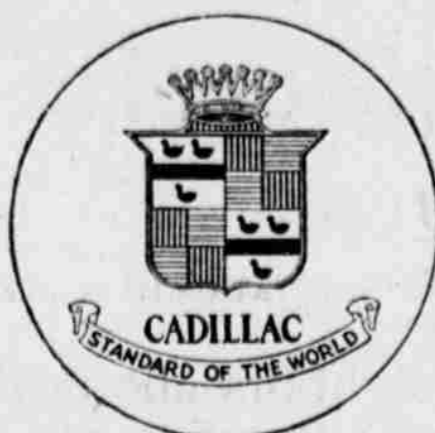


# AUTOMOBILES AND TRACTORS

A Range of Choice From the Best Cars Made in the World to the Best Cars Made at the Price.



There are many definite reasons for the soothing restfulness of the Cadillac.

Not the least of these is the element of physical and mental ease.

The Cadillac V-type engine is so free from sound and shock that those in the car are actually unmindful of its mechanism.

The power impulses, Merging one into another, result only in a smooth glide or a swift spurt, depending upon the mood of the driver.

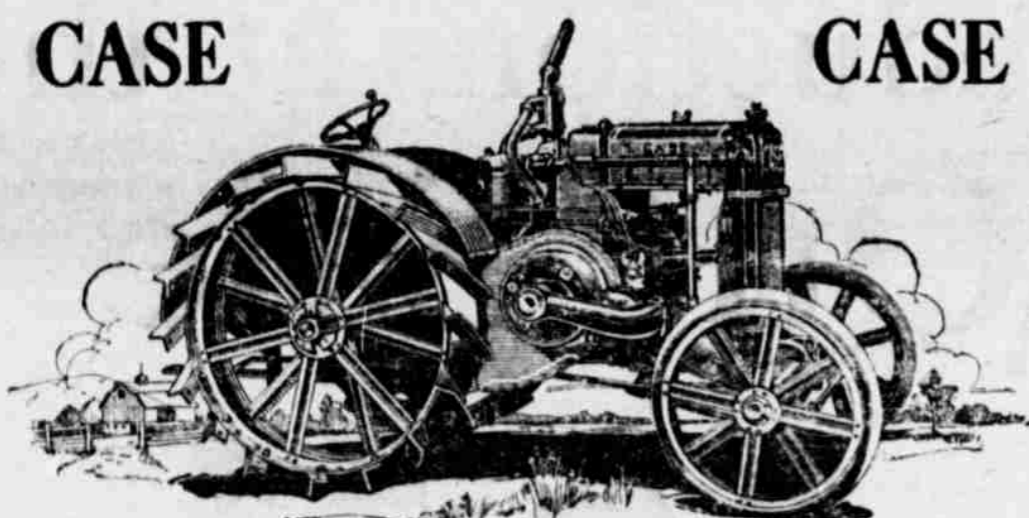
Everything in the Cadillac contributed to make its passengers feel pleasantly remote from mechanical operation.

They are freed from any harsh and nerv racking reminders of machinery—and are conscious only of an exhilarating sense of motion.

To ride and be unconscious of the power which bears you forward is one of the great joys of Cadillac ownership.

This is one of the qualities for which the Cadillac has come to be known as the standard of the world.

CASE



CASE

Ask the man who owns one as to what kind of service it has been giving him so far this season. There are several in this territory.

With the late spring we are having it is going to be impossible for farmers to get their crops in with teams, and get them in when they should be gotten in.

The farmer who gets his breaking done and crops in NOW, will be the farmer who will CASH in this fall, and it will be on account of his having a TRACTOR, in order to get the greatest amount of work done within the least possible time.

Checking over and comparing the several tractors you are considering will guide you in a satisfactory, money-saving purchase.

This Case 15-27 is conservatively rated. While rated at 15 horse power on the drawbar it can deliver more than 18. While rated at 27 horsepower on the belt, it can deliver 33.

Come in and look this tractor over, we have a limited number on hand, and can make immediate delivery.

### Why You Will Prefer a Case 25-17

- |   |   |
|---|---|
| 1 One-piece main frame.   | 13 Lubricant; keeps dust out.   |
| 2 Four-cylinder Case Motor.   | 14 Magneto—high tension, dust proof.  |
| 3 Four-cylinder Case Motor, 4 1/2 x 6, set crosswise.                   | 15 Dust proof front hubs.   |
| 4 Hyatt roller bearings at all important places.                        | 16 Fan shaft mounted on ball bearings.  |
| 5 Three main crank bearings, total length 12 1/4 inches.                | 17 Speed governor—fly ball throttling type enclosed.                          |
| 6 Cut steel drop forged transmission gears.                             | 18 Ball and roller bearings for shaft driving Governor, fan pump and magneto. |
| 7 Bull pinion—steel drop forging, teeth cut and hardened.               | 19 Sylvania Thermostat—controls circulation of cooling water.                 |
| 8 Master Gear—steel forging teeth cut and hardened.                     | 20 Radiator—copper tube and fin, non-logging type; cast frame.                |
| 9 Clutch pinion—steel drop forging, teeth cut and hardened.             | 21 Steel front axle—automobile type.  |
| 10 Cut steel spur gear for first reduction shaft.                       | 22 Belt pulley—mounted on crank shaft—the best place for it.                  |
| 11 Steering gear—drop forged and machined worm and worm wheel enclosed. | 23 Brake for clutch pulley—convenient for quick stops.                        |
| 12 Fan drive cut steel spiral gears enclosed.                           | 24 Dust proof housing for first reduction gears.                              |
| 13 Housing for master gear retained.                                    | 25 Adjustable drawbar.  |

