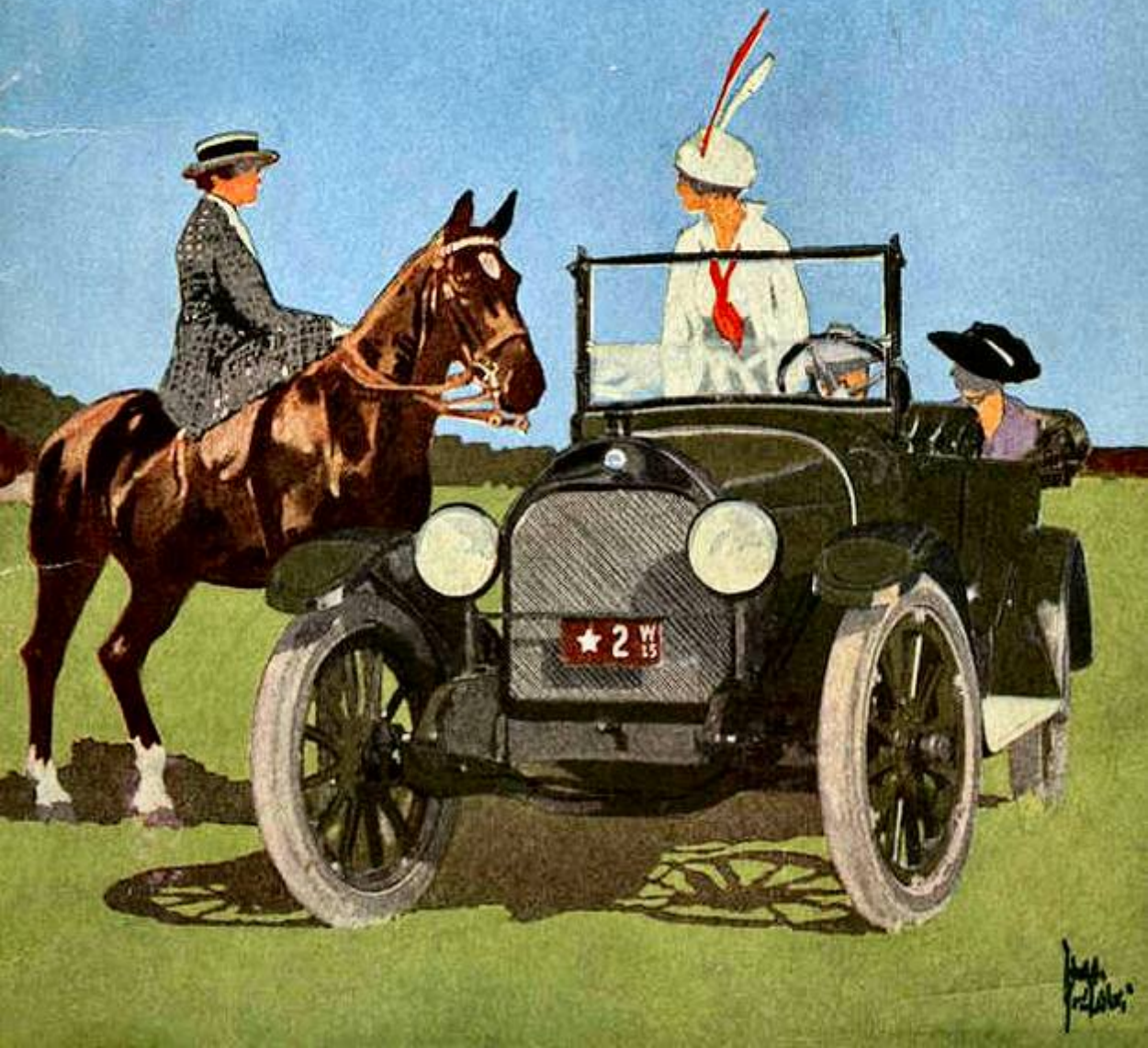
Jeffery



33 LEADING JEFFERY FOUR FEATURES

Standard seven-passenger body
Divided lounge-type front seats
Extra length springs
Weight 2800 pounds
116-inch wheel base
34 x 4 Goodyear Fortified tires—
all-weather tread rear

Jeffery Chesterfield body
Rear seat 48 inches wide
Easy-riding auxiliary seats
Extra wide doors
Deep leather upholstery
Concealed door hinges
Left drive—center control
Light Brewster-green finish

Jeffery high-speed motor
Unit power plant
Extra large motor bearings
High-tension magneto ignition
High-efficiency carburetor
Electric starting and lighting
Smooth acting disc clutch
Silent gear shift
Easy-control steering gear
Hotchkiss type flexible drive
Silent rear axle
Extra surface brakes
Emergency brake on propeller shaft

Jeffery one-man top
Adjustable clear-vision windshield
Locking double dimmer lights
Automatic gasoline feed
Complete equipment
93% Jeffery built

The Jeffery Four

"America's Standard Automobile at a Thousand-Dollar Price"

ESTABLISHING A NEW STANDARD OF VALUE AT A THOUSAND DOLLAR PRICE

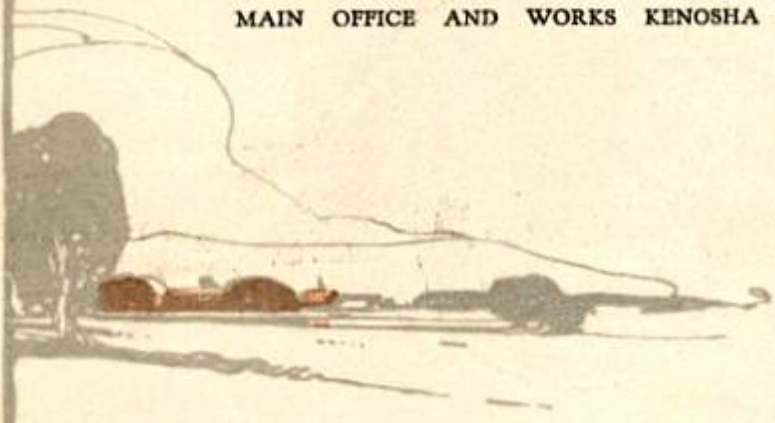
THE announcement two years ago of the Jeffery Four at $1,550 marked the beginning of a new era in the building of American motor cars—the era of light-weight, high-speed, high-efficiency motors. This year, the Jeffery Company, having established the *leadership* of this model among light cars, takes another great stride in advance by presenting the *new* Jeffery Four—an even *finer* automobile—at a thousand dollar price.

Catering to an imagined desire on the part of dealers and the public for sensationalism or cheapness has no part in the purpose of the Jeffery Company in offering the new Jeffery Four to the American public. On the contrary, it is the definite aim and determination of the Jeffery Company to establish the Jeffery Four as a *standard* car of superior quality—a car which can be built, not for a single season only, but *continuously*, year after year, making only such changes as the evolution of sound motor-car practice shall dictate.

This means that discriminating buyers can invest their money in the Jeffery Four without hesitation. And they can then drive their cars for four or five seasons without suffering the marked depreciation which has been such an unfortunate feature of the automobile business.

The Thomas B. Jeffery Company

MAIN OFFICE AND WORKS KENOSHA WISCONSIN



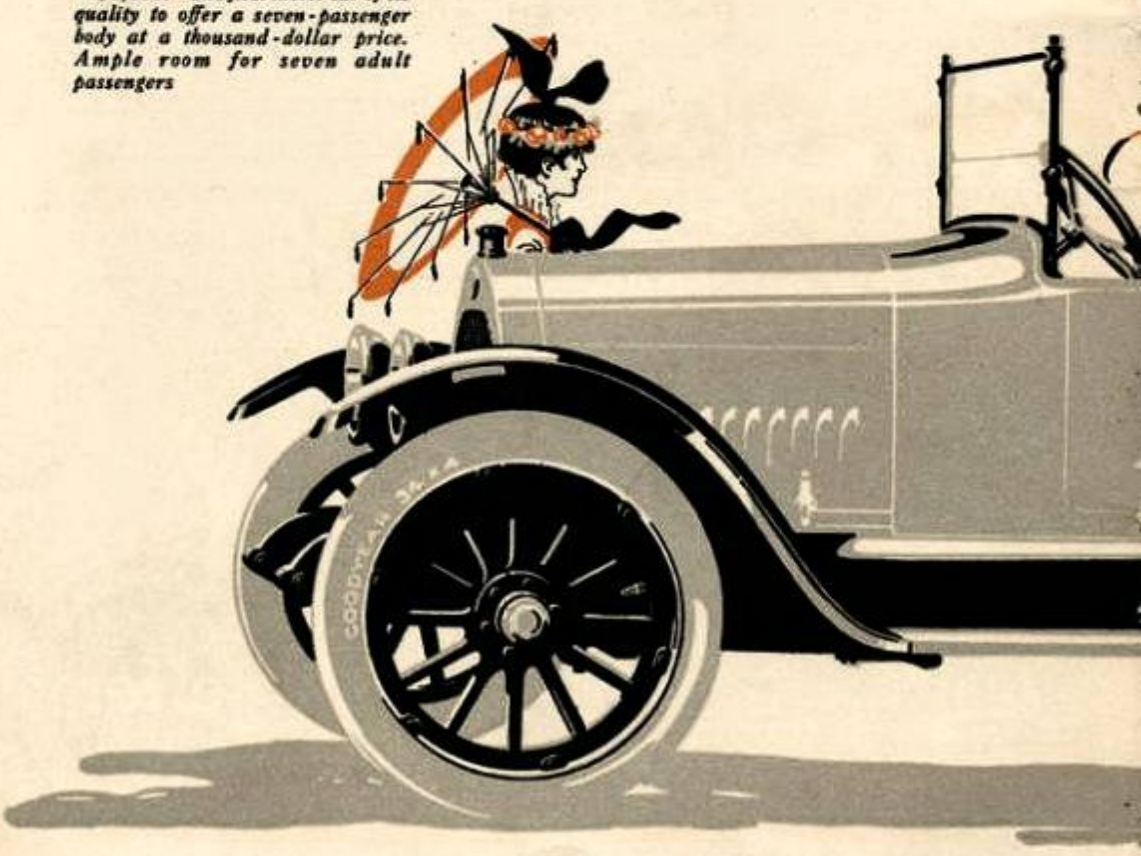
The Thomas B. Jeffery Company
Jeffery
Kenosha, Wis. U.S.A.

