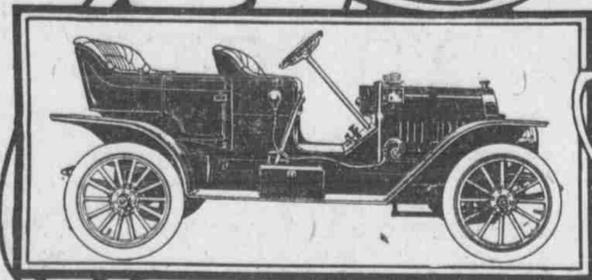


AUTOMOBILES

The Jackson for 1910

Power Speed Silence Endurance



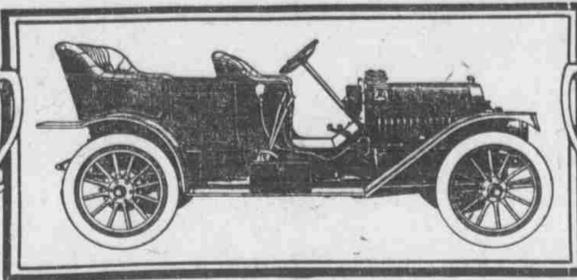
JACKSON "30" \$1250

Specifications: Touring car with detachable tonneau, or roadster with single rumble seat. **MOTOR:** Four-cylinder, vertical. Cylinders cast in pairs with three-bearing crank shaft; 4-inch bore, 4-inch stroke. Valves inclined at 45 degrees in cylinder heads and operated by overhead cam shaft. **Unit power plant. CLUTCH:** Multiple Disc, running in oil. **IGNITION:** Magneto and batteries. **SUSPENSION:** Full elliptic springs, front and rear. **WHEEL BASE:** 105 inches. **WHEELS:** 32 inches. **TIRES:** 32x3 1/2 inch, Goodyear, Michelin, Morgan & Wright. **EQUIPMENT:** Gas lamps and generator, oil lamps, horn, jack and tools.

The "Jackson" has proven its worth under every condition and practical test. It has fulfilled expectations in the past—it will not disappoint in the future. From every point of view it is the best car that can be built for the money, and represents to the buyer more value for his outlay.

The "Jackson" has always been a car of individual design, graceful lines, classy and luxurious. Built under competent personal inspection, entirely in our own factory, its reliability established by seven years of satisfactory service.

The 1910 "Jackson" retains all the distinctive features embodied in previous models, which have served to make and maintain its prestige: Overhead Cam Shaft, Valves inclined at 45 degrees on opposite sides of cylinder heads. Self-contained Oiling System, Clutches all run in oil, Three-Speed Selective Transmissions with ball bearings for both shafts. All cars are equipped with Splittorf Magneto, Schebler Carburetor and Thermo-Syphon water circulation. Greater reliability cannot be found in any car, even at a much higher price.



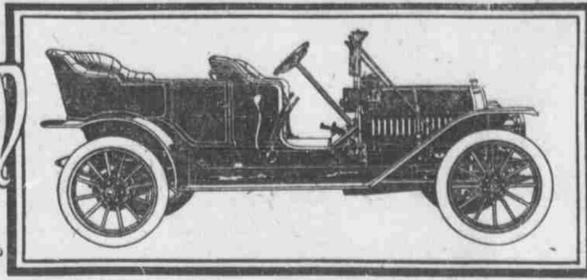
JACKON "40" \$1700

Specifications: Touring car or tourabout. **MOTOR:** Four-cylinder, vertical. Cylinders cast in pairs with three-bearing crank shaft; 4 1/2 inch bore, 4 1/2 inch stroke. Valves inclined at 45 degrees in cylinder heads, and operated by overhead cam shaft. **Unit power plant. CLUTCH:** Multiple Disc, running in oil. **IGNITION:** Magneto and batteries. **SUSPENSION:** Full elliptic springs, front and rear. **WHEEL BASE:** 110 inches. **WHEELS:** 34 inches. **TIRES:** 34x4 inch, Goodyear, Michelin, Morgan & Wright. **EQUIPMENT:** Gas lamps and generator, oil lamps, coat rail, horn, jack and tools.

The "Jackson" has proven its worth under every condition and practical test. It has fulfilled expectations in the past—it will not disappoint in the future. From every point of view it is the best car that can be built for the money, and represents to the buyer more value for his outlay.

The "Jackson" has always been a car of individual design, graceful lines, classy and luxurious. Built under competent personal inspection, entirely in our own factory, its reliability established by seven years of satisfactory service.

The 1910 "Jackson" retains all the distinctive features embodied in previous models, which have served to make and maintain its prestige: Overhead Cam Shaft, Valves inclined at 45 degrees on opposite sides of cylinder heads. Self-contained Oiling System, Clutches all run in oil, Three-Speed Selective Transmissions with ball bearings for both shafts. All cars are equipped with Splittorf Magneto, Schebler Carburetor and Thermo-Syphon water circulation. Greater reliability cannot be found in any car, even at a much higher price.



