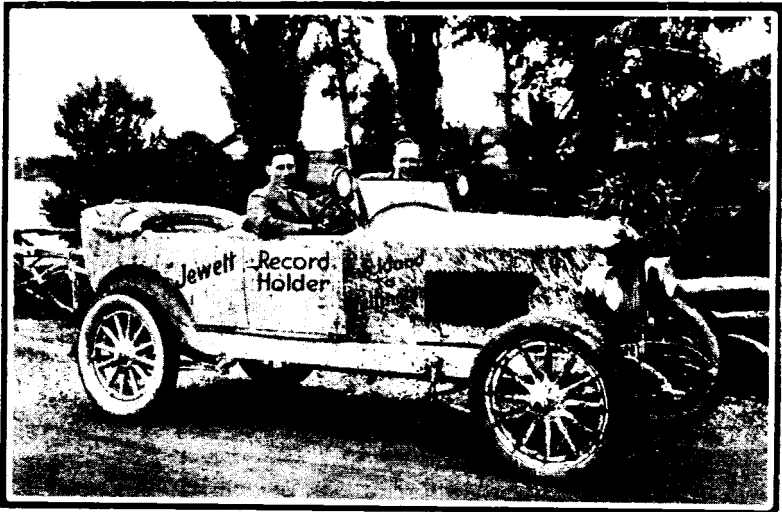


Foreword

MOTOR CARS are a necessity. The time has gone by when they were regarded merely as a luxury, and great firms throughout the world to-day are competing with each other in a race to produce a Car that gives the maximum of reliability and speed combined with durability and comfort. That the manufacturers of the JEWETT have succeeded in these essentials is undoubted. The popularity of the Car is itself a proof. It may be said with confidence that the JEWETT has won the friendship of New Zealand, and is holding the market. When this Car was first introduced to the Dominion it was not accorded the usual greetings of the "new-comer" in the motor car field. It came here with a wide reputation for good and useful service, and the tests it has been subjected to in the Dominion have verified all that was said of it before its appearance. This strong, sturdy, dependable car is the embodiment of six-cylinder ease, comfort, efficiency and economy. It has been tried out, and its value definitely proved.

SPEED AND ENDURANCE.

Never before has greater interest been displayed in a speed and endurance test than that accorded to Messrs. Phil Seabrook and W. Sinton. of Auckland, when they set out recently to break the



After the Record Trip.

JEWETT :: THE MASTER OF THE HIGHWAY

record from Auckland to Wellington in a 50-h.p. Jewett Motor Car. Many fast runs have been made between the two cities, and the Herculean task set the JEWETT was to reduce the time, which stood at 15 hours 25 minutes for the journey. That the JEWETT succeeded is now a matter of history, the time occupied in the run being 14 hours 58 minutes, the previous record being broken by no less than 27 minutes. The achievement was all the more meritorious when the bad state of the roads between Auckland and Mokau is taken into consideration. Perhaps never again will the roads be quite so bad when future attempts are made to lower the JEWETT'S record, because local bodies are alive to their responsibilities and road improvement schemes are being put in hand which, when all completed, will give a much better track than that traversed by Messrs. Seabrook and Sinton.

COURAGE AND RESOURCE.

"Speeding" is a fascinating pastime, and most car and cycle owners must plead guilty to the soft impeachment at some time or other; but when it comes to record breaking or making over a long distance embracing bad roads and steep gradients, in a high-powered car, then the highest skill and endurance is called into play. The drivers in such contests must be the undoubted possessors of these qualities, combined with courage and resource. Such tests try a man to the utmost. A driver must be physically and mentally fit, have great confidence in himself and his machine, and in addition be possessed of an iron nerve to resist the tremendous strain put upon him.



THE JEWETT CHASSIS.

The Chassis is a superlative example of engineering skill. Its outstanding qualities of strength, great power and flexibility, its wonderful speed, and the way in which it holds the road, its delightful springing, powerful brakes, wonderful wearing qualities, and the marvellous economy of its running cost.

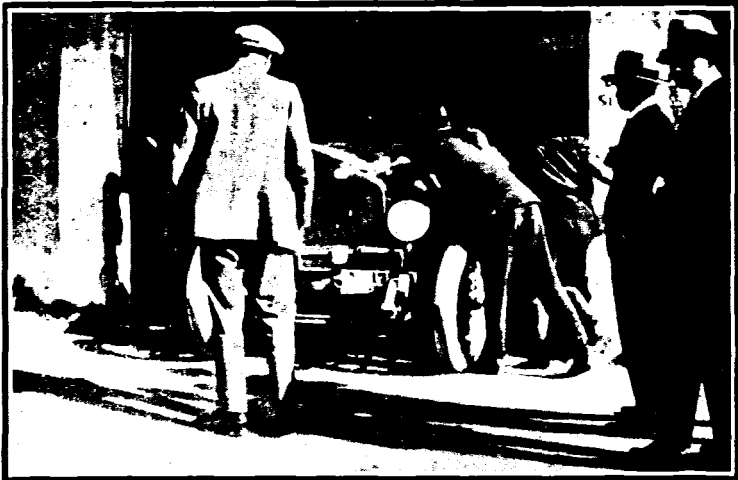
See and try the Jewett before you fix upon any other Car.