PEOPLE WHO FORMERLY PAID $2,000 TO $5,000 FOR AN AUTOMOBILE NOW FIND THE VERY QUALITIES THEY HAVE ALWAYS INSISTED UPON—IN THE JEFFERY FOUR, AT $1,000

ON the following pages you will find the illustrated story of the Jeffery Four—told in a simple, clear way which will enable you to judge the car in its relations to your individual needs and desires. In reading this story, bear in mind that the Jeffery Four has won its place in the automobile world, not by any freakish feature, nor by sheer weight of sales and advertising expenditure, but solely because of its *actual record* in the hands of thousands of owners.

There is nothing untried about the car—nothing uncertain. It is the direct descendant of the original Jeffery Four which has given thousands of people a new conception of motor-car quality, comfort, dependability, economy, and convenience. Two years

Standard seven-passenger capacity —$1,035. The first motor car of its quality to offer a seven-passenger body at a thousand-dollar price. Ample room for seven adult passengers

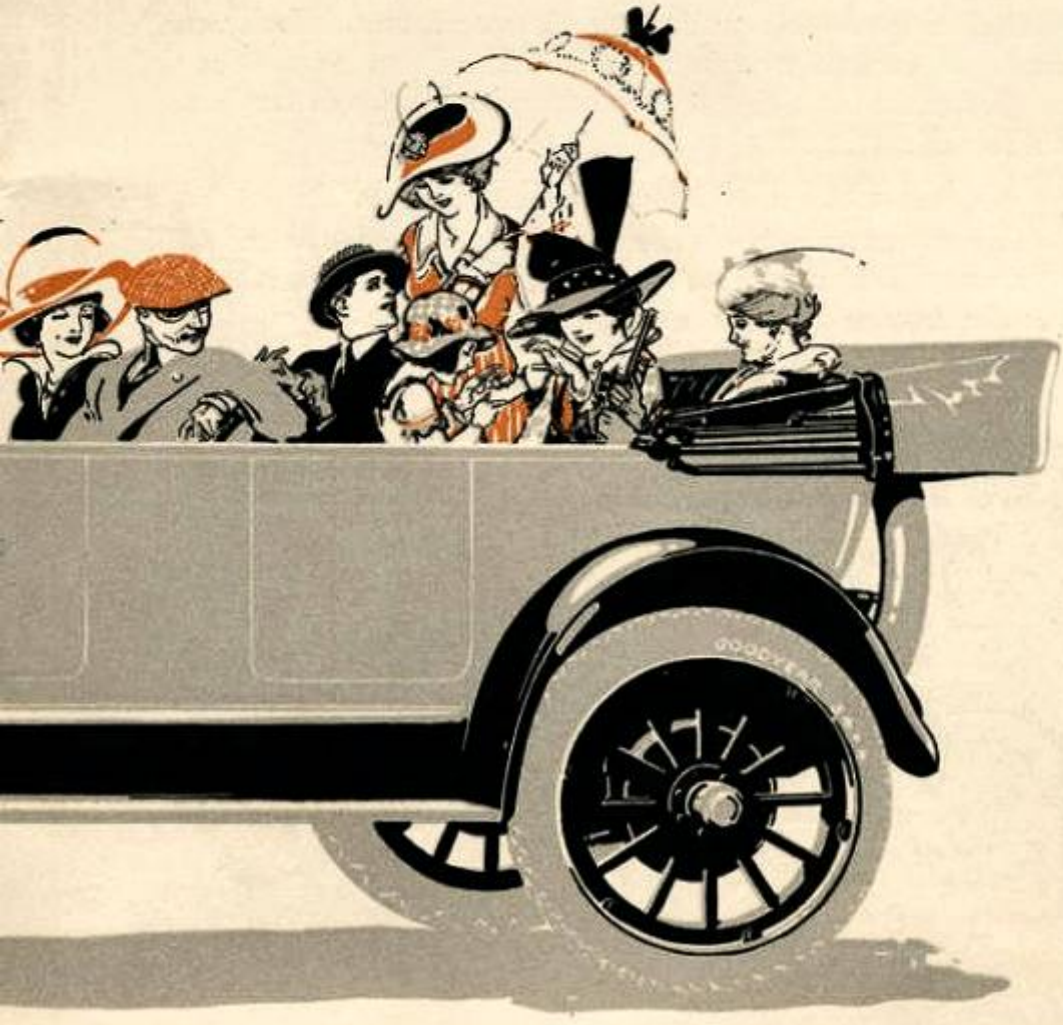


ago the original Jeffery Four was an unusual value at $1,550. Owners who know the car's performance say it was the first automobile of its quality, size, and efficiency to sell below $2,000. Yet today the Jeffery Company offers a *new* Jeffery Four—an even *finer* car—with a new seven-passenger Chesterfield body—divided front seats—extra-length springs—a car 200 pounds lighter in weight—refined and brought to an even higher pitch of mechanical excellence throughout—at $1,035—or $1,000 without the auxiliary seats.

AËROPLANES AND MOTOR CARS

The story of the Jeffery Four starts, strange as it may appear, in the experimental laboratory of an American aëroplane builder—at least that part of the story which concerns the motor.

In the early days of aëroplaning, the great difficulty was to build a motor which would not be so heavy as to prevent rising



from the ground and yet would have sufficient power to drive the machine through the air. In fact, the excessive weight of the early gasoline motors kept men out of the clouds for several years after the other problems of flying had been solved.

It was easy to get power—simply by increasing cylinder displacement; but this meant size, bulk, weight. The solution was found in greater *piston speed*. They kept the size of the cylinders down but ran the motor faster—making up in speed what they had abandoned in size and weight. This was all "according to Hoyle" for it followed the well-known mechanical principle "Velocity multiplied by weight equals force."

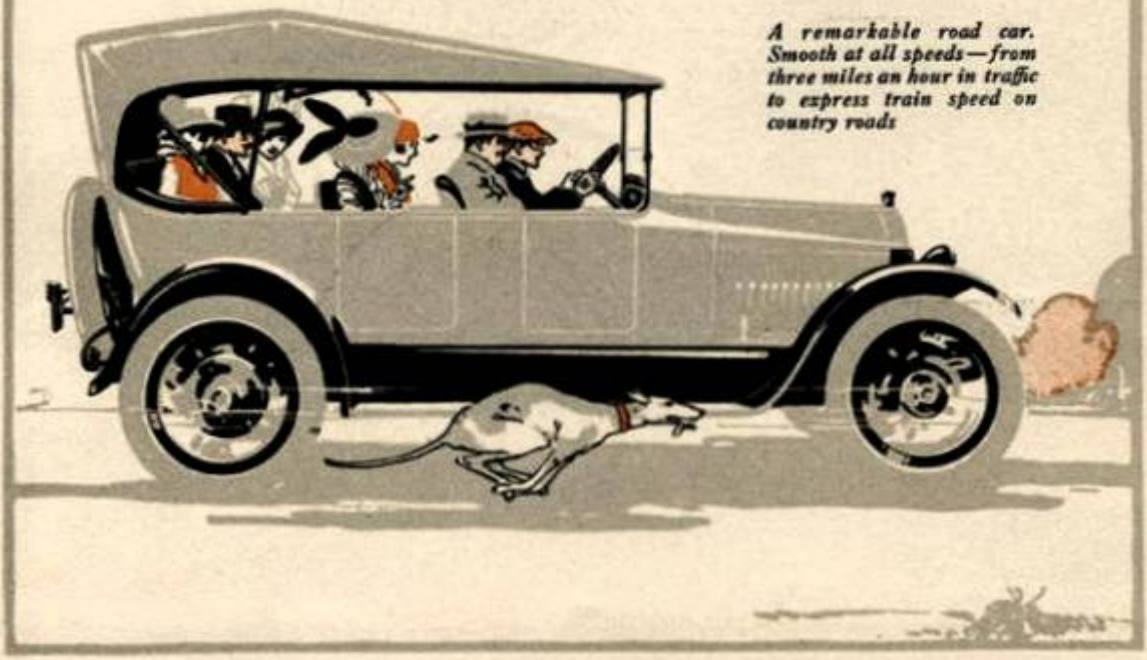
Automobile engineers—particularly those in France—had been watching the work of the aviators. What interested them most was the remarkable smoothness, quietness, and flexibility of the new type of motor—and the fact that it consumed less gasoline and oil than the larger, slower motors.

