

JACKSON VALVE-IN-HEAD EIGHT

Make This Car Your Christmas Gift

Valve-In-Head and Eight Idea, Now, For the First Time, COMBINED

The source of never-ending pleasure all the year round. The most useful present that can be given. See that the car you give is the car with the Valve-in-Head and

the Eight Idea COMBINED. The combination of these two great motor principles has given to the eight its great development. It marks a new Triumph in automobile engineering. Now, no reasonable excuse remains for you to sacrifice the pleasure and advantages of the Eight. The wizardry of Jackson engineers has given you the Eight economy of gas consumption; perfect oiling at any speed; and accessibility.

Come To Our Showrooms

COME TO OUR SHOW ROOMS AND LEARN WHAT THE VALVE-IN-HEAD MEANS TO THE EIGHT. OR PHONE US TO CALL AND DEMONSTRATE THIS CAR. WE WILL SHOW YOU HOW SOME OF THE BIG PROBLEMS OF THE OLD TYPE EIGHTS ARE OVERCOME BY JACKSON ENGINEERS. WE WILL SHOW YOU HOW THE OILING IS AUTOMATICALLY REGULATED AND CONTROLLED BY THE FOOT THROTTLE. AT ANY SPEED THE ENGINE IS AUTOMATICALLY LUBRICATED.

WE WILL SHOW YOU ASTOUNDING ACCESSIBILITY. EVERYTHING IS IN EASY REACH. AS AN INSTANCE: IN 12 MINUTES YOU CAN ADJUST ALL THE VALVES. IN CROWDED STREETS WE WILL SHOW YOU A CRAWLING PACE OF ONE AND ONE-HALF MILES PER HOUR IN HIGH. THEN FROM A STANDING START WE WILL ACCELERATE TO THIRTY MILES AN HOUR IN SEVEN SECONDS. ON ANY LONG HILL OF ABOUT EIGHT PER CENT GRADE WE WILL TAKE YOU UP IN HIGH AND OVER THE TOP AT THIRTY MILES PER HOUR. WE WILL TAKE YOU INTO THE SAND HILLS OF WESTERN NEBRASKA AND SHOW YOU HOW THE JACKSON VALVE-IN-HEAD WILL OUTCLIMB AND OUTPULL ANY OTHER CAR. IT IS THE IDEAL WESTERN CAR.

An Unparalleled Engineering Feat

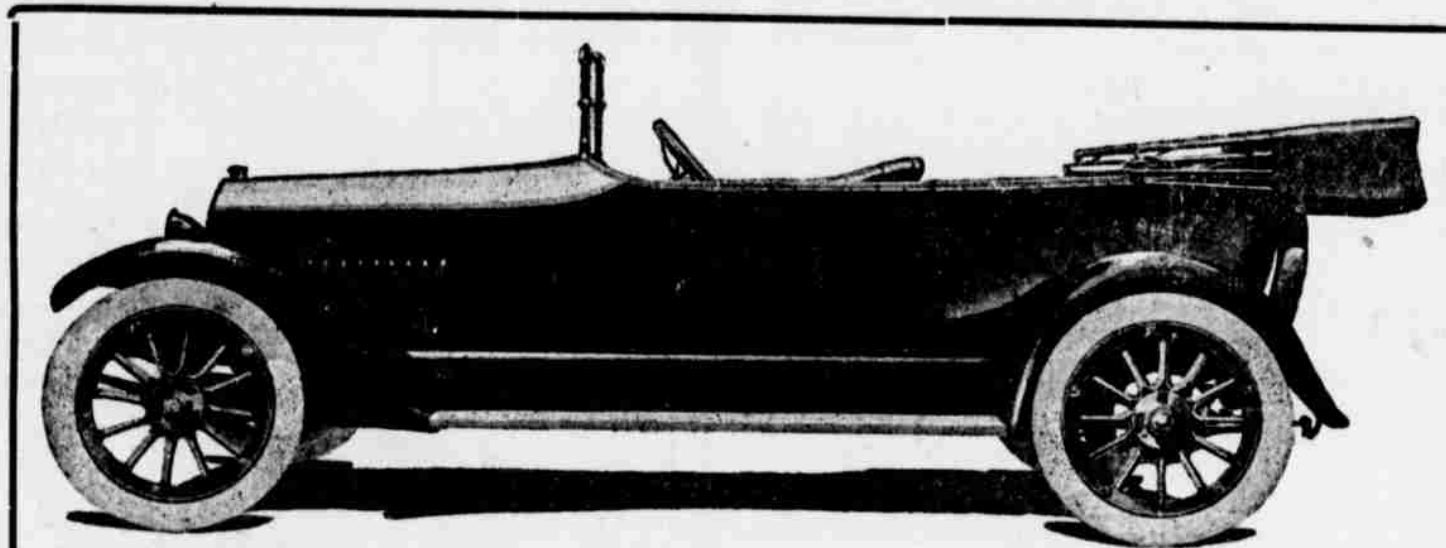
A DEMONSTRATION OF THIS ENGINEERING FEAT WILL REVISE YOUR IDEAS OF MOTOR CAR PERFORMANCE. EIGHT CYLINDERS MEAN SMOOTH, FLEXIBLE POWER. IT WAS, INDEED, A MASTER STROKE OF THE JACKSON ENGINEERS TO UNITE THESE TWO REMARKABLE PRINCIPLES OF ENGINE DESIGN.