The Drive Commences

THE journey was commenced from the G.P.O., Auckland, at 3 a.m., Mr. Geo. Henning, in his official capacity as

President of the New Zealand Automobile Union, giving the starting signal as the clock struck the hour. Some 35 enthusiastic motorists, including Messrs. W. S. Miller, Geo. Campbell, and L. F. Bedford (who had previously made record trips), gave the JEWETT party a characteristic send off as the car, with her powerful engine well tuned up, shot off the mark to the familiar sound of an open exhaust. Around the Waverley corner and down Customs Street raced the JEWETT, the car being out of sight in a few seconds. Many a person living on the route taken by the car must have been startled from their sleep by the hum of the engine and the noise of the exhaust as the record-breaker sped on her way to victory. The Great South Road was, as usual, rough, but fair time was maintained to the Rangiriri Hills, where numerous pot and other holes made speed an impossibility.

Speaking of his experiences, Mr. Seabrook said: "Some parts of the road were frightfully bad, and we knew we would have to exert every effort on the good roads to make up our losses. We passed through Hamilton at 6 a.m., just as the rising sun was breaking out in full glory. It was a good omen, and gave us encouragement.



A Brief Stay at Wanganui.

THE JEWETT USED METEOR MOTOR SPIRIT -- STARTS IN A FLASH

FIRST CHANGE OF DRIVERS.

"The first change of drivers was made at Te Awamutu, Sinton taking the wheel. The run to Te Kuiti, where we arrived at 7.38, was accomplished in our estimated time. Messrs. Henderson and Martin, the garage proprietors, were awaiting us. The tank was filled in three minutes, and off we set again, the road onwards to Mahoenui being very rough, and requiring careful driving, as the course has many sharp turns. Much vigilance is demanded at such places, not only for our own safety, but for any other motorists or obstacles possibly on the winding road. Quite a lot of traffic was encountered via Pio Pio, but further on the pace was more consistently maintained, the only slackening required being in connection with occasional mobs of cattle. The unformed new Awakino Road, which is roughly metalled, gave us trouble, whilst the drays at work also impeded progress. Once clear we reached the Mokau Ferry at 10.5 a.m., where Phil took the wheel.

WELCOM E GOOD ROADS

"The ferry-man promptly got us across, and we soon found that we were in a new county. The roads told us that. Though only clay, they offer a good surface, and we made good time to Mount Messenger, and thence to Waitara, but did not pull up until we reached Hawera at 12.45 p.m., when everything was ready at Blake's Garage. The car was attended to, and we were regaled with delightful refreshments. A change of drivers, and we departed for Wanganui. Here at 2.20 p.m., we were kindly received by Mr. Harman and staff. We replenished with oil, benzine and water, and after having something to eat and drink, we left, after a stop of only four minutes. Just before reaching Bulls, we passed a JEWETT, driven by Mr. Arthur Brett, of Auckland, who waved us a greeting.

THE LAST STRETCH.

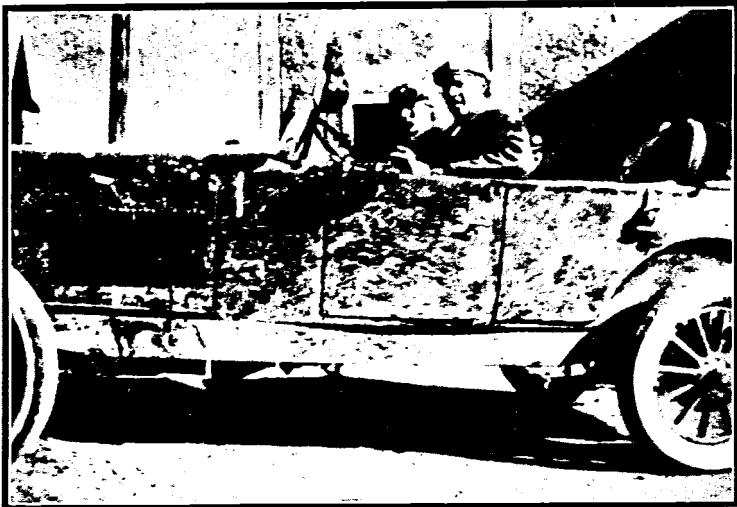
"The car was running beautifully now; through Levin, Otaki, Manukau, etc. We were now very confident, and more so by the way our engine behaved - she was just roaring along like an aeroplane, when, somewhat to our dismay, she suddenly stopped near Porirua. We found that the suction pipe had come off the vacuum tank, which was dry.