Gasoline comes high in France. Any saving would be appreciated. A series of experiments followed; and it was but a short time before a new high-speed motor appeared beneath the hood of a French motor car.

JEFFERY ENGINEERS IN FRANCE

The new motor exceeded its maker's fondest expectations.

It was smoother, quieter, more flexible, more economical than even the extreme optimists had hoped.



A remarkable road car. Smooth at all speeds—from three miles an hour in traffic to express train speed on country roads

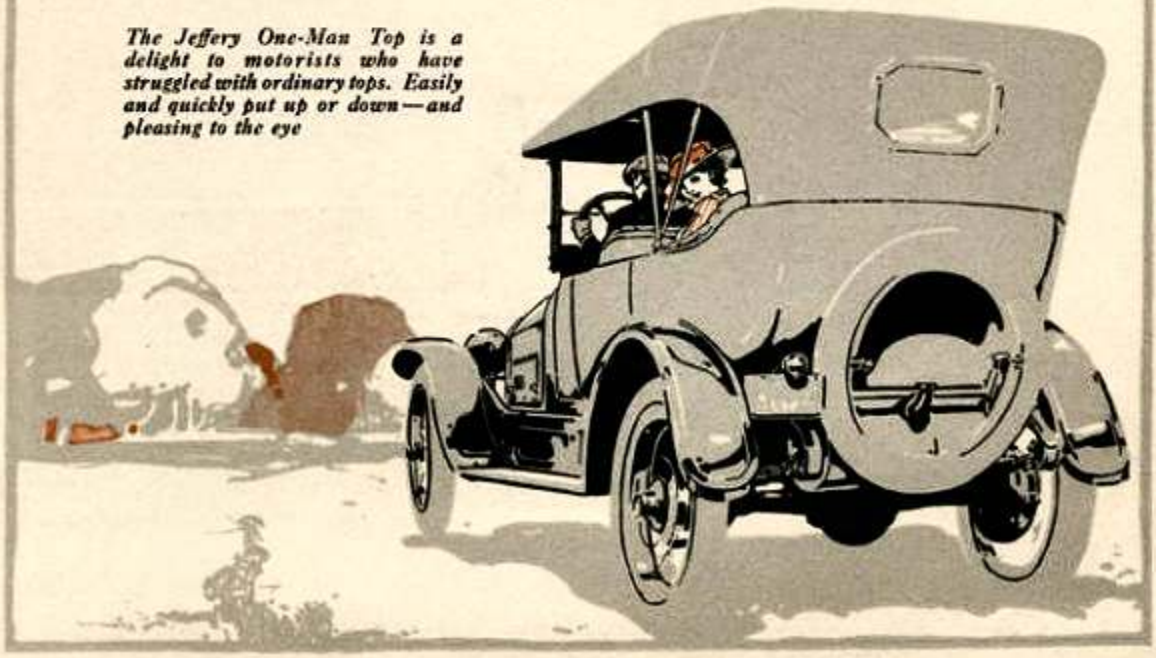
At about this time, two Jeffery engineers who had made it their particular business to watch developments in Europe, decided that the high-speed idea required investigation. They checked the performance of the new motor and concluded it would only be a matter of time until there would be nothing but high-speed motors, either in Europe or America.

So they set to work. The result was America's first small-bore, long-stroke, light-weight, high-speed motor—the same motor that has done so much to make the Jeffery Four a respected car wherever it performs.

AMERICA'S FIRST HIGH-SPEED MOTOR

This first high-speed motor designed by Jeffery engineers, was placed in an experimental chassis and put through its paces — on good roads and bad roads—over level country and in mountainous sections—on boulevards and through heavy, rain-soaked clay roads. It was given a series of tests which would have wrecked an ordinary motor and it stood up to its work like a hardened veteran standing up under rifle fire. It ran smooth as oil. It was quiet as an electric motor. It was fast as an express train. It pulled like a farm tractor—and it *saved gasoline*—it *saved oil.*

In the spring of 1913 this excellent motor had completed its trials and proved its worth, and in the following fall, the Jeffery Company announced the Jeffery Four with its European type of high-speed, high-efficiency motor.



The Jeffery One-Man Top is a delight to motorists who have struggled with ordinary tops. Easily and quickly put up or down—and pleasing to the eye

Thus through devious paths—from the laboratory of the American builder of aëroplanes,—across the water, over to France—and back again, to the Jeffery plant—have we followed the path of the high-speed motor.

OTHER MAKERS FOLLOW SUIT

Today, everybody admits the superiority of the high-speed principle.

Every leading motor-car maker in this country has changed his plans to follow the Jeffery lead. Every racing car on the speedway gets its power from a high-speed motor. Every test conducted has only served to strengthen the preponderance of evidence in favor of this type of motor—until there is no longer any question.

The high-speed motor is *smoother* in its action than its predecessor. The explosions come with greater rapidity, they are closer together, and the force of each individual impulse is lighter. This gives an evener, more fluid flow of power—less vibration—less noise—greater flexibility. The Jeffery Four throttles down in city traffic to three miles an hour—or leaps out smoothly and without apparent effort to the highest speeds on an open road.

The high-speed motor consumes *less gasoline and oil*. The cylinders are smaller. The *efficiency* is higher. It costs less to operate.

The high-speed motor is *lighter in weight*. This is in accord with the general trend of motor-car design; for we now know that weight—beyond a certain point—is a detriment. Weight means

Without the auxiliary seats—$1,000. The extra roomy touring car is the five-passenger type is particularly convenient on long tours, as it affords ample space for luggage

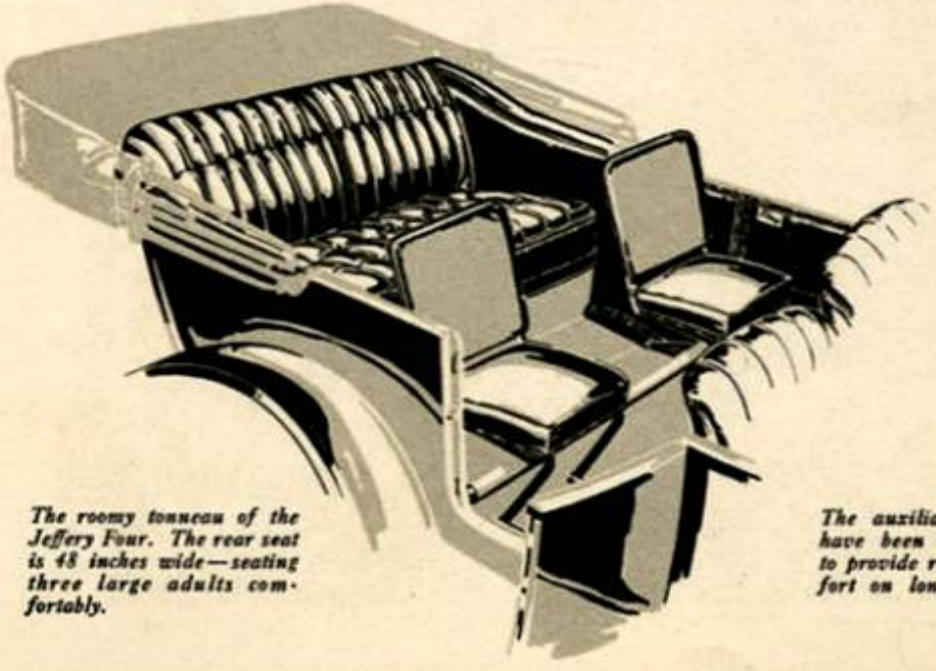
Note the long, graceful, sweeping lines of the body. This is the famous Chesterfield type—introduced and developed exclusively by the Jeffery Company. Compare the lines of this car with those of other cars ranging in price from $1,500 to $2,000

greater consumption of gasoline and oil; more rapid wear on tires; increased car-wracking over rough roads. The Jeffery Four motor is light in weight—and the car is light in weight. Not too light—its weight and perfect balance make it a wonderful car on rough roads at high-speeds and give it amazing strength to stand long and wracking service—yet it is sufficiently light to gain economy.

Summing up what this means to the buyer of motor-cars: The high-speed type of motor has established itself as the most efficient yet produced, giving greatest power with greatest economy of oil, gasoline, and wear. The Jeffery Company pioneered its development in this country, and has therefore had a longer practical experience with high-speed motors than any other maker. The Jeffery Four motor as it stands today is the result of evolution. During the past three years it has been constantly refined and improved until it has reached a stage of mechanical *perfection*—a quieter, more flexible motor even than when first announced—and *more powerful.*

You can depend upon it that there is no finer motor to be had at any price. We believe, and thousands of our owners believe, that it is the most remarkable motor to be found in any car at its price or up to double its price.

