

Jeffery



Jeffery Six

\$1465

The Nash Motors Company

Manufacturers of Jeffery Motor Cars and Trucks

Kenosha, Wisconsin

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A Triumph in the Building of Six Cylinder Motor Cars

THE latest creation of the Jeffery builders is now rushing full-tilt on its career of ironing out the country roads and lording it over the boulevards. It is a triumph of precision—of exquisite performance.

It is not merely a machine with a wonderful motor—vibrationless, powerful, *velvety*. It is not just a car with a beautiful body—long, low, hammock-slung. It is a complete automobile—powerful, beautiful, comfortable, simple.

Every detail of construction and finish has had lavished upon it the same careful attention given to body and motor. The low running-board offers an invitingly easy step into the tonneau. The service brakes lock the wheels at *any* speed. The emergency is placed on the rear of the transmission. In even so minor a detail as the starting system, the standard method has been improved to make the operation easier, simpler and surer for the owner. From head-lights to tail-light every point and every part set the new standard of quality and value which each new Jeffery brings to the automobile industry.

It is built 93 per cent in the Jeffery shops—according to the home manufacture policy which has given Jeffery Cars their high reputation for quality. In every way it is a realized ideal—a realization of the traditions of accuracy and precision upon which the organization was originally founded—a realization of all that the car owner desires of speed and power, of beauty and ease, of simplicity and enduring quality.



Free From Vibration

ONE of the finest results of the Nash home-construction policy is the fifty-three horsepower motor of the Jeffery car. Powerful, supple, *soft*—without vibration at *any* speed—it is a refined and perfected descendant of the famous model with which Jeffery engineers three years ago introduced the high-speed, high-power aeroplane type of motor to America.

It gives you power a-plenty at the speeds you use—speed which *always* has power behind it—from sixty miles an

hour down to a crawl on high—and *all without vibration*.

This liquid-like smoothness and flexibility—now the delight of Jeffery owners to an even higher degree than ever before—is largely the result of the oversized inherently balanced crankshaft, an exclusive development of Jeffery engineers. Running always in balance, this giant crankshaft eliminates vibration—and insures extra long life to the motor.

A Long, Low, Hammock-Slung Body

SO low are the lines of the car—so sweeping and rangy—that the 125-inch wheelbase and the long, rakish body produce a beautiful impression of mighty length. Yet the car turns within a 42-foot circle, making for ease of handling in city traffic and in bad places in the country.

The stream-line, roll-edge body is generously roomy and *hammock-slung*. In consequence, all who ride in the car are given the feeling of security which comes only from being in a car close to the road—a car which actually *clings* to the road at all speeds.

Yet the clearance is ample for every condition of driving—a most essential factor in any car not built *only* for the boulevard.

Divided front seats with an unusually wide aisle—auxiliaries disappearing into the backs of the front seats—the wide and deep rear seat—the ample tonneau room—the rich, lustrous finish, constitute a triumph of coach-building, even for Jeffery.

The chassis is simplicity itself. A whole set of shafts, rods and levers has been eliminated by the Jeffery emergency brake. The torque and radius rods have been done away with by having all driving strain absorbed through the extra heavy, extra long rear springs.

If you could once see the Jeffery chassis *as the road sees it*, you would understand why it is famous for “stand-up” quality. Simplicity is the mother of durability.

