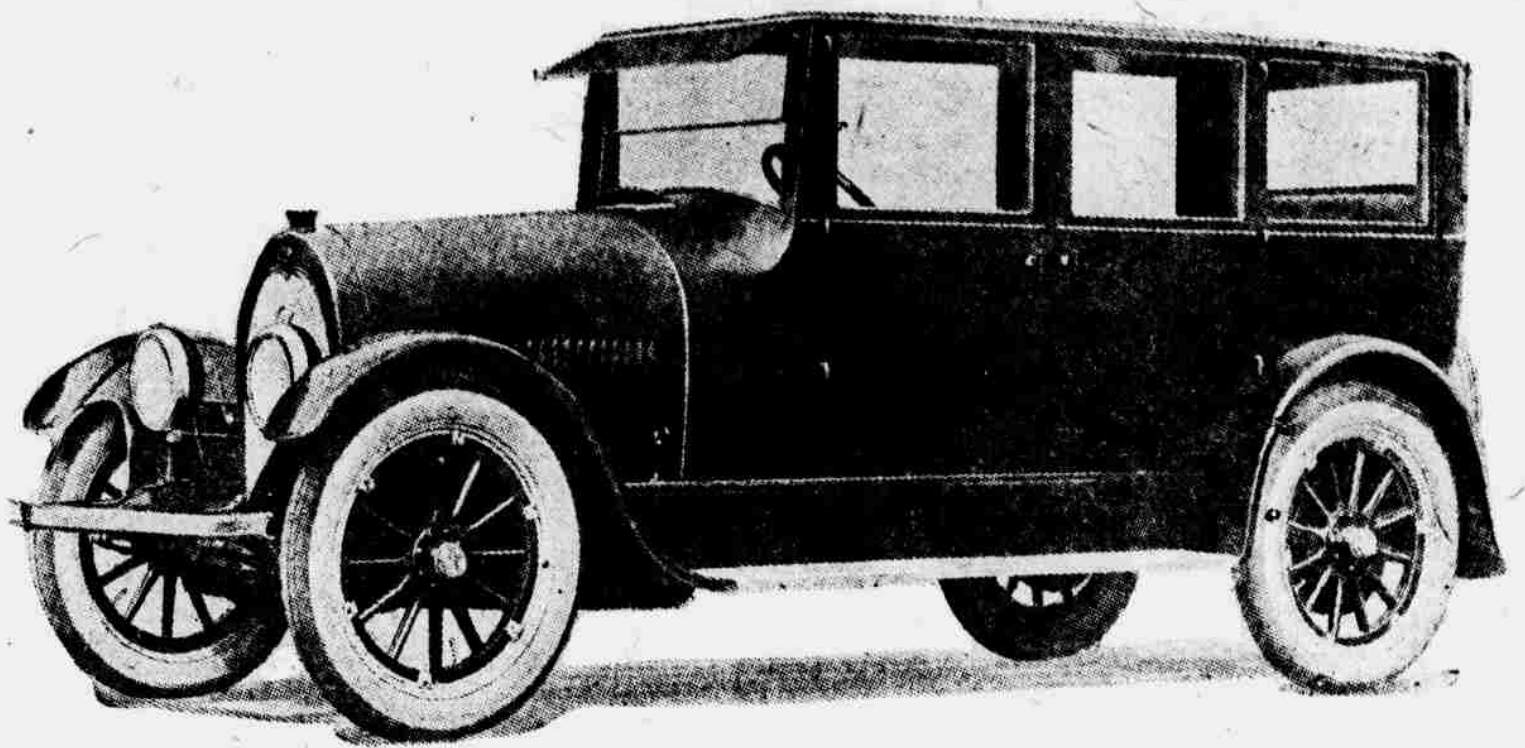


Women, too, appreciate the Apperson for its driving and riding ease, its hospitality, its distinction and good taste throughout.



Power ——— Comfort ——— Beauty



THE Apperson Brothers have ever been acknowledged leaders in the matter of power. Through all stages, from the single cylinder to the eight cylinder, they have been pioneers. The Apperson Eight, when first produced, was a revelation of power. Naturally, it was somewhat complicated, but, as in all cases, they were not satisfied with just building a motor. So they have devoted their mechanical experimentation for several years to simplifying the motor.

The average owner of the Apperson is so delighted with the car's performance, that he absolutely forgets the mechanical reasons which make such performance possible.

Yet from the days that those pioneer builders of motor cars, in co-operation with others, constructed with their own hands the first mechanically successful American automobile until the present day, they have ever been leaders in motor-car building practice. Whether it be material for motor, transmission, axle, or electrical units it must always prove itself superior before it finds a place in the Apperson chassis.

Performance is what you want to buy, and performance is what you get with an Apperson.

"The Eight with Eighty Less Parts" is really but a four-cylinder engine with an additional cylinder block and its component parts. An extremely light-weight car for the power developed—the Apperson gives maximum mileage with minimum oil and gasoline consumption.

Apperson Nebraska Motor Co.

2526-32 Dodge Street, Omaha