JACKSON "50" \$2350

Specifications: Touring car or tourabout. Touring car allows ample room for two extra seats. (Optional additional cost for the extra seats.) **MOTOR:** Four-cylinder, vertical. Cylinders cast in units with five-bearing crank shaft; 4 1/2 inch bore, 4 1/2 inch stroke. Valves inclined at 45 degrees in cylinder heads, and operated by overhead cam shaft. **Unit power plant. CLUTCH:** Multiple Disc, running in oil. **IGNITION:** Magneto and batteries. **SUSPENSION:** Full elliptic springs, front and rear. **WHEEL BASE:** 120 inches. **WHEELS:** 36 inches. **TIRES:** 36x4 inch, Goodyear, Michelin, Morgan & Wright. **EQUIPMENT:** Windshield, Prest-O-Lite tank, gas lamps, oil lamps, coat rail, horn, jack and tools.

The "Jackson" has proven its worth under every condition and practical test. It has fulfilled expectations in the past—it will not disappoint in the future. From every point of view it is the best car that can be built for the money, and represents to the buyer more value for his outlay.

The "Jackson" has always been a car of individual design, graceful lines, classy and luxurious. Built under competent personal inspection, entirely in our own factory, its reliability established by seven years of satisfactory service.

The 1910 "Jackson" retains all the distinctive features embodied in previous models, which have served to make and maintain its prestige: Overhead Cam Shaft, Valves inclined at 45 degrees on opposite sides of cylinder heads. Self-contained Oiling System, Clutches all run in oil, Three-Speed Selective Transmissions with ball bearings for both shafts. All cars are equipped with Splittorf Magneto, Schebler Carburetor and Thermo-Syphon water circulation. Greater reliability cannot be found in any car, even at a much higher price.

FAR IN THE LEAD

The facts of the great 300 mile automobile race on the Indianapolis Motor Speedway last August, are familiar history. In this race for the Wheeler & Schebler trophy, the most valuable prize ever offered in a similar contest, a "Jackson" stock chassis was far in the lead when the race was stopped, at the completion of 235 miles. The "Jackson" showed the way to many cars of greater rated power and much higher price, and, during the run made 100 miles in 96 minutes.

But, we don't build "racers"; simply safe, reliable, economical and servicable cars.

The "Jackson" has proven its worth under every condition and practical test. It has fulfilled expectations in the past—it will not disappoint in the future. From every point of view it is the best car that can be built for the money, and represents to the buyer more value for his outlay.

The "Jackson" has always been a car of individual design, graceful lines, classy and luxurious. Built under competent personal inspection, entirely in our own factory, its reliability established by seven years of satisfactory service.

The 1910 "Jackson" retains all the distinctive features embodied in previous models, which have served to make and maintain its prestige: Overhead Cam Shaft, Valves inclined at 45 degrees on opposite sides of cylinder heads. Self-contained Oiling System, Clutches all run in oil, Three-Speed Selective Transmissions with ball bearings for both shafts. All cars are equipped with Splittorf Magneto, Schebler Carburetor and Thermo-Syphon water circulation. Greater reliability cannot be found in any car, even at a much higher price.

JACKSON AUTOMOBILE COMPANY, Jackson, Michigan, U. S. A.

Pioneer Implement Co., Council Bluffs, Ia., Distributors.

Members Association of Licensed Automobile Manufacturers. Licensed under Selden Patents.

KIND OF AUTO HE WANTED

Needs of a Man Who Would Be a Kingpin at Home.

REAL SPORT WITH A MOTOR

Dealer Shows Him One of Those Noiseless, Self-Starting Contraptions and Customer Tells Why It Wouldn't Do.

He came into the salesroom with the air of a man who had the price and said: "I want to buy an automobile."

"What grade of car have you in mind?" the sales manager asked.

"Well, either black or red," he replied.

"Of course you can have any finish of body or color you please," said the manager.

"Have you made up your mind as to power and cost?"

"Oh, I'm not particular about that, so long as the machine suits me."

"Well, just step outside," said the manager.

"I've got something there that might interest you. Now here," opening the hood,

"is one of our regular six cylinder stock cars. What do you think of that motor?"

"Does she do all right?"

"Well and see."

The sales manager took a look at the speed lever, saw that it was set at neutral and remarked: "She's been standing since morning, but I guess she's held her commission in some of the cylinders."

He touched the small lever, and the motor began to hum. He watched the machine with an expression of admiration and asked: "How's that?"

"No noise," said the prospective buyer.

"Not a bit," replied the sales manager.