It is a *great* motor—the kind of motor you would want in a car if you were called upon to go a long distance, at a time of dire need, to get a physician.



The roomy tonneau of the Jeffery Four. The rear seat is 48 inches wide—seating three large adults comfortably.

The auxiliary seats have been designed to provide real comfort on long tours

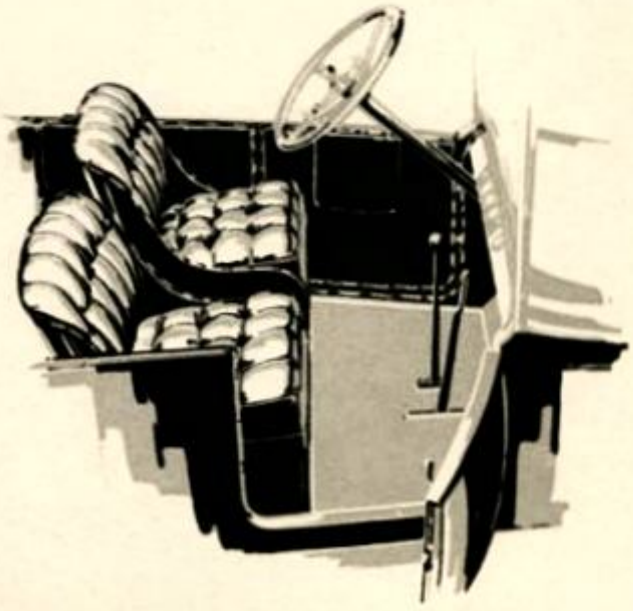
ELIMINATING THE BUGABOO OF HIGH MAINTENANCE COST AND DEPRECIATION

The average cost for service parts paid by Jeffery Four owners during the past three years has been only $5.09.

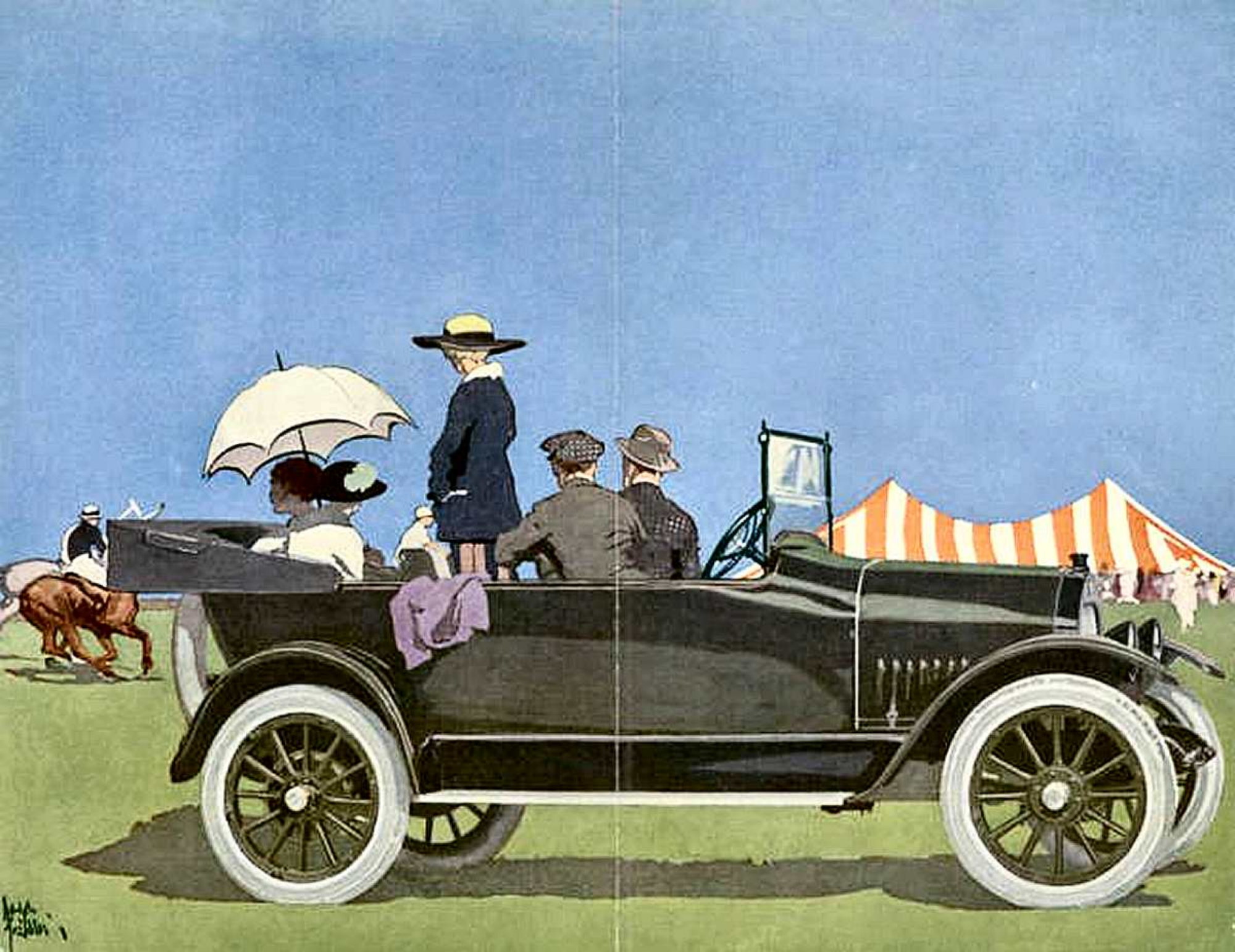
It is difficult to overestimate the significance of this condition to the motor-car buyer. It is the strongest possible direct evidence of the ultimate result of Jeffery design and Jeffery quality, and can only indicate that the Jeffery car—in design, materials, and workmanship—closely approaches perfection.

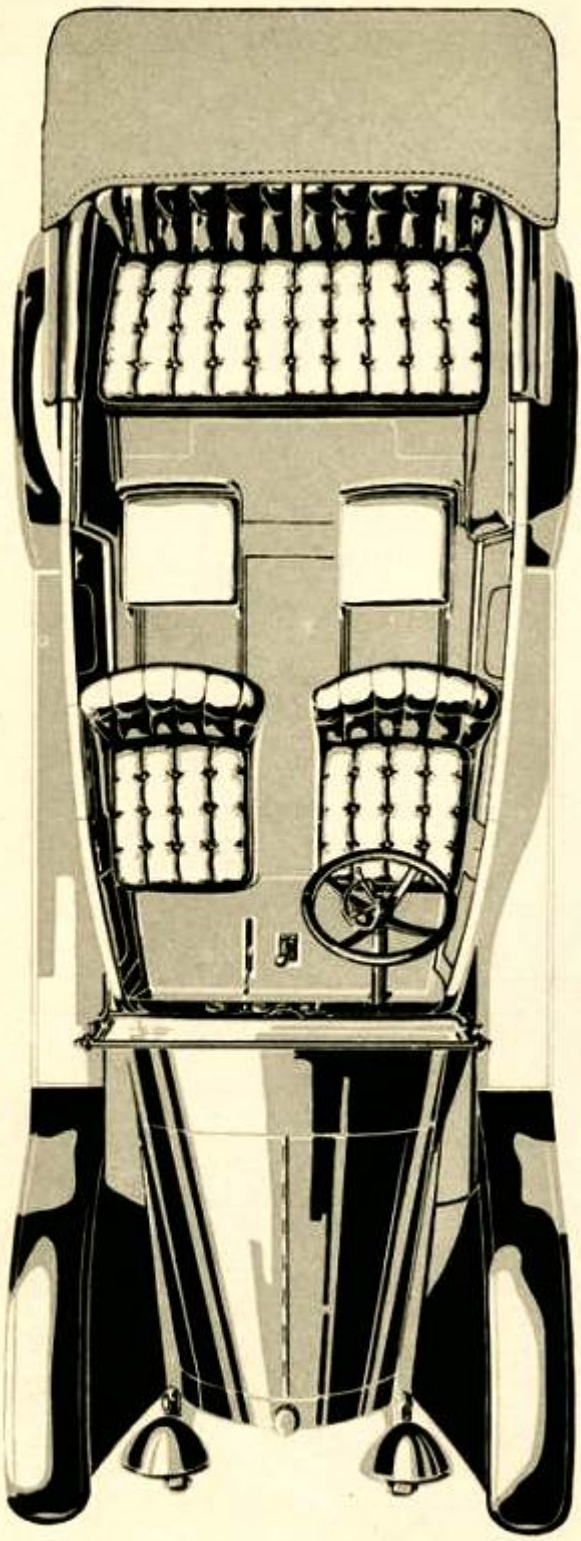
First of all, to reduce repair expense to this low figure the car had to be skillfully designed. The weight of the car had to be carefully distributed—to give perfect *balance*. The co-ordinating parts of the chassis had to be considered separately and collectively—to make certain that each was adapted perfectly to its particular work, and that each was fitted to operate in harmony with every other part. Then, most important of all, the relation of the motor—its weight, power, and speed—to the rest of the chassis had to be studied to eliminate vibration and to assure the proper relation between weight and power.

