

# The next big selling punch —is Quality

**T**HE next big selling punch is Quality. The next big manufacturing requirement will be for Quality.

The next big dealer demand will be for Quality.

The present demand on the part of the public for quality has made this a necessary condition of the automobile business.

The manufacturer who believed he could sell on price alone has found the pace too hot. Without quality there is no bottom to the price.

The dealer who chooses the manufacturer he is to represent on the basis of price alone will find the pace too hot. There is no bottom to price without quality.

The salesman who goes out to sell his prospect on price alone will find the pace too hot. There is no bottom to price without quality.

The customer who buys an automobile on price alone will find himself deceived. There is no bottom to price without quality.

A few years ago it was the full-floating axle against the semi-floating that sold automobiles. Sounds funny now—doesn't it?

The next year it was the fore-door on the body against the body without fore doors, that sold the automobile. You remember, don't you? The next year it was the starting and lighting system against hand cranking that sold the automobile. The next big selling punch was the streamline body against the old style.

Then came the biggest price-slashing, quality-smashing period in the history of the automobile industry. It began last Spring—went through the Summer—and came up into the Fall like a tornado.

Every manufacturer who merely wanted to sell cars, cut his price—and cut his quality.

A few reduced price but stood "pat" on quality. Jeffery was one of these. Jeffery has always built a quality car. Jeffery has never learned to cut quality to reduce price. When the big demand for motor cars came with a rush last spring—when other manufacturers were slashing prices and skipping quality—Jeffery "stood pat" on quality.

But with tremendous buying power—with one of the largest and most scientifically organized automobile factories in the world—Jeffery was able to reduce price, just as he has been able to each year, as advances in manufacturing methods and increased equipment made this step possible.

The famous Jeffery Four—famous the country over as a quality car selling at \$1450—was offered the American public at the startling price of \$1150.

Jeffery gave the public the benefit of decreased manufacturing and selling costs. But Jeffery believed public demand was still for quality. And Jeffery was right. The demand leaped ahead.

Not one whit of quality had been taken out of the car.

It was identically the same automobile that had been selling for \$1450. Jeffery maintained quality and sold cars in big volume—in the face of the biggest quality smashing period the business has ever seen.

With this winter came a new big selling punch—in the production of a high grade demountable Sedan top at the unheard of price of \$165 above list price of the touring car.

This was the Jeffery punch—and practically all manufacturers have gone into the demountable top proposition to keep the pace.

**THE NEXT BIG SELLING PUNCH IS QUALITY.**

The multiple cylinder phase of the business has had little effect. Manufacturers who build in large quantities have not found this type of motor practical.

The next big selling punch is quality.

Watch developments at the New York and Chicago Shows.

Notice the inclination on the part of standard motor car manufacturers to hold to their present prices or even to increase prices.

The reason is plain:

Other manufacturers understand that it would be hopeless for them today, with the costs of materials and labor where they are, to attempt to build a car like the Jeffery, sell it for \$1000 and make a big profit.

Today no other manufacturer would even think of building the Jeffery car at its present price on the margin which he could realize.

Jeffery can do it because Jeffery bought materials a long time in advance, when the market was low—and because Jeffery has the capital—because Jeffery has the equipment, because the Jeffery plant is organized along advanced lines—because Jeffery cars are 93% built beneath the Jeffery roof—because Jeffery has had the experience!

Watch developments at the New York and Chicago Shows!

Watch the big advertising mediums. Note what they have to say, beginning the first of January. Listen for the shout of quality on the part of even those salesmen who are selling cheaper cars.

There is no punch left in the price. The prices of most cars built in large quantities have been reduced to the point where the competitive element is practically gone. They are all on the same basis.

Now one car must be judged against the other on the basis of quality and quality alone.

By quality we mean the use of the highest grade steel and other materials.

By quality we mean exacting tests of all materials before they are put into the car.

We mean the use of the finest materials that can be bought for the hidden parts of the car which are never seen but which have such a vital effect on the owners ultimate cost and satisfaction.

By quality we mean advanced engineering design—perfect balance

between motor and chassis—spring suspension that gives comfort over rough country roads—smooth, easy co-ordination between every part of the car with every other part.

By quality we mean efficiency—lighting and starting efficiency—ignition efficiency—efficient carburetion.

By quality we mean economy of operation—economy of gasoline and oil consumption—economy on tires—economy of maintenance and replacement cost.

By quality we mean motor quietness, smoothness, power and flexibility.

By quality we mean tires of sufficient size—high grade axles—substantial fenders that do not rattle.

By quality we mean high-grade finish and quality upholstery—beauty of appearance that endures.

By quality we mean body capacity and length of wheel-base.

By quality we mean everything that goes into an automobile that makes it stand up and go on, day after day, giving good service to the owner.

