

### JACKSON MAKING THREE NEW MODELS

Council Bluffs Branch Has All in Stock and Ready to Meet Increasing Demands.

#### PROUD OF NEW PRODUCTS

The Jackson Automobile company, one of the oldest and best known automobile manufacturing concerns in the business, has announced three new models for the coming year, the Light Four for \$985, the Light Eight for \$1,095, and the Seven-passenger Eight for \$1,685.

Part of these cars are on display and ready for delivery from the Council Bluffs branch of the factory, which has been distributor for the Jackson cars for the last year, operating from the same location for nine or ten years. T. J. Boland is now the manager of the Council Bluffs branch.

"We have some cars on hand and will have more," said Mr. Boland. "The factory recognizes the value of keeping this territory supplied with cars, knowing that it is the garden spot of the world and that here will always be a demand for good serviceable cars. The Jackson factory has always built a good and a reliable car, one that is strong and dependable, for which the demand has never ceased. They have not spared expense to keep the car up to the latest standards of efficiency.

**Two Styles of Eights.**  
The Jackson Automobile company has the distinction of being the first manufacturer to announce two "eights" of different size. Both have high duty balanced motors which have been thoroughly tried out and both represent the most advanced and progressive ideas in eight-cylinder construction. In addition to these models there is a light high duty "four" that has already attained great popularity.

"This new light four, which is now being shown by the local Jackson dealer, has cylinder dimensions of 3 1/2x5, and, because of unusually careful balance, is free from vibration at any speed; indeed the manufacturers claim that recent conclusive tests show that even at a speed as high as fifty-five miles per hour the "4" motor is free from vibration.

**Big Demand Already Experienced.**  
"An unusually heavy demand pointing in from all sections for all three models, but especially for the high efficiency four, indicates that the Jackson company will this year exceed all previous records in the popularity and sale of its product. The three new models are conspicuous for their individuality and express the very latest and most artistic ideas in their body lines and upholstery; this coupled with the established Jackson reputation for durability and comfort is making the fall season very active for Jackson dealers.

The eight-cylinder models have cylinder dimensions of 3 1/2x5 for the light eight and 3 1/4x5 for the seven-passenger eight. It will be noted that only the large eight has seven-passenger capacity, the other two models being supplied with five-passenger touring bodies. A conspicuous feature common to all three models is the unusually high finish and the use of extra good leather for the upholstery. The "four" is finished in dark green with wheels of the same color, while the light eight has the same body color with natural wood finish wheels. The largest eight is finished in dark blue of a very attractive shade.

**Both "Eights" Same Motor Design.**  
"Referring again to the power plants, each of these includes a cone-clutch with external springs and a three-speed gear set. Both eights are of the same general design, having the crankcase divided vertically, the cylinder blocks being cast integral with the lower half of the case. Pressure oil systems of the most complete type furnish efficient economical lubrication. Cylinder heads are detachable, making it extremely easy to keep the motors clean at all times.

"The wide steering lock, which is a feature of all models, makes all Jacksons exceptionally convenient and easy to handle for city driving or for rough country roads. The light four and the light eight each have wheelbase of 112 inches and are equipped with 2 1/2 ton tires, while the large eight has a wheelbase of 124 inches and is equipped with 3 1/2-ton tires all round.

"In addition to the regular touring bodies, roadster bodies can be supplied if desired on the light four and light eight chassis, but the large eight is furnished with seven-passenger body only. The company also provides a special Transcontinental body in which the seat-back of the front compartment can be lowered and a comfortable bed made with the upholstery and cushions. This latter body has met with great success since its introduction a short time ago."

### Attractive Window Display is That of Mitchell Company

The Mitchell Motor company, 224 Farnam street, is one of the leaders in automobile row for the fine window displays. The new model six is featured at the lake side and a wonderful prospectus of the Lincoln highway leading off into space invitingly calls to the car. A Spanish home in the back ground and a lady in motoring teary completes the picture. It certainly is a suggestive bit of scenery and one which should put the "motorist" into the minds of every one who does not own a car.

### Mitchell to Spring Surprise in Parade

The Mitchell Motor company will spring a big surprise in the automobile flower parade next Tuesday afternoon. They are not giving out what their exhibit is, but do say that every one interested in automobiles should see it. It is going to be very costly, the flowers and labor alone costing considerably over \$500.