These are problems requiring engineering skill of the highest order—and the Jeffery Company has always been in a position to secure and retain the very finest talent available. No money has been spared—no time begrudged—that would make the



The lounge type divided front seats afford easy access from the tonneau, and vice versa. This latest design also gives the driver perfect freedom in his control of the car





This Body gives you Style, Convenience, and Comfort

Jeffery Four a *perfect piece of machinery*. Moreover, Jeffery engineers have had the advantage of designing a car which is built practically in its entirety *in the Jeffery plant*. They have never been restricted by limitations set by parts manufacturers. They have designed the Jeffery Four as a complete car—designed it as a *unit*.

Then the great buying power of the Jeffery Company has come into play—giving the buyer the full benefit of Jeffery engineering skill. The Jeffery Company buys its raw materials in immense quantities. It pays cash and gets every discount offered. It gets the *lowest price*. This means we can afford to use the best obtainable materials.

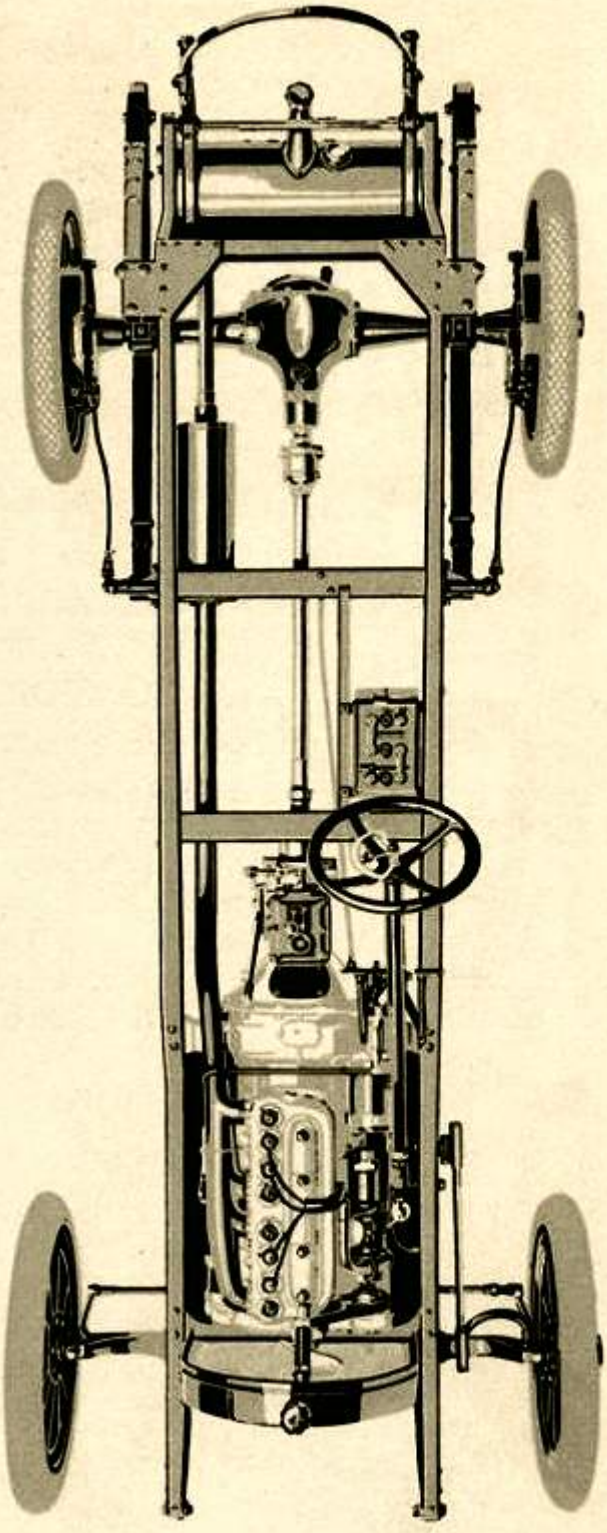
The next step is workmanship—and Jeffery cars have long been famous for the high quality of their workmanship.

The result is a great lowering of maintenance and operating cost for

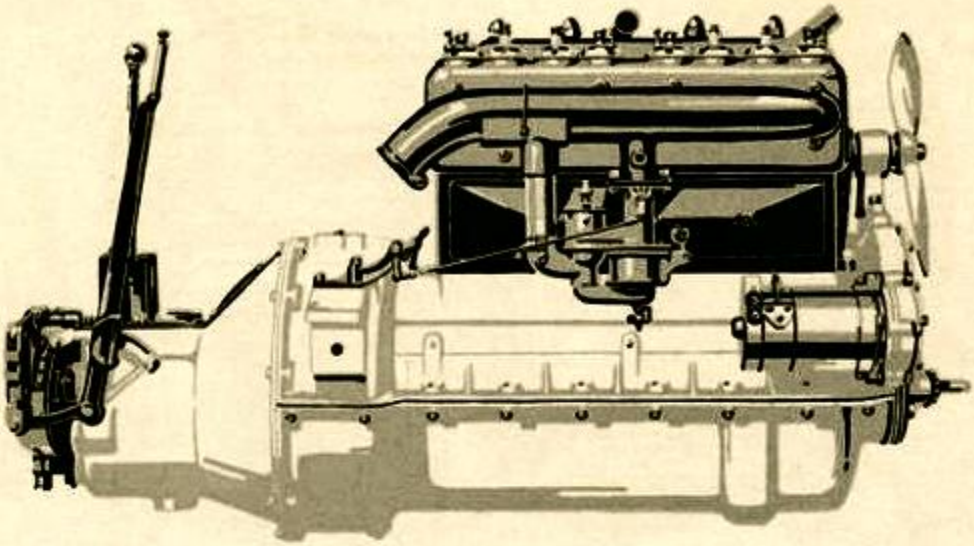
the owner. Good machinery runs more smoothly, requires less attention, and lasts longer than poor machinery. It depreciates less in value.

So the Jeffery Four motor insures gasoline and oil economy. The light weight and perfect balance of the car itself give big tire mileage. Bear in mind also the extremely low cost per car of service parts — only $5.09—a record for low depreciation which we believe has never been equalled. Then consider that this low cost is a direct index of the low repair bills — which are such a gratifying feature of Jeffery ownership.

From this it is evident that the investment of your money in a cheap car is short-sighted economy. The all-too-rapid deterioration and shifting of prices is bound to be costly in the long run. It is better by far to invest just a little more at the start; your pocketbook will be heavier in the end.



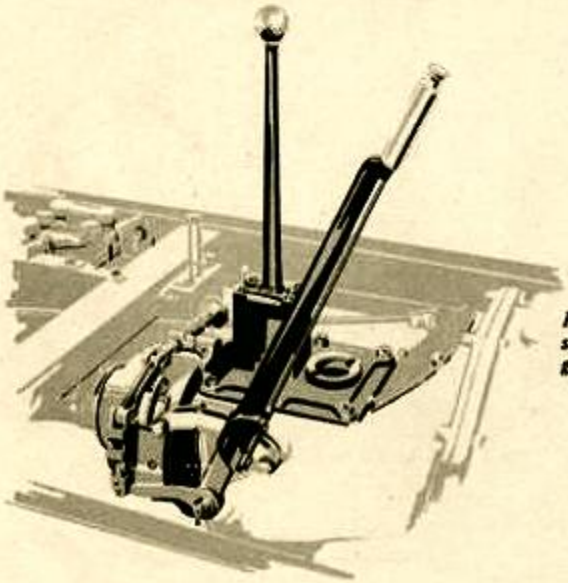
This Chassis gives you Power, Smoothness, and Reliability