VALVE-IN-HEAD MEANS RAPID AND COMPLETE COMBUSTION. THE EXPLOSION TAKES PLACE DIRECTLY OVER THE HEAD WHERE IT SHOULD. NONE OF THE ENERGY IS WASTED. IT ADDS TWENTY PER CENT TO THE JACKSON'S POWER. NO OTHER MOTOR OF THE SAME WEIGHT OR PISTON DISPLACEMENT GIVES — OR EVEN CLAIMS TO GIVE — AS MUCH POWER.

BUT THE VALVE-IN-HEAD BROUGHT MORE TO THE EIGHT THAN ADDED POWER. IT GAVE TO THE EIGHT, ECONOMY, ACCESSIBILITY AND OTHER ADVANTAGES. IT HAS OVERCOME THE DRAWBACKS THAT ARE TODAY SERIOUS PROBLEMS TO THE OLD TYPE EIGHT.

A MOST AMAZING TEST OF 18 MONTHS — 50,000,000 MILES — (5,000 JACKSON CARS IN OWNERS' HANDS AVERING 10,000 MILES) — MARKED THE TRIUMPH OF JACKSON ENGINEERS IN THE MERGER OF THESE TWO BIG POWER PRINCIPLES.

STILL GREATER ACHIEVEMENT FOR THE JACKSON EIGHT DUE TO VALVE-IN-HEAD IS THE AMAZING ECONOMY. THE RESULT: JACKSON MILEAGE AVERAGED 17.7 MILES PER GALLON IN 5,000 OWNERS' HANDS.



Five Magnificent Body Designs—All Custom Built

5-Passenger Touring Car 4-Passenger Cruiser Model
2-Passenger Roadster 4-Passenger Flyer
5-Passenger Jackson-Springfield Convertible Sedan

See The New "Jackson Flyer"

It's The Handsomest Car of The Year

IT HAS A FRESHNESS OF BEAUTY THAT WILL DELIGHT YOU. THE LOW SIDES WITH BEVELED EDGE—THE HIGH HOOD WITH DROP COWL LINES—THE LOW HUNG BODY WITH CLOSE SETTING FENDERS, FORM THE MOST DISTINCTIVE CAR FOR 1918. THE STYLE IS ENTIRELY NEW AND IS A DEVELOPMENT OF LAST YEAR'S CHUMMY OR CLOSE-COUPLED, FOUR-PASSENGER ROADSTER, BUT GIVING MORE ROOM, WONDERFUL EASY-RIDING COMFORT AND MORE SMARTNESS. THE POWER PLANT IS IN KEEPING WITH THE CAR'S FASHIONABLE APPEARANCE. IT IS A DECIDED TRIUMPH AND THE BIGGEST NEWS FOR THE 1918 SEASON.

YOU MAY HAVE YOUR CHOICE OF FOUR OTHER SMART, NEW JACKSON BODIES. THEN THERE IS THE STANDARD, SEVEN-PASSENGER SPRINGFIELD SEDAN.

THE RUMER MOTOR CO.

116-118 Box Butte Avenue 'Phone 290 Alliance, Nebraska
Distributors for Western Nebraska, Parts of
Colorado, Wyoming and Southern South Dakota