THE MOST AMAZING VALUE - FOR - MONEY CAR EVER PRODUCED

The disconnection was remedied by making a new joint. We opened a tin of benzine, and filled the carburetter float chamber, gave the engine a crank up, and she started to suck the petrol back into the vacuum tank. The remainder of the tin of benzine we threw aside, as we could not spare the time to fill up the tank. Once more on the journey, we were soon at Wellington, arriving at 5.58 p.m., being met at the Post Office by Mr. Fred Johansen, of the New Zealand Tyre and Rubber Company, and Mr. Shaw, the garage proprietor of Tory Street. Having completed the signing up of documents, and receiving widespread congratulations, we were glad to get to our hotel and enjoy our first real meal in a lapse of 24 hours.

SUCCESS - THE RECORD BROKEN.

"We accomplished what we set out to do. We knew our car to be reliable, we knew the engine had speed, and we had every confidence that we could lower the record with the JEWETT. We had a most interesting journey; brimful of incident and experience, and we travelled through country showing wonderful contrasts in conditions and scenery. Needless to say, we were tired when we reached Wellington, but our efforts had been rewarded, and we felt more than satisfied with the result."



The Jewett en Route.

Following is a copy of the official letter certifying
to the record time:

AUCKLAND - WELLINGTON RECORD.

This is to certify that Messrs Seabrook and
Sinton left in a Jewett Car from this General Post
Office, Auckland, at 3 a.m. this day, 6th April, 1923.

SIGNED *Geo. Hemming*

SIGNED *S. M^o Mahon*

SIGNED *C. R. O. Auckland
Hawes & Co. Ld.*

G. A. Lambert. Serjt. of Police.

FOR L. W. PIDGEON & COMPANY LIMITED.

L. F. Simons
Auckland manager.

*Arrived Te Kaha 7-38 a.m. A. C. Martin
Wm. W. W. W. W. W. 2-23 Broadhurst.*

*Arrived Wellington 5:58 PM
Mr. Johansen J. Underwood
Auckland*

:: THE SPEEDIEST CAR OF THE YEAR ::

OFFICIAL TIMES.

The checked times for the record were as follows:-

Left Auckland03.00 a.m.
Te Kuiti07.38 a.m.
Mokau10.10 a.m.
Hawera01.10 p.m.
Waverley01.40 p.m.
Wanganui..02.27 p.m.
Arrived Wellington05.58 p.m.

The record time for the motor trip, Auckland to Wanganui, was reduced by 32 minutes, the Jewett covering the distance in 11 hours 23 minutes.

REAL SPEED!!

On our second attempt we travelled from Foxton to Sandon, a distance of 21 miles, in 18 minutes - an average of 70 miles an hour !!

PRICES AT MAIN N.Z. PORTS.

Touring Car (5-6 passengers)	£450
Touring Car Special	£475
Roadster	£440
Sedan	£625
Chassis	£375



*The Great Improvement
when "Meteor" is used*

IT is now recognised that low-grade spirit can be very expensive in the long run. And the ever increasing popularity of "Meteor" is due to its unvarying quality - it always vaporises completely and instantly. With "Meteor" no crude spirit ever finds its way into the cylinders to ruin the lubrication. You can make finer carburettor adjustment. Carbonisation and attendant loss of power through pre-ignition is reduced to the minimum, if not completely eliminated. Furthermore, the instant start with "Meteor" saves the batteries from those prolonged, heavy discharges which are the basic cause of ninety per cent, of battery trouble.

*"Meteor" Motor Spirit
was used exclusively by the
"Jewett" record breaker*

SOLE DISTRIBUTORS FOR AUCKLAND PROVINCE:

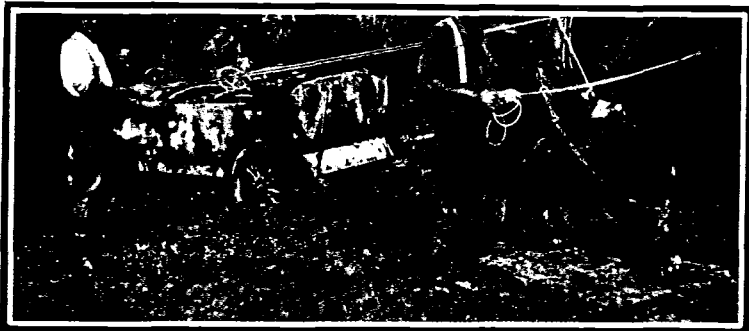
H. O. WILES, LTD.