And the motor-buying public has learned what motor car quality means.

The public has refused to be led by the will of the wisp of price alone. Every manufacturer producing a car in any quantity whatever, will strive, this winter, with might and main, to catch the public as it turns away from price talk to come back to quality.

People were brought by the dealer, by the salesman, and by the manufacturer to a state of mind where they almost believed that it was possible, under present conditions, to build a high grade, high efficiency, quality automobile of standard size at a price below \$1000.

It simply can't be done!

The experience of every manufacturer who has ever tried to build a quality car below \$1,000 has proved it can't be done.

The dealer who has tried to make his customers believe in the quality of cheap cars has failed to convince them.

The salesman who has talked low price alone is giving up his task. Quality cannot be built into an automobile for less than \$1000.

If it could be done, Jeffery would be doing it. Jeffery bought materials in advance, when the prices were low—and Jeffery manufactures 93% of every motor car which leaves the Jeffery plant. If any manufacturer were able to produce a quality car at a price below \$1000 Jeffery could do it.

On the other hand, no manufacturer who cannot match his facilities against the Jeffery capacity, manufacturing equipment, organization and far-sightedness in buying, can hope to produce a car of Jeffery quality at a \$1000 price.

The Jeffery car with 116 in. wheel base, 34x4 in. wheels, with the Jeffery high speed, high efficiency motor, stands today as the highest grade, finest automobile built in the world to sell at \$1000 and it will remain the best, highest grade automobile to sell at \$1000 as long as manufacturers continue to cheapen their products to catch an imaginary demand on the part of the public for cheapness alone.

It has been proved beyond a doubt that the public does not want price alone.

Mark that down!

The public does not want price alone! The public wants a car of stylish appearance, of sufficient capacity to carry seven passengers comfortably and five passengers with extra room—a car that will keep on running, from day to day, with minimum deterioration.

## Things That Constitute Real Motor Car Quality

These are things that Jeffery has incorporated in a \$1000 car—by buying materials before the rise in price—by building a motor car complete under one roof—by organizing a giant plant on a highest efficiency basis—by paying for skilled workmen, and by saving through advanced types of equipment and by systematization methods used exclusively in the Jeffery plant. No manufacturer who has not a plant equal to the Jeffery plant and an organization equal to the Jeffery organization—a buying power equal to the Jeffery buying power can possibly duplicate Jeffery quality at a \$1000 price. These are the things we mean when we speak of Quality.

### Read these Important Features:

- Standard seven-passenger body
- Divided lounge-type front seats
- Extra length springs
- Shipping 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

In addition, there are the thousands of little details in materials and in workmanship which go to make a quality car.

For example: Jeffery uses Rich tungsten steel valves, which do not require grinding.

Jeffery uses an extremely large number of drop forgings.

The Jeffery drop forge department is one of the largest and best of its kind in the entire automobile business.

The Jeffery crank shaft is of selected forged steel .35% to .45% carbon; double heat-treated; extra strong; 2 inch diameter.

The Jeffery main bearings are extra large. Jeffery carburetion ignition and starting and lighting are as fine as can be found on the most costly motor cars.

The Jeffery clutch is of three dry disc plate type—smooth and easy in its action.

The Jeffery front axle is drop forged, special analysis I-beam with steering knuckles of chrome nickel steel, heat-treated; taper roller bearings of case hardened nicked steel.

Jeffery rear axle is of the floating type and identical with that of one of America's highest priced cars.

The weight of the Jeffery is only 2800 lbs.—giving lightness and economy, combined with great strength which is the result of scientific design and selection of materials.

The Jeffery laboratories and engineering department are constantly experimenting and testing new materials and new designs—assuring Jeffery owners the benefits of the latest metallurgical and engineering discoveries.

Jeffery has always built and sold on a basis of quality—until Jeffery quality has become a proverb among Jeffery owners.

That is what the public wants and that is what the public is going to demand.

The manufacturer knows it now; the dealer will learn it next; the salesman will find it out; the public has known it all the time. So the next big punch is quality.

The manufacturer will put it into his advertising.

The dealer will shout it from the housetops.

The salesman will tell it to his prospects.

The day of low price alone as a selling punch is gone. The public knows that below a certain standard price, quality cannot be had.

The day of critical examination of automobiles has come.

The Jeffery Company welcomes this day—because Jeffery motor cars have always been built for quality—never for price—and the Jeffery policy will be to maintain the quality—first, last and all the time.

Quality always wins.



PHILADELPHIA DISTRIBUTORS

HURLEY & EARLEY, Inc., S. E. Cor. Broad & Race Sts., Philadelphia, Pa.

The Thomas B. Jeffery Company  
Main Office and Works, Kenosha, Wisconsin