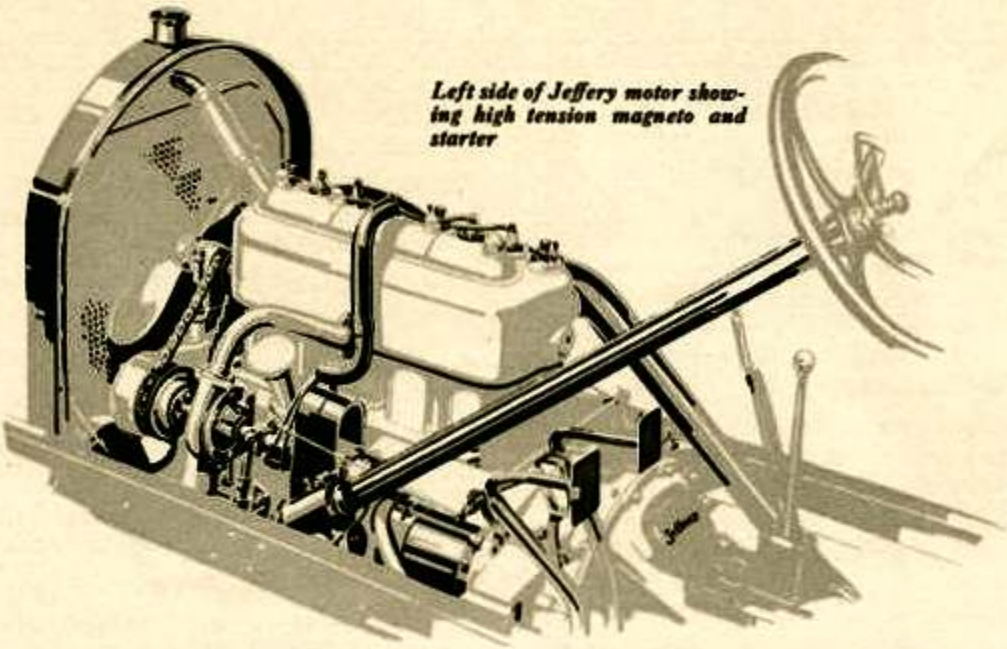
The famous high-speed, high-efficiency Jeffery unit power plant — motor, clutch, and transmission all in a single unit. This view shows the generator, carburetor and aviation-type fan

A NEW KIND OF COMFORT IN A $1,000 CAR

Here, again, we have chiefly a matter of engineering design — of correct relation between "sprung" and "unsprung" weight — of extra-length springs — and proper spring suspension. Jeffery engineers have made a *science* of these important matters. They have designed and experimented, rejected and selected, until they have brought into existence a *new kind of motor-car comfort* — a basic comfort which rests for its foundation, where it ought to rest, on the underlying chassis of the car.



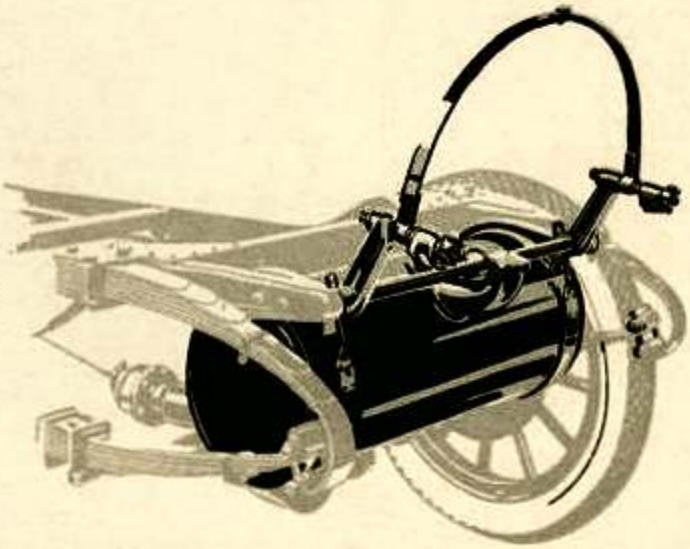
Rear end of unit power plant — silent Jeffery gear shift and emergency brake on propeller shaft



Left side of Jeffery motor showing high tension magneto and starter

Then, into the body has been built a luxury of ease which in previous years was found only in the highest-priced cars—soft, deep, leather upholstery such as characterizes the finest types of overstuffed couches, into which one sinks with comfort and contentment—divided front seats providing easy access to the tonneau without stepping from the car, and giving the driver perfect freedom in his control of the car. Even the auxiliary seats have been given the most careful attention. They have been designed by experts whose business it is to create maximum comfort.

Never before has such comfort been offered at a similar price. It is the kind of comfort which enables women to ride or drive all day without fatigue.



Rear view of chassis—extra tire carrier, cylindrical gasoline tank and extra-length rear springs

DETAILED SPECIFICATIONS OF THE JEFFERY FOUR

MOTOR—Four-cylinder en bloc, high-speed, high-efficiency, L-head type; 3¾-inch bore; 5¼-inch stroke; unit power plant; forty horsepower.

PISTONS—Special analysis grey iron extremely light; piston pins are of special nickeled steel, case hardened and ground to an accurate fit, and fitted with high-grade bronze bushings; bushings are pressed into the pistons.

PISTON RINGS—Special analysis grey iron, 4 to a piston; these are carefully ground and fitted.

CRANKCASE—Cast iron; very rigid construction; bell housing at rear to attach transmission.

VALVES—Poppet type, located on right side; Rich tungsten steel; do not require grinding.

CONNECTING RODS—Selected drop-forged steel; double heat treated; caps fastened by two chrome nickeled steel bolts.

CONNECTING ROD BEARINGS—Die cast babbitt; diameter, 2 inches; length, 2½ inches.

CAM SHAFT—One-piece drop forging; cams mushroom type, giving motor great lugging power and higher speed; three babbitt bearings.

CRANKSHAFT—Selected forging steel, .35 to .45% carbon; double heat treated; extra strong, 2-inch diameter.

MAIN BEARINGS—Die cast babbitt; three in number; diameter 2 inches; length, front 3¼ inches, rear 4½ inches, center 3¼ inches; hand fitted.

TIMING GEARS—Four helical or spiral gears; lubrication direct on point of gear mesh.

CARBURETOR—Float-feed type; hot air drawn in from around exhaust manifold, insuring best carburetion; automatic gasoline feed.

IGNITION—High tension magneto.

STARTING AND LIGHTING—Two-unit, six-volt electric system.

LUBRICATION—Combined force-feed and splash system; oil is forced to front gears, main and crankshaft bearings; oil is pumped into troughs in lower half from which it is splashed to connecting rod bearings, piston and piston pins.

OIL PUMP—Plunger type, operated by eccentric off cam shaft.

OIL CAPACITY—Two gallons.

COOLING SYSTEM—Water.

RADIATOR—Honeycomb type; 10,000 square inches of cooling surface; 470 inches exposed surface.

FAN—Two-blade aviation type of aluminum, with annular ball bearings.

WATER PUMP—Centrifugal.

WATER CAPACITY—Four gallons.

CLUTCH—Three dry disc plates; one steel and two asbestos friction discs in flywheel.

TRANSMISSION—In unit with motor; selective type; three speeds forward and one reverse; gear ratios, low, 3.25 to 1; second, 1.82 to 1; high, 1 to 1; reverse, 4.33 to 1.

WEIGHT OF MOTOR—Complete with control parts, fan, carburetor, magneto, starter, and generator, 623 pounds.

BRAKES—Service brakes, external contracting on rear wheels; surface extra large; diameter 14 inches, width 2 inches; very easy of access; readily adjustable; emergency brake external contracting, drum mounted on propellor shaft at rear of transmission—con-

Jeffery quality insures your permanent satisfaction

sidered the most advanced engineering practice; accessible in an instant by lifting forward floor board; perfectly equalized.

CONTROL—Steering, left side, levers in center. Jeffery silent "cane" type gear shift. Horn button on top of steering post.

STEERING GEAR—Irreversible, worm and wheel type; steering knuckles drop forged, of chrome nickel steel.

FRONT AXLE—Drop forged special analysis I-beam with steering knuckles of chrome nickel steel, heat treated; clearance 10⅜ inches; taper roller bearings of case-hardened nickel steel.

REAR AXLE—Floating type, identical with that of one of America's highest-priced cars; taper roller bearings; axle shaft and wheels easily removed; differential removed by removing rear cover; tube, seamless steel, swedged and flanged out of one piece; clearance, 10 inches. Gear Ratio $4\frac{5}{14}$: 1.

DRIVE—By hollow propeller shaft, through two universal joints and spiral bevel gears; Hotchkiss type—drive and torque through rear springs.

SPRINGS—Front, semi-elliptic, 36⅜ x 2 inches, 7 leaves; rear, three-quarter elliptic, 53 x 2 inches—extra long and easy riding; 7 leaves upper, 8 leaves lower; chrome silico manganese steel in main leaves; lubricated by compression grease cups.

FRAME—Channel steel, very rigid, provided with four cross bars; the side rails are extended at the rear to provide a support for the gasoline tank and the spare tire; width of frame over front axle, 30 inches; width over rear axle, 31¾ inches.

GASOLINE TANK—Round steel tank in rear; capacity 13 gallons; automatic gasoline feed.

WHEELS, RIMS, AND TIRES—Front and rear wheels artillery type, twelve 1¾-inch spokes; demountable rims; Goodyear fortified tires, 34 x 4 inches; front plain; rear, All-weather tread.

TREAD—56 inches.

WHEEL BASE—116 inches.

SHIPPING WEIGHT—2800 pounds.

BODY—Chesterfield type; divided front seats; auxiliary seats fold neatly against front seats and can be instantly removed from body when so desired. Rear seat 48 inches wide.

UPHOLSTERY—Black leather; deep double deck springs.

FINISH—Light Brewster-Green with fine gold stripe; fenders and running gear black; wheels green with gold line.

EQUIPMENT—Rain vision windshield, foot rest in tonneau, extra rim and carrier, tool roll, electric horn; electric lighted instrument board on which are mounted speedometer, battery indicator, oil sight feed, ignition and lighting switch, and carburetor air adjustment; headlights equipped with small bulbs for dimming lights; specially designed one-man top, anchored to windshield.