### Whelan Sheriff Up to Date

A final tip as to the whereabouts of the fugitive, and a \$750 reward round in which Sheriff Sawyer's new Maxwell did better than forty-two miles per hour, resulted in the capture of William Watkins near Wheeling, W. Va.

Kelley Rejoins Maxwell.  
William Kelley, well known as a pioneer automobile engineer, has rejoined the Maxwell Motor company's staff as assistant engineer.

### Packard Company Increases Price of Its New Twelve

Coincident with the beginning of factory shipments of the Packard Twelve comes the announcement of an advance in the price of these twelve-cylinder cars. The model "125" open cars are advanced from \$2,500 to \$2,750 and the "125" open cars from \$2,550 to \$2,800, effective at once. The same increases apply also to prices of enclosed cars.

Vice President Alvan Macauley points out that the prices originally announced were based on the use of greatly improved manufacturing facilities made possible by the fact that the Packard company is tripling its output of cars this season. But in view of the tremendous increase in the cost of raw materials it became evident that it would be impossible to maintain the original prices except at a loss.

"Obviously, there was but one choice," said Mr. Macauley. "The success of the Packard company, from first to last, is due to the quality we have put into the cars, and any compromise in this regard was out of the question. So we have increased the price in such measure as to correspond with the advance in materials."

#### The Neighbors Say—

If he is regular in attending church, he is too pious.  
If he doesn't attend church, he is on the road to perdition.  
If he sends his family away for the summer, it is more than he can afford.  
If he doesn't allow them a vacation, he is called stingy.  
If he happens to be successful in business, he achieved success unfairly.  
If he doesn't succeed, he missed his calling.  
If the piano is silent, why don't they buy a player?  
If they have a player piano, it annoys the whole neighborhood.  
If he gives freely to charity, it is done for show.  
If he doesn't, he is classed as a tightwad.  
If his wife does her own work, she is "killing herself" for the family.  
If she has servants, she ought to be more economical.  
If he dies young, he led too fast a life.  
If he lives to a ripe old age, he is living beyond his time.—Judge.

#### Brief Declarations.

The trouble with following your inclinations is that you so often take the wrong road.  
To marry a wife the chief end of man is step-end.  
If woman may have high ideals and still wear a low-cut gown.  
If we never made mistakes, how would some people know we were doing anything?  
The stonks that have the best sermons in them haven't any moas on them.  
Some people never loaf except when on duty.  
Charity begins at home, but it isn't a self-starter.—Judge.

### As Well Known as Pullman Sleeper



## Stearns-Knight The Ultimate Car Knight Type Motor

A big ad will not show you the superiority of the Stearns-Knight. Come in and look it over and try it out.

**McIntyre Auto Co.**  
2427 Farnam St. Phone Doug. 2406



## THE OLDSMOBILE IS DIFFERENT

It is built by a factory whose ideals are different—whose accomplished purpose has always been to build cars where quality and built-in goodness stood ahead of all else. It is built for a different class of trade than that which accepts just moderate quality in order to save a little on the original investment. It is built for him who believes in the broader economy that accompanies higher quality—who knows the value of the satisfaction that comes with the ownership of an automobile of the better kind.

Still its price is moderate—extremely moderate for such a good car. Just think—with its lustrous, lasting coach finish; its Circassian walnut trimmings; solid cast aluminum foot boards and run boards; Delco electric system; mechanical construction of the highest order, and material of the highest known quality—this latest and best of all Oldsmobiles sells for but \$1,095.

To dealers we offer not only a fair, money-making contract, but an opportunity to build up a permanent, substantial, constantly growing business among the best class of trade—as the Oldsmobile is readily recognized as the highest grade light car on the American market.