Jackson  
VALVE-IN-HEAD  
EIGHT



## Why Valve-in-head Improves the Eight.

The merging of these two greatest power principles the Valve-in-Head idea and the Eight-cylinder idea, brings to the Eight its greatest development. It marks finality in Eight construction. It overcomes the heretofore shortcomings of the Eight and means that you now get with the smooth-powered flexible Eight—astounding economy and unbelievable simplicity.

This result is not in the theory of engineers or scientists. It is the decision of the motoring public—a 50,000,000 mile test—5,000 Jackson cars in the hands of users, averaging about 10,000 miles a year.

Jackson's tremendous power was further increased 20 per cent. No motor of the same piston displacement and weight delivers or even claims to deliver as great power.

Jackson Valve-in-Head Eight economy is amazing—the average is 17.7 miles per gallon. The accessibility of the Jackson Valve-in-Head is most surprising. Anyone in 12 minutes can make tappet adjustments.

Oiling the motor while running was another great problem of the Eight-cylinder construction that has been mastered in the Jackson in this way: Your foot throttle automatically regulates the oil supply as you feel your engine. While running, your flow is distributed in proper relation to the speed.

Jackson Valve-in-Head eliminates carbon troubles, carbon deposits in the cylinder barrels are absolutely prevented because the Jackson pistons over-travel. Spark plug troubles, too, are practically eliminated, being placed farthest from the exhaust manifold and out of the path of the burnt gases.

The casting of the entire "V" with the upper half of the crank case results in the ending of vibration. A special Jackson lubricating device for the rocker arms gives silent operation.

### SPECIFICATIONS

**MOTOR:** Eight-cylinder, 48-horsepower at 2400 R.P.M. Unit power plant. Both cylinder blocks and crank case cast in one unit. Valves in the cylinder head, which is removable. Rocker arms enclosed and lubricated. Forked connecting rods with both bearings fully adjustable. Bore 3-in., stroke 3 1/2-in. Crankshaft 1-9-16 in. diameter. Three main bearings.

**CARBURETOR:** Zenith Duplex, with separate mixing chambers for each cylinder block. Water jacketed manifold.

**LUBRICATION:** Variable forced feed system. Oil pumped from reservoir to regulator, thence through hollow crankshaft to bearings. Supply governed by throttle opening.

**FUEL SYSTEM:** Eighteen gallon gasoline tank to the rear. Stewart vacuum tank raising gasoline to carburetor.

**STARTER:** Electric Auto-Lite, applied through Bendix drive to flywheel. Entirely enclosed. Also Auto

Lite ignition and lighting.

**CLUTCH:** Disc type, fully adjustable. Lubricated from transmission.

**TRANSMISSION:** Hyatt roller bearings throughout. Nickel steel shaft and nickel steel gears.

**CONTROL:** Ball control lever in center of driver's compartment.

**WHEELBASE:** 118 inches.

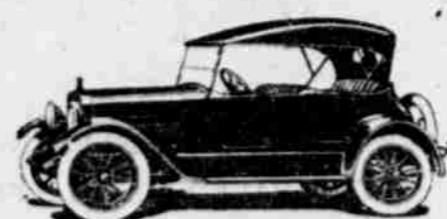
**TIRES:** 34x4 inches.

**TREAD:** 56 inches.

**DRIVE:** Hotchkiss drive without radius rods or torsion rod. Rear springs cushion both propulsion and torsion. REAR AXLE: Floating, with ball and roller bearings throughout. Weight of car carried on axle housing through Hyatt high duty roller bearings.

**BRAKES:** Internal and external on rear wheels, 2-in. brake drums 12-in. in diameter.

**SPRINGS:** Full elliptic, front and rear.



## A Satisfying Car to Own

You can't find anywhere a better satisfied group of car owners than those who drive Elcars. You don't find them making excuses that "It's a good looking car, but—" You find them 100% enthusiastic.

The new model Elcars we are putting out for 1918 have been called the "beauty" cars of the season. All the newest ideas in body designing. Graceful lines. Exquisite finish, put on to wear.

You'll find the designer didn't forget comfort. Each of the four Elcar models is roomy. The upholstery is deep. The springs suspension is wonderfully efficient. You get jolt-free riding such as you get only in cars of the best-built kind.

The construction of the Elcar is as noteworthy as its appearance. Every part is made 150% strong. That means dependable service and freedom from repairs. The motor is a great combination of power, speed and endurance. That means driving pleasure. The upkeep is exceedingly low, in tires, in gasoline and in oil. That means genuine satisfaction.

Yes, the Elcar challenges them all. Lots of cars cost more, but here is a car that will satisfy you—in appearance—in performance—and gratify you in its low upkeep.

The Largest Stock of Automobiles in the State of Nebraska

# RUMER MOTOR CO.