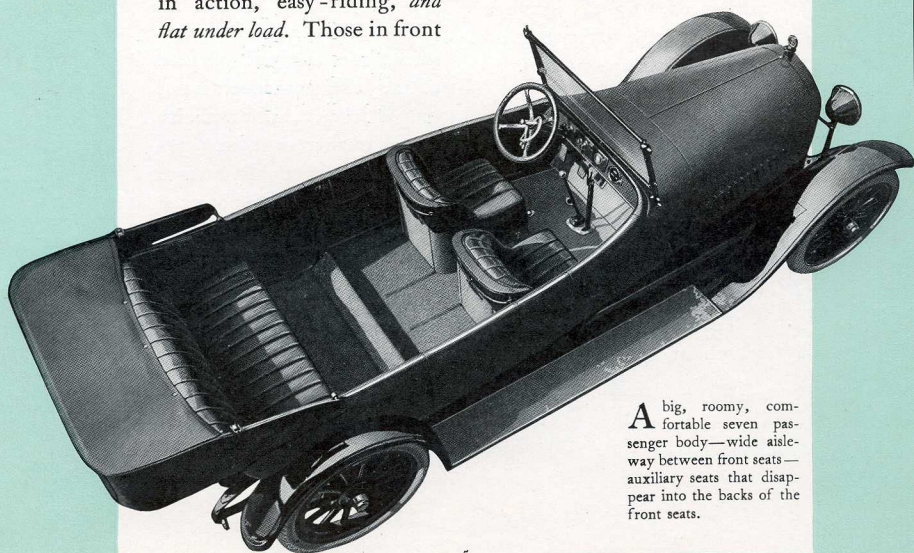
Parlor Car Comfort

JUST as much as the car owner demands Jeffery power and safety, he desires Jeffery comfort. The vibrationless motor and the inherently balanced crankshaft are material forces in giving him his desire.

Factors as important are the springs of the Jeffery—extra strong, extra long, soft in action, easy-riding, and flat under load. Those in front

are semi-elliptic, those in the rear $\frac{3}{4}$ elliptic and underslung.

They alone are sufficient to insure surpassing driving comfort and repose. And to them is added the divan type upholstery—real leather and real hair—*body-fitting, luxurious, deep.*



A big, roomy, comfortable seven passenger body—wide aisleway between front seats—auxiliary seats that disappear into the backs of the front seats.

Simpler, Surer Brakes

THE brakes of the Jeffery—in the eyes of the car-wise often as important as the motor—are dictating simple and efficient construction to the industry.

The service brakes—placed on the rear axle—with a braking surface of 164 square inches—lock the wheels at any speed. So efficient are they that most Jeffery owners never use the emergency.

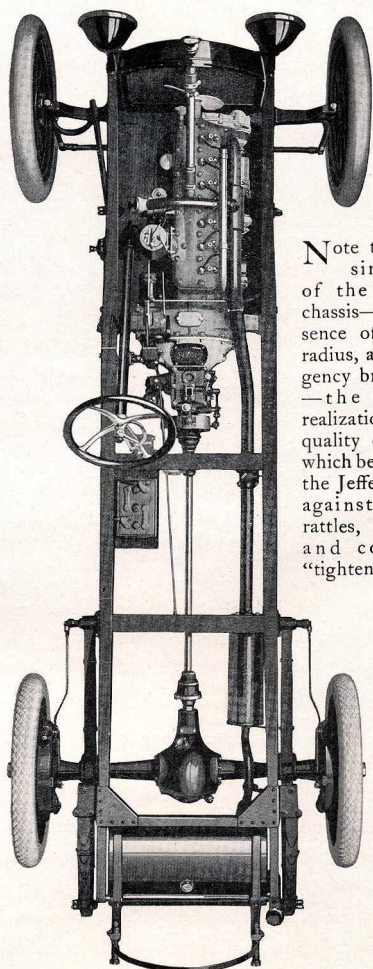
The latter is placed *on the propeller shaft*—just back of the transmission. This eliminates a set of brake rods—provides a simpler chassis—and gains the highest possible braking efficiency.