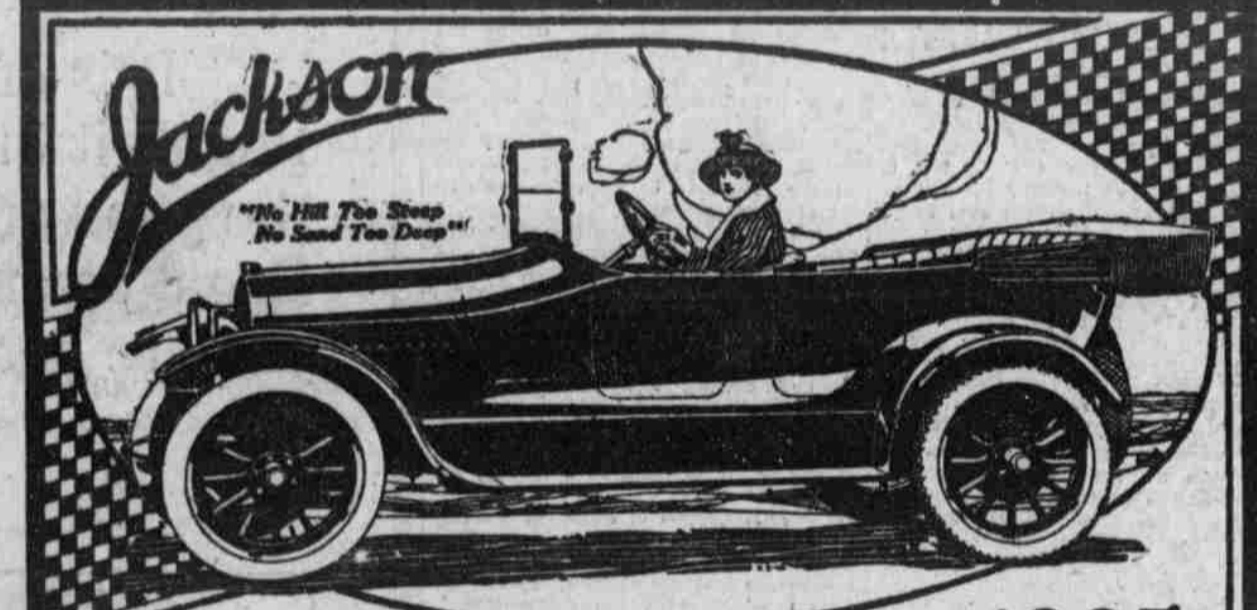
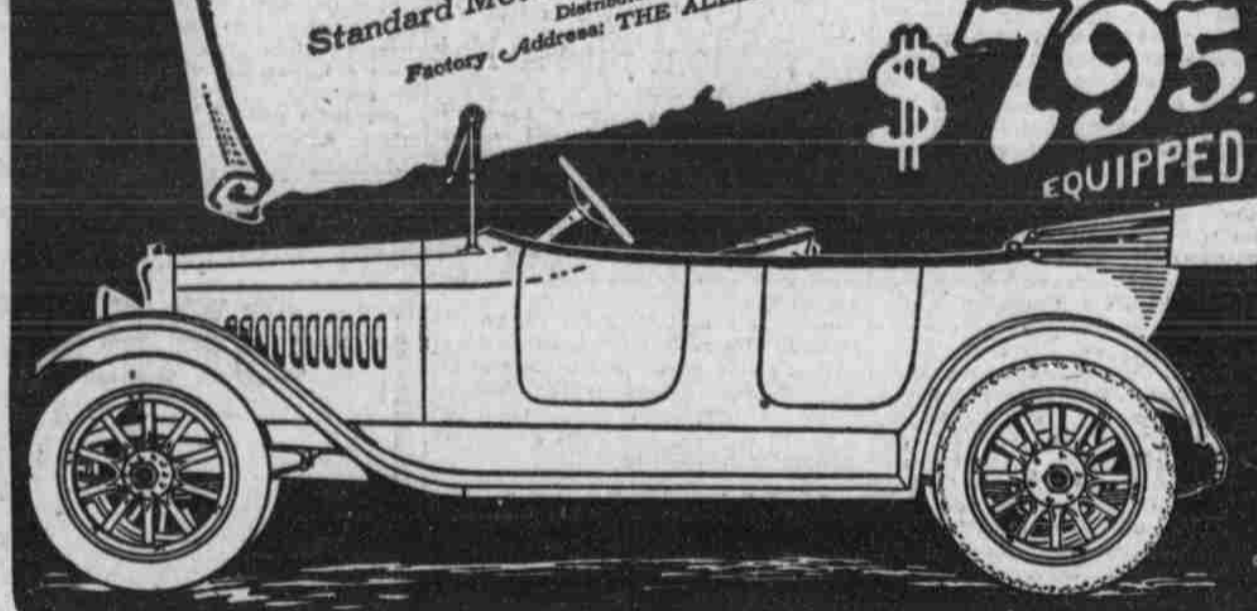
### WE MAKE IMMEDIATE DELIVERIES

You can get one car or a carload the very day you want it. If you are short of cars of the kind you handle, sell your customers Oldsmobiles—we can deliver the goods. Special shipments arriving to take care of Ak-Sar-Ben week buyers.