ENTIRE CAR—93% Jeffery-built.

TYPES AND PRICES

Standard Seven Passenger . . .	$1,035
Without Auxiliary Seats	$1,000
Three-Passenger Roadster . . .	$1,000

SEDAN (Top Removable)

Five-Passenger	$1,165
Seven-Passenger	$1,200

Prices F. O. B. Kenosha, Wisconsin

Information on the Jeffery Six sent on request.

America's Standard Automobile at a $1,000 price

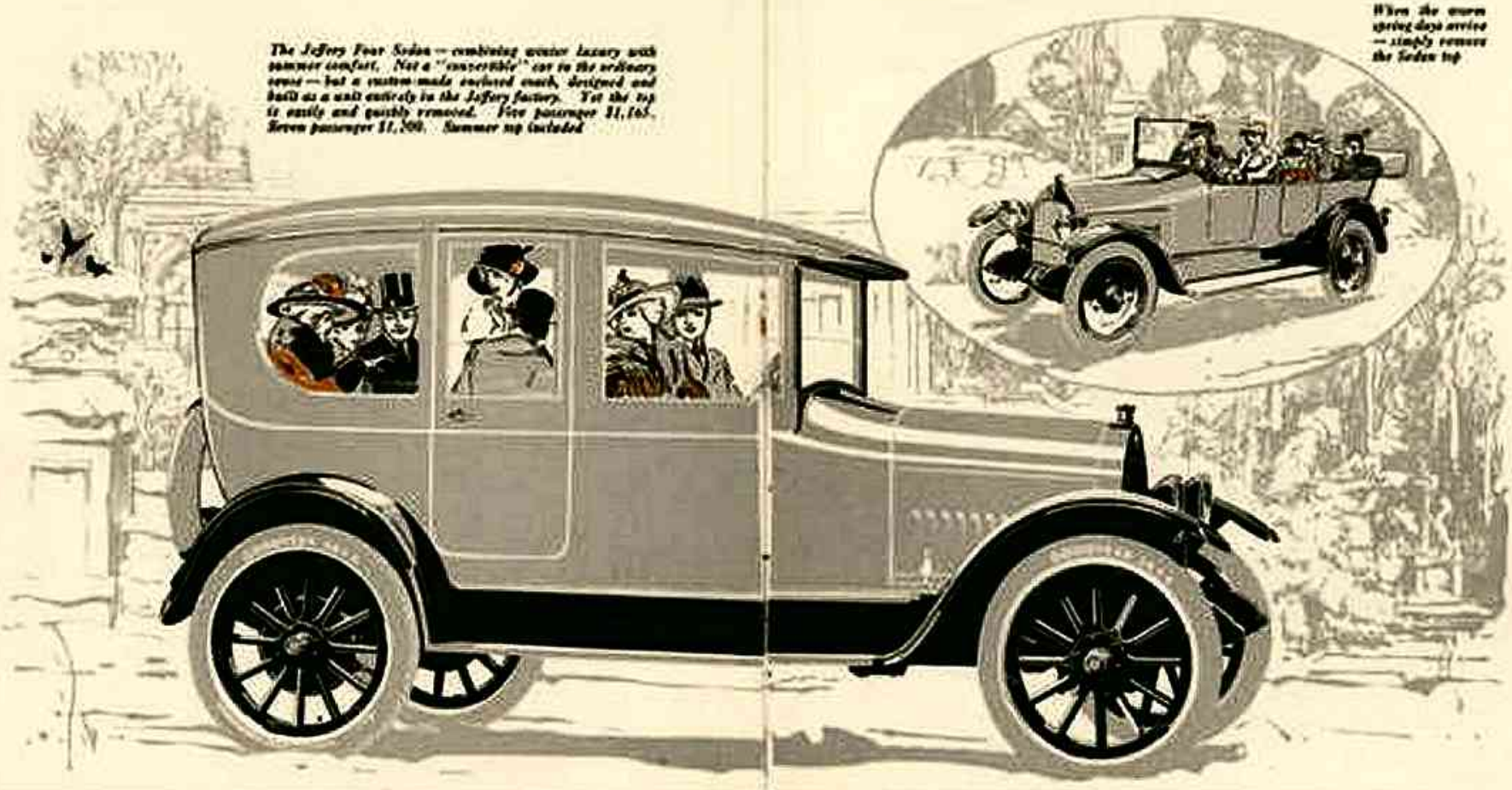
THE JEFFERY FOUR SEDAN

Four years ago the Jeffery Company produced the first enclosed car with divided front seats and entrance through the rear doors only. The name selected for this car was the Jeffery Sedan.

Its immediate popularity caused other makers to build cars of this type until today the term Sedan is generally used in describing enclosed cars of this design. This year the Jeffery Company, maintaining its lead, announces a new Jeffery Sedan which, by virtue of its high quality and moderate cost, extends the range of enclosed car service and gives wider popularity to the enclosed car idea.

This car is the Jeffery Four Sedan—a custom-made enclosed coach of the finest workmanship, selling at the amazing price of $1,165. Picture a handsome, high-grade, beautifully-finished, luxuriously easy-riding, enclosed coach, and you will not overestimate the quality and appearance of the Jeffery Four Sedan. And the Sedan body is easily removed, giving you an open touring car with summer top for pleasant-weather touring.

The windows are of three-sixteenths-inch crystal plate, adjustable for ventilation. The curtains are the silk portiere type. The upholstery is grey whipcord—leather optional for seats. Interior illumination is by an electric dome.



The Jeffery Four Sedan—combining winter luxury with summer comfort. Not a "convertible" car in the ordinary sense—but a custom-made enclosed coach, designed and built as a unit entirely in the Jeffery factory. Yet the top is easily and quickly removed. Five passenger $1,165. Seven passenger $1,200. Summer top included

When the warm spring days arrive—simply remove the Sedan top

COMMANDING ATTENTION BY SHEER GRACE OF LINE

When the Jeffery Chesterfield body was announced, it created a sensation in automobile circles. Nothing like it had ever before been seen on this side of the Atlantic. Its lines were distinctly European, yet they have been harmonized with the latest American conceptions of what should constitute the design of a true "style carriage."

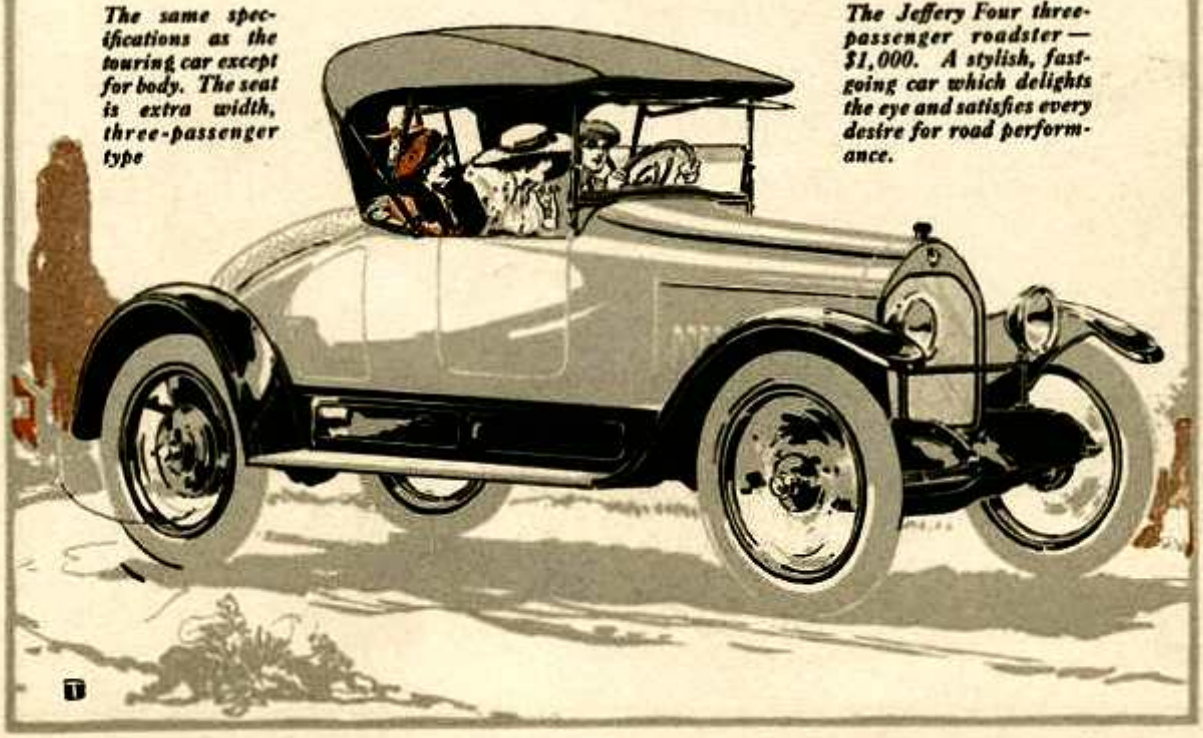
Today, in the Jeffery Four, with the most advanced type of Chesterfield body, you are offered a car which has every mark of the thoroughbred — not only in inward mechanical excellence but also in its outward appearance. The lines flow in graceful curves and long sweeps. There is not an angle anywhere. The perfection of balance and symmetry commands immediate attention and admiration. Everywhere you will find the car driven by men and women who have a keen sense of what constitutes true style. It is *satisfying* in its appearance. Its possession marks the possessor as a man or woman of discriminating taste.