To the experienced class, to whom the Jeffery ability

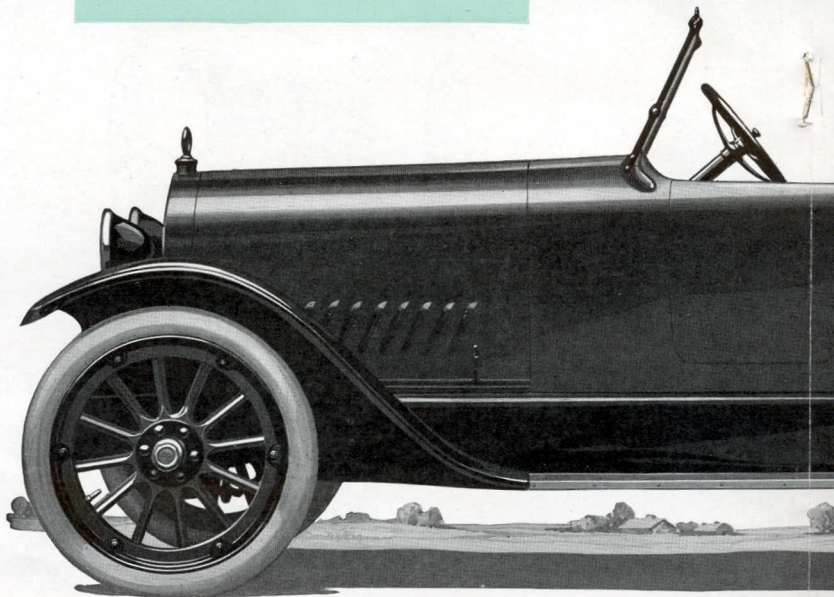
to *stop* is as important as the Jeffery ability to start, the Jeffery brakes mean successful driving—not only in heavy traffic but in the emergencies of touring. They mean confidence, security, perfect control—the right to use the Jeffery power and speed without fear and trembling, *joyously*.

In the brakes, as in everything, the attained purpose of the Jeffery engineers is not only efficiency, but simplicity—that quality so often overlooked in automobile design, yet of such great importance to the car-owner.

For simplicity means freedom from trouble—low maintenance cost—and absolute security.



Note the clean simplicity of the Jeffery chassis—the absence of torque, radius, and emergency brake rods—the perfect realization of that quality of design which best insures the Jeffery owner against trouble, rattles, squeaks, and constant “tightening up.”



THE Jeffery is built to anticipate and meet the demand of that class of car-owners which is hardest of all to please—yet most worth pleasing—*the class of those who have had motor experience.*

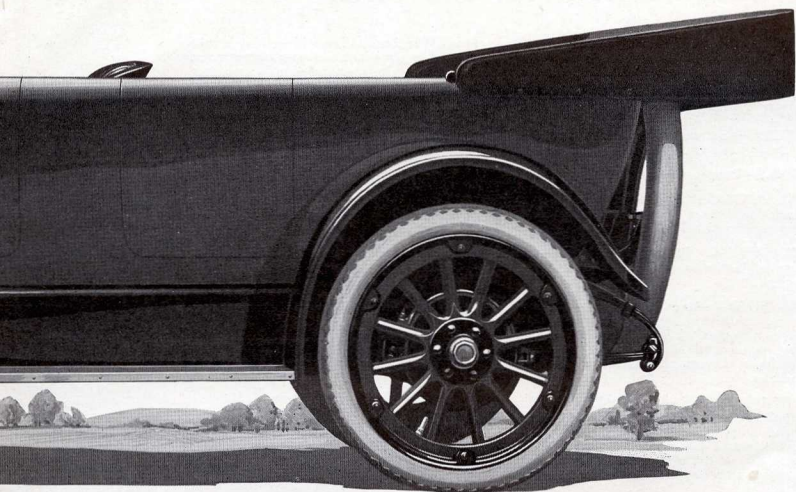
For this is the largest and wisest buying class in the country.

Daily this class becomes larger and wiser. In ten months its Jeffery demand has more than doubled the output and capacity of the giant Jeffery factory.

This class no longer buys cars because of one lone merit—because of lines only, or color only, or power only. It no longer buys *features*; it buys *complete automobiles.*

This is the class for which Jeffery cars are built.

Cars with abundant speed—with plentiful power at the speeds most



used—cars which start like a flash, pick up on the instant, and GO—Jeffery cars.

Cars which are comfortable not only for an evening spin, but cars which are comfortable all day long, everywhere, on rough roads and smooth, for men and for women! Cars which are strong and simple—costing little trouble and money for maintenance—easy to resell and very hard to part with—Jeffery cars.

The enormous demand for the Jeffery is the best evidence that the car-wise class knows the proof of Jeffery merit. It knows that a Jeffery is seldom offered for resale, although daily in every large city dozens of cars—originally costing hundreds, and even thousands, more than a new Jeffery—are offered in vain at second-hand *for much less than is immediately paid for the few resold Jeffery cars.*