**Oldsmobile Sales Company**  
2206 Farnam St., Omaha, Neb.  
Factory Distributors for Nebraska and Western Iowa

# THE Allen

**More Than You Expect**  
When you see and ride in an Allen you will find more than you expect for the price. More seat room, more strength, more power, more size, more fine workmanship, more beauty. The only thing of which you will find less than you expect is WEIGHT; and that means economy for you. Here are a few of the specifications:  
3-3-4 Allen-Sommer Motor, 37 H. P., 4 cylinder cast on bloc; unit power plant, aluminum housings; Westinghouse electric starting and lighting system; full floating rear axle, pressed steel housings; 112 in. wheel base; 55 in. underslung rear springs; Firestone demountable rims with one extra; gas tank at rear; vacuum feed; weight, 2300 pounds.



New Jackson Model "34"—112-inch wheelbase; 32 x 4" tires—fully equipped, including one-man top, electric lighting and starting system, and Stewart Vacuum Fuel System. **\$985**

## The first gun in fight for Jackson supremacy

The automobile business is now resting on the foundation of solid worth. You get more for your money than ever before. The Jackson is battling for supremacy. Our weapons in the contest are superior values. We are giving the most in automobile efficiency for the least money. We are bound to win. You who buy Jacksons win with us.

These three new Jacksons are the best Jacksons we have ever built. We say this, fully aware that some of our loyal customers who have driven Jackson cars for years may differ with us. But we know that not one iota of quality or strength has been sacrificed. And yet, the new 1916 Jacksons have remarkable power, extreme flexibility, and a beauty of line and finish all their own.

### A light "Four" of Amazing Flexibility

The new Model "34"—is a wonder. You thought the days of "Fours" were limited; so did we. But when you have ridden behind this motor you will concede that there has been a marvelous development in four-cylinder motor construction—Jackson four-cylinder construction—that upsets all theories.  
**Vibrationless at 55 Miles!**  
This new, high duty, long-stroke motor shows a speed of 55 miles, turning up a little over 2700 revolutions per minute, without vibrations! And it reads an entirely new meaning into the word flexibility. Its performance, on hills and in sand that would stall an ordinary "four" or "six" is simply astounding. Do you wonder that Jackson distributors are wildly enthusiastic?  
**Wonderfully Easy Riding**  
This amazing motor is mounted on a chassis that will stand up as the Jackson always does. And with four full elliptic springs, the Jackson "34" gives a pleasingly new interpretation to "easy-riding," for it honestly is easy riding. You'll never know how easy till you ride in it.  
**Generously Roomy Body**  
And with a new beauty and refinement of line and finish is coupled the Jackson old-fashioned honesty in using genuine leather upholstery, and genuine quality workmanship even in the places and parts you don't see. At the price, with Jackson quality, no skimping of room anywhere—the model "34" Jackson at once takes the lead for four-cylinder sales. The body seats five easily.  
**Completely equipped, \$985.**

**New Light Weight "Eight" \$1195**  
Model 345, Five-Passenger "Eight," the same long-stroke, high-duty type as the "Four," will satisfy the man who wants a Jackson but wants an "Eight."

**Seven-Passenger "Eight" \$1685**  
New Model 68 Jackson is a big, handsome "Eight" that in efficiency, luxury, ease, economy and power compares with any "eight" at any price. 124-inch wheelbase, that can be turned in a narrow street, and its full seven-passenger body, completely equipped, \$1685 f. o. b. Jackson.

There is an immediate and urgent demand for all Jackson Models. It would be wise to order your Jackson at once and be sure of early delivery.  
**JACKSON AUTOMOBILE CO.—Branch**  
Council Bluffs, Ia. T. J. BOLAND, Mgr.  
Jackson Automobile Co., Jackson, Mich.