"except the click of the air valve, and you wouldn't hear that if the hood was closed. Absolutely silent muffler."

"No blue smoke blowing out!" the man remarked.

"Perfect mechanical lubrication," said the salesman; "all you have to do is to keep oil in your lubricating tank."

Then the salesman sounded the chime, "sounds like the beginning of a hymn," observed the would-be buyer.

"But what you want to know about," the salesman went on, "is construction. Now, these cylinders are bored with absolute accuracy, after being cast of the finest gray metal. The rings are machined to perfection, the connecting rods—I'll show you one inside—are of the toughest bronze, the boxings on the crank shaft are fastened with nuts, locknuts and cotter pins, the wristpins are bushed with the best anti-friction metal, every wearing part of steel is case hardened and will wear like the jeweled bearings of a chronometer, the carburetor is the latest non-flooding—"

"Did you say you finished them painted either red or black?" the customer broke in.

"Certainly, sir; but that is, as you know, a minor—One moment, excuse me."

By the time the sales manager had returned, the possible customer had made up his mind as to what he wanted to say next. There were certain deficiencies, in his way of thinking, in the car that had been shown to him, but he would inquire the price painted either black or red.

The salesman told him he would demonstrate the car in the crowded streets of

the city, on the country roads, at hill climbing and running through sand and named the price.

"Now whaddya think of that proposition for a swell car?" said the sales manager.

"Well, it seems to be all right, all right," replied the man, "but it's just this way: Down where I come from there are maybe a dozen automobiles now and the fellows that own them are the kingpins of the place. I've the money now and I want to be in it with them—I mean to be ahead of 'em."

"When they're getting ready to start out the town knows there's something doing. Do I want an automobile that I'll fade away in noiselessly and never be missed unless I fall to come back before the week is out?"

"Let me tell you what they do. They call in the neighbors to help them back the machine out of the shed. When it is straightened around they open the cover of the engine and monkey with all the contraptions inside. After they have done that for half the day they knock off and go to dinner. The crowd stays and watches for them to come back."

"Then they monkey with the insides of the thing some more, shut up the cover, twist some things in the box of the wagon and go around in front of it. They get hold of the crank and look over their shoulders to see if the wheel is clear. The women have all the young ones out of the road and crowd them back against the fences."

"Then the automobilist turns the crank, and turns it some more. He goes back and monkey with something in the box and comes in from the bushes and turns again. After turning the crank for a while he throws off his coat and uses his handkerchief."

"Then he gives her another whirl and she starts up, knocks him over, breaks off a hitching post and stops. He picks himself up, says 'forget to set the speed control at neutral or neutral, or what ever it is, and has her backed into the road again."

"After a lot more cranking she begins to play a sort of devil's tattoo on the atmosphere. She makes a noise like tearing off clapboards and winds up with an explosion that sets the babies squalling and the dogs howling. Then she drops into a sort of double shuffle round, and after he has twisted some more things in the wagon box he settles down to about the noise you hear in a boiler factory."

"Then he gets in, squeezes out of the rubber ball and squawk that makes the frightened young ones tip over backward and he's off. A streak of blue smoke from the tail of the machine makes everybody sneeze, and as they watch him disappear in a cloud of dust and smoke they can hear the squawking of the chickens as they fly over the fences."

"That's what I call automobilizing. With this contraption you have shown me I wouldn't be in it. I would slide out of view without being noticed, as if I had crawled under the back yard fence and sneaked away."

"What I want is a regular automobile, you understand? You may have something later that would suit me and perhaps I'll call around."

Counterfeit Dollars

buy trouble, but a genuine quarter buys Dr. King's New Life Pills; for constipation, malaria and jaundice. Sold by Beaton Drug Co.

Dealers Have Many New Parts for Auto Shows

Although Dealers Have 1910 Cars on the Markets, They Have Surprises.

Although several manufacturers have made announcements of their 1910 models as early as last spring and summer, it is known that a number of them have "something up their sleeves" that they are liberally holding back until show time.

When these announcements were made, the impression gained considerable headway that few changes were to be found in the majority of the cars, but a careful examination reveals a score of changes of one nature or another in nearly all of them.

At the tenth National Automobile show to be held at Madison Square Garden, January 8-15, the public will be given the best opportunity of seeing the new models of the old and standard makes of cars of the members of the Association of Licensed Automobile Manufacturers, under whose auspices the automobile show in the garden is held annually. The latest models will be displayed side by side and the public can compare their various points, see their differences and similarities and, in general, "size up" what the makers have to offer and note the general tendencies in motor car design.

