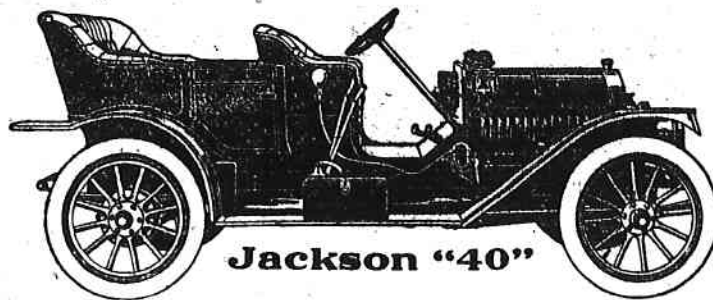


# The Mighty Jackson

No Hill Too Steep  
No Sand Too Deep



Jackson "40"

In Sunshine  
And Rain  
It's Always  
The Same

**Jackson "30" \$1250 — Jackson "40" \$1700 — Jackson "50" \$2350**

## Why Does the JACKSON Win Everywhere?

Because it has the greatest motor in the world.

## Why Is the JACKSON Engine the Greatest?

Because it is the MOST POWERFUL, MOST PERFECT AND SIMPLE. Where does it get this great power? Simply by putting the valves in the head of the motor instead of in the side of explosion chamber. Why the most perfect? Because the CAM SHAFT IS ON TOP OF THE CYLINDERS, and in so doing we do away with the push rods.

## Why Is the JACKSON the Simplest?

Because of the few number of parts, and the fewer the parts the less the trouble. We did not have one moment's engine trouble in the 300-mile contest, the greatest event ever held in this country (August 21st, 1909), on the greatest track in the United States (Indianapolis Speedring), for the most valuable trophy ever offered in the sporting world, the Wheeler-Schebler Trophy, valued at \$10,000.00.

## We Mention a Few Races Won With the JACKSON

- Won 1st Prize at Cleveland, O. March 20, in special two-mile racing contest with Pope-Toledo for \$100 side. Time, 1:58—finish 1/4 mile ahead of Pope-Toledo.
- Won 1st Prize Stucky hill climb, Cleveland, O. June 15th, event No. 3, defeating two Reos.
- Won 1st Prize Stucky hill climb, Cleveland, O. June 15, event No. 5, Model E, defeating Mora and Stoddard-Dayton.
- Won 1st Prize Stucky hill climb, Cleveland, O. June 15, event No. 6, defeating two Reos.
- Won 1st Prize Stucky hill climb, Cleveland, O. June 15th, event No. 13, A Jackson "C" won second.
- Won 1st Prize Stucky hill climb, Cleveland, O. June 15th, event No. 14, defeating Stearns Daraqus, Pierce Great Arrow, Pope-Toledo, Stoddard-Dayton, Gaeth.
- Won 1st Prize with 2-cylinder "C" at Latonia track-race, Cincinnati, Sept. 15th, defeating four Buicks.
- Won 1st Prize with 2-cylinder "C" at Latonia track race, Cincinnati, Sept. 15, defeating Franklin, Stevens-Duryea, two Stoddard-Dayton's and a special 6-cylinder racing car, the "Military."
- Won the above "two firsts in one day."
- Won 1st Prize in class B at Cincinnati hill climb May 10th, getting double prize of cup and medal.
- Won 1st Prize at Urichville, O. hill climb, defeating 6-cylinder Ford, three \$8,500 Jewels, Buick, Olds. Photograph of this race now used in moving pictures.

- Won 1st Prize, Event No. 1, at Barney Oldfield's race meet, Cleveland, O., Oct. 9th, defeating Winton (time 3:58), Ford (time 3:58), Jackson's time for the two miles, 2:21.
- Won 1st Prize, Event No. 2, at Barney Oldfield's race meet, Cleveland, O., Oct. 19th, defeating Ford, Winton and Chalmers 40.
- Won 1st Prize, Event No. 3, at Barney Oldfield's race meet, Cleveland, O., Oct. 9th, defeating 6-cylinder Mora, 6-cylinder Ford, White Steamer, Chalmers, Thomas, Winton and Pope-Toledo.
- Won the above "three firsts in one day."
- Won perfect score in Toledo-Columbus-Cleveland endurance. Model "E," Jackson, was the only car out of 24 that made the 594 miles without shifting a gear.
- "Two Jacksons entered and two Jacksons finished with perfect score."
- Won 1st Prize at Columbus, O. in Event No. 2, for 5 miles, defeating 8-cylinder Peerless, Pope, Olds, etc.
- Won 1st Prize at Meadville, Pa. in special hill climb up "Cable Hill" for \$100 a side with a 2-cylinder Jackson. This is the only car that has ever taken this hill on high gear.
- Fourteen miles ahead in the greatest racing event ever held in this country for the most valuable trophy ever offered for any sporting event in the world—"The Wheeler-Schebler Cup," valued at \$10,000, offered to winner of 300-mile race at Indianapolis speedway.

## NOT BEATEN THIS YEAR BY ANYONE

"The JACKSON will enter any kind of a contest and will not come out until the contest is over."

**Co-Auto Motor Co.** 23-25 Kentucky Ave. Indianapolis

### Local Dealer Tells How Good Cars Can Be Constructed for Small Price

BY S. W. ELSTON.  
I have often been asked how the Hudson Motor Car Company could build the

advertising, repair and replacement guarantee, and in short those general operating expenditures of every nature. Nowhere is there a better opportunity

It is an obvious fact that you can't possibly be buying any big slices of overhead or general manufacturing or selling charge.

In one case the value is there before your eyes in good sound automobile design, material and finish; in the other case you may have to go into the books of the maker to find the "value received" for a great big percentage of the purchase of the car.

If in some cars you see before your eyes

### TRUCK LAUGHS AT STORMS.

Indiana Firm at Anderson Produces Reliable Machine for Winter.  
During the recent blizzard and snowstorm in Chicago the automobile truck demonstrated its ability to deliver the goods. Steam cars, elevated and surface roads were practically down and out, the faithful horse