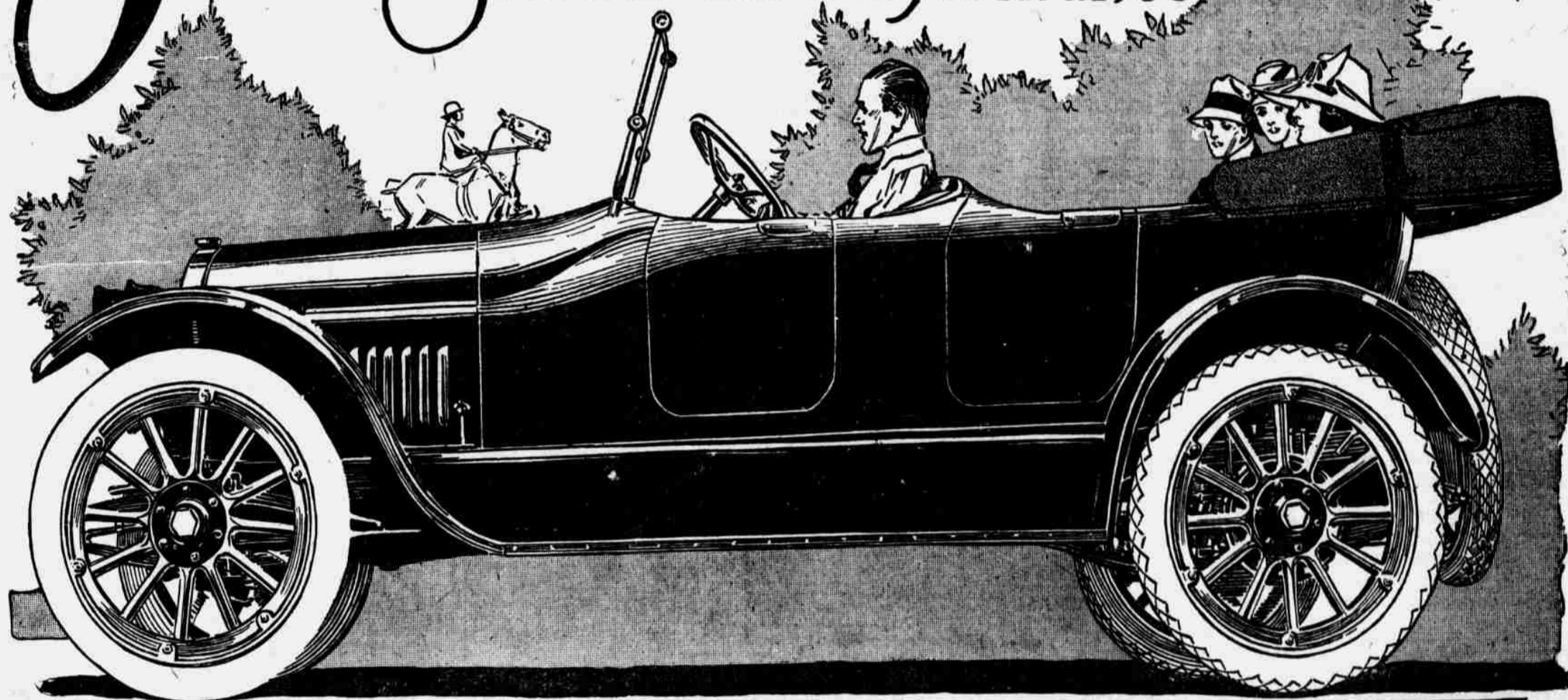


Jackson Valve-In-Head EIGHT

Striking a New Note in
Motor Car Performance



No Hill Too Steep—No Sand Too Deep

Valve-in-Head and the Eight Idea now, for the first time, COMBINED!

THIS is the motor car news of the hour. The combination of these two great motor principles has given to the Eight its greatest 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 in the Eight economy of gas consumption; perfect oiling at any speed; and accessibility.

The Jackson fifty-million-mile-test—5000 Jackson cars averaging 10,000 miles—proved the tremendous success in combining these two great motor features.

Gas consumption averaged 17.7 miles per gallon in owners hands. Not many fours or sixes show as well. Power was increased 20%. No other motor of same weight or piston displacement gives—or even claims to give as much power.

Great Public Demonstration Commences Today

Learn what the Valve-in-Head means to the Eight. 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 astonishing accessibility. Everything is in easy reach. As an instance: In 12 minutes you can adjust all the valves. In crowded traffic we will show you a crawling pace of $1\frac{1}{2}$ miles per hour

in high. Then from a standing start we will accelerate to 30 miles an hour in seven seconds. On any long hill of about 8% grade we will take you up in high and over the top at 30 miles an hour.

This public demonstration will show how the Jackson Eight—with the great Valve-in-Head motor—has brought new laurels to the Eight; how it means a flood of emergency power; marvelous accessibility; perfect motor lubrication and economical gas consumption.

Four Magnificent Body Designs—All Custom Built!

5-Passenger Touring Car \$1395 4-Passenger Cruiser Model \$1395 2-Passenger Roadster \$1395
5-Passenger Jackson-Springfield Convertible Sedan \$2195
(With 5 Wire Wheels \$100 Extra)

COME SEE THE DEMONSTRATION OF THIS WONDER CAR

JACKSON AUTOMOBILE CO.—Branch

10th Ave. and 6th St., Council Bluffs, Iowa.

Phone 130.