Although the general public hears comparatively little of the commercial vehicle branch of the automobile industry, the development of motor trucks and business wagons has been going on steadily and interest in truck and wagon construction is greater than ever before. When one considers the business men and farmers who are concerned about the motor truck, it would seem that the interest in them must ultimately be even more extensive than in the pleasure cars. A careful study of the motor trucks now being placed on the market reveal more marked improvements and fewer freakish features. A complete line of commercial vehicles will be found in the basement at the garden show, and this exhibition of the business wagon will be well worth the attention of every one.

The motorcycle section of the garden show also will be a big show in itself and a comprehensive one. A goodly proportion of the public has been convinced that the motorcycle is a safe, speedy and economical method of transportation, and this display undoubtedly will excite keen interest.

Even now, after every foot of available space has been allotted, applications continue to arrive at the offices of the show committee, 7 East Forty-second street, New York, and Secretary M. L. Downs is trying hard all the time to squeeze in just one more exhibitor.

Might Prove an Ouster.

A young girl of fourteen was taking a trip on Lake Michigan in a small steamer. The lake was somewhat rough and many were seasick. The girl sat in the bow and was unusually quiet for her. "Are you feeling sick, daughter?" inquired her father. "No, I don't think I am sick; but I should hate to yawn."

Facts From Ford

There is actually more value in the Ford Model "T" than in any other car at several hundred dollars more money. Think It Over—Here's the Model "T" Ford—a four-cylinder, twenty-horse-power, five passenger, comfortable, durable, practical touring car, complete with all the equipment, that costs from \$150 to \$300 additional in most other cars and all this for, not \$3,000 or \$2,000 or one and a half thousand, at any of which a man would get his money's worth, but for \$1,000 f. o. b. Council Bluffs complete. No extras.

A \$5,000 Car will take you to your office in the morning or to the theater or social function in the evening. It will carry you from one business engagement to another during the day and at night or when the cares of business are laid aside, you call upon the car to provide pleasure for the family. But this Ford car will do all this just as satisfactorily as any high priced car and more so than some.

To Avoid Arguments, let's agree that some of the trimmings found on the high priced propositions are left off the Ford. They are. But the difference in price will pay for a pile of trimmings, and the trimmings don't make one whit better automobile. It isn't fuss and feathers that is needed to make the car you buy satisfactory; it's just plain automobile, and if you get that for \$1,000 and no more of it for double, why pay the extra?

The Model "T" Ford includes a magneto—that's essential to the satisfactory operation of a car, so it's built in and a part of the engine, not an added accessory at a hundred or so more dollars. It has a long, comfortable wheel base, it is not a dinky runabout with tonneau crowded on behind. It's a four-cylinder car, is shaft driven, employs unit construction and three point suspension, and is made of Vanadium steel. All in all it would be a whopping big value at double the price.

Then Look at What Equipment is included. Experience has taught us that most buyers want a top—with other cars that's an extra, they want a windshield, that's extra; a speedometer is a satisfaction, and that's extra; they want a stronger light, and gas lamps are extra; and by the time they have bought all these things, the price, which is already higher than the Ford, has been jumped another hundred or so plus the magneto. There is nothing extra to buy for a Ford; these things are all included.

After All, the Final Test of Value is what it will do. This is the proof of Ford value. It will go anywhere over any kind of road, or lack of a road, more days or more years than the average car at a considerably higher price. It has good appearance, speed and power, as well as hill climbing ability and good and bad roads negotiability. Repair bills are small and maintenance costs light. It is easily handled, easily kept up and always ready. It's a practical, everyday car for the man who wants a car.

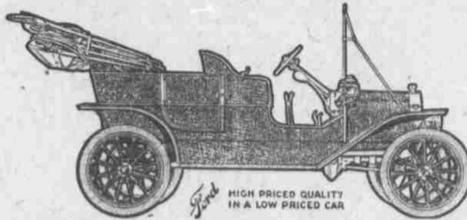
High Priced Cars Render a peculiar service, for which they must be given credit. They pull a lot of money out of the safety vaults and put it into circulation. That's good. But there are a lot of us so fixed that most of our cash already finds plenty of channels by which it returns to circulation. The Ford Model "T" costs little to buy and little to maintain. The man on an average income can afford the purchase price and the up-keep cost.

The New York-Seattle Race was won by a Model "T" Ford against a field of competition, none of which sold for less than five times the Ford price. This winning car has traveled back overland, thus finishing a double transcontinental. This car weighed less than one-fifth the weight of its lightest competitor, a fact, by the way, largely responsible for its winning as it is also responsible for the low cost of maintenance for which a Ford car is noted.

We have just received a shipment of 45 1910 Ford touring cars—The second shipment of 45 machines in the past 6 weeks. Let us show you one of these wonderful cars and we will be content to let the matter rest upon your decision.

ATLANTIC AUTOMOBILE CO.

Also Selling Reo and Premier Automobiles. COUNCIL BLUFFS, IOWA.



HIGH PRICED QUALITY IN A LOW PRICED CAR