A NOTABLE ACHIEVEMENT IN THE ART OF BUILDING MOTOR CARS

So it is that the Jeffery Four satisfies alike the engineer and the artist. It combines those virtues which heretofore have been

The same specifications as the touring car except for body. The seat is extra width, three-passenger type

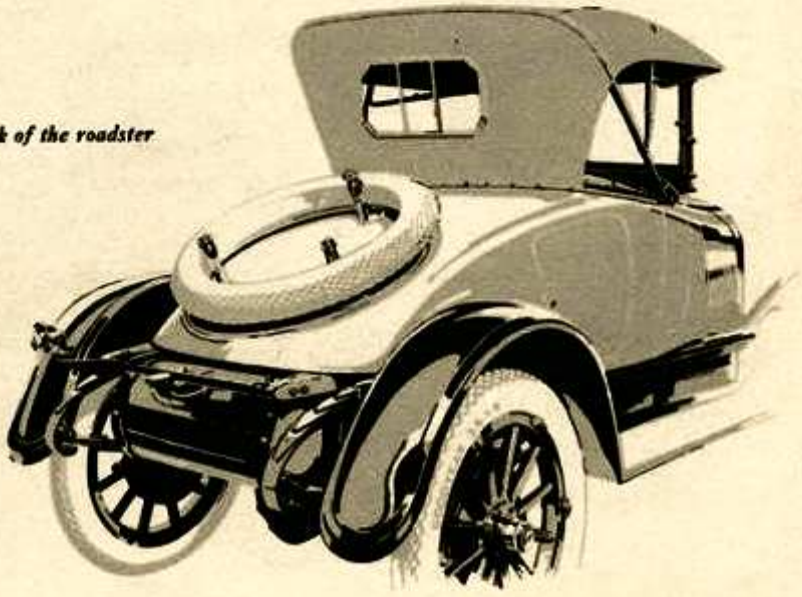
The Jeffery Four three-passenger roadster — $1,000. A stylish, fast-going car which delights the eye and satisfies every desire for road performance.



the peculiar and exclusive property of high-priced motor cars. Its development has covered a period of years. It is an evolution—a final achievement. Nothing has been left to guesswork, nothing has been hastened, nothing experimental has been indulged in, nothing has been stinted. The car is complete, tested, tried, and approved by a critical public.

Its equipment is indicative of its character. The starting and lighting system used is famous for its record in the highest-priced cars. The ignition system is identical with that used by cars costing two and three times the price. The carburetor is noted the world over for its power, economy, and speed achievements. These features are mentioned as an indication of the Jeffery policy, which is not content merely with giving full value, but insists upon *maximum value and maximum quality in every detail.*

The aim has been to build a motor car which would satisfy the tastes of those accustomed to paying $2,000 and more for an automobile. This aim has been achieved and its achievement is of tremendous significance to buyers of motor cars. Hitherto many of them have been compelled to hold themselves down to a certain price limit—a limit that left them so little choice that they were practically compelled to buy cars whose purchase price was low. But this low purchase price of cars thus bought has always proved a poor economy because of subsequent high maintenance cost and a lack of comfort, style, and satisfaction. Now, because of the achievement represented by the



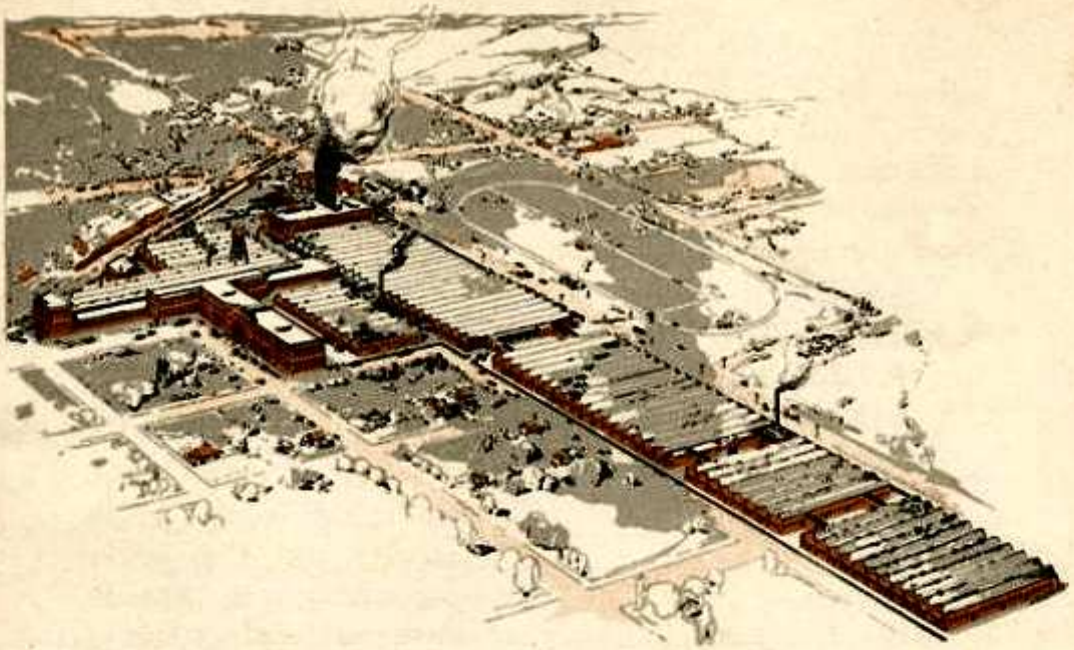
Graceful turtle back of the roadster

Jeffery Four, all motor-car buyers have within their reach a car of standard quality — the Jeffery Four — at $1,000 — a car which combines moderate first cost and exceedingly low maintenance cost with all the style, comfort, and dependability of the highest-priced motor cars of either Europe or America.

A GIANT PLANT, AND NOT A DEBT IN THE WORLD—YOUR ASSURANCE OF FULL VALUE AND CONTINUED SATISFACTION

Back of every Jeffery motor car is the Jeffery factory and the Jeffery organization—an organization recognized as one of the five most substantial in the entire motor-car industry. The Jeffery

The entrance to the Jeffery main office and plant. All those interested in motor cars and motor-car manufacture are invited to visit and make a tour of inspection of the Jeffery plant



The Jeffery Works at Kenosha, Wisconsin — occupying more than twenty-six acres of floor space under roof and a total of one hundred and one acres of land, including the testing track

Company has been manufacturing a high-grade product for more than forty years. The first motor cars built by the company were put into service in 1902. Always the Jeffery Company has stood for the finest, most advanced ideals of the industry—until today, as a direct result of these ideals, the Jeffery Plant covers more than twenty-six acres under roof with a total land area of one hundred and one acres.

The Jeffery dealer organization is one of the most loyal in the business. Aside from additions there have been but few changes. This means that Jeffery dealers are substantial, successful business men who are in business to stay. They are the kind of men whose word you can accept and from whom you can buy with utmost security.

The Jeffery Company, furthermore, has not a debt in the world. No interest is being paid on bonds—to be added later into the price of the car. Jeffery cars represent maximum value—the kind of value that only a perfectly organized business working on a big scale can produce.

These are your assurances. They are of vital importance to you, particularly *after* you have invested your money in your car. Consider them carefully.

Warranty

This is the standard warranty for motor cars approved by the National Automobile Chamber of Commerce, Inc. Its significance to you as a buyer is not so much its wording as the fact that The Thomas B. Jeffery Company stands behind it.

This is to certify that we, THE THOMAS B. JEFFERY COMPANY of Kenosha, Wisconsin, warrant each new motor vehicle manufactured by us, whether passenger car or commercial vehicle, to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof which shall within ninety (90) days after delivery of such vehicle to the original purchaser be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective; this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our vehicles.

This warranty shall not apply to any vehicle which shall have been repaired or altered outside of our factory in any way so as, in our judgment, to affect its stability or reliability, nor which has been subject to misuse, negligence, or accident, nor to any commercial vehicle made by us which shall have been operated at a speed exceeding the factory rated speed or loaded beyond the factory rated load capacity.

We make no warranty whatever in respect to tires, rims, ignition apparatus, horns, or other signaling devices, starting devices, generators, batteries, speedometers, or other trade accessories, inasmuch as they are usually warranted separately by their respective manufacturers.

The Thomas B. Jeffery Company

MAIN OFFICE AND WORKS, KENOSHA, WISCONSIN

Builders of Four and Six-Cylinder Motor cars, and the Jeffery Quad—the Truck that drives, brakes and steers on All Four Wheels

Rogers & Company, Chicago and New York