AUCKLAND

The Previous Attempts

PRIOR to the journey just recorded in which the fastest time was made, this self-same Jewett car set out from Wellington, and went well as far as Otaki, where, travelling at 50 miles per hour in the pitch dark, a sharp bend leading to a bridge was unseen, and the car plunged into the river-bed, tearing over the shingle and mud until she stood on her nose, with the benzine pouring from the vacuum tank. The drivers fortunately escaped without a scratch. Alighting, they packed boulders under the rear wheel axle, and, after disentangling fencing wire and posts, lowered the car down, and drove her out of the river-bed in the inky darkness on her own power. Subsequently they discovered that a rear wheel was bent, and the exhaust pipe torn off like a piece of cotton. The front axle was also slightly bent, and the front dumb iron twisted. Four leaves in a front spring were displaced, while the lights had fused owing to the breaking of the tail-light wire. These troubles were minor when the sensational nature of the accident is taken into account. A large roll of tools, weighing over 25lb., which was in the back seat when she took the flying leap, was thrown ten yards ahead of the car as she upended with a suddenness that was, to say the least, terrorising. The car was driven quietly to Wellington, the drivers, assisted by mechanics at Leyland Motors, working on the repairs all next day, and, after a good rest, they again tackled the run.

On the second attempt the JEWETT had another hair-raising experience. On this occasion Mr. Byrn, an old and experienced racing driver, volunteered as pilot for the journey as far as Wanganui, and his services were gratefully accepted. He sat in the front seat next to Mr. Seabrook, who had the wheel, Mr. Sinton making himself as comfortable as circumstances would permit on the



Previous Attempt – On Taumatamarie Hill

THE CHAMPION

JEWETT

USED

K-L-G

THE SUPER PLUGS

The record-breaker, of course, had K-L-G plugs, which did not fail. Expert drivers know that where speed and reliability are involved K-L-G plugs are the finest on the market.

BRITISH MADE

A LONG LIST OF SUCCESSES
WITH THESE SPARK PLUGS ON
CARS AND MOTORCYCLES
UNDER HEAVY TESTS PROVES
THE WORTH

:: OF K-L-G PLUGS ::

TEAGLE SMITH & SONS, Ltd.

276-278 Wakefield Street
WELLINGTON

AGENTS FOR NEW ZEALAND.

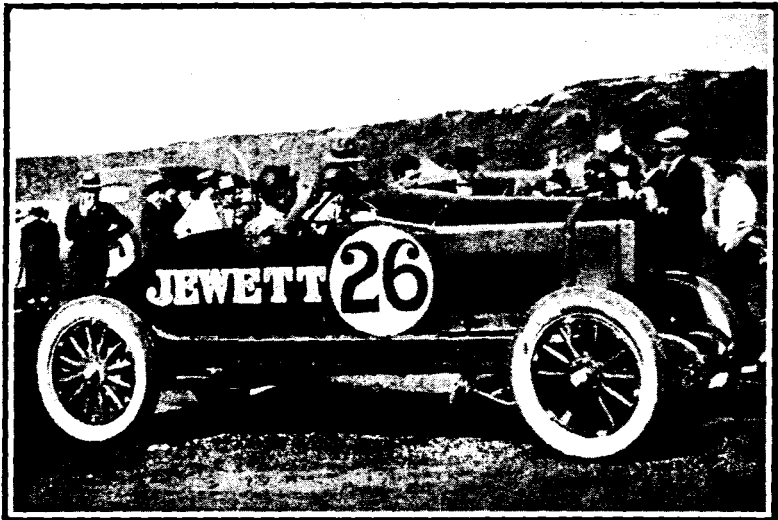
THE JEWETT USED METEOR MOTOR SPIRIT - STARTS IN A FLASH

floor behind. The journey to Wanganui was covered in three hours fourteen minutes, which is considered an exceptionally fast journey. It was shortly after Mr. Byrn had left the car that the hair-raising incident was experienced. Near Inglewood the car overshot a turning, and had proceeded 30 yards through a cutting before the driver realised what had happened, the car doing broadside skids and bumping from bank to bank until pulled up. Later on the car was bogged on Taumatamarie Hill, and it took four hours and the employment of horses and chains to carry out the "work of rescue." The attempt to break the record on that occasion had in consequence to be abandoned.

The third and last attempt, which proved successful, has already been described.

After the record event, Mr. Sinton said that the JEWETT, even under her big task, was a pleasure to ride in, whether the going was good or bad. "I was frankly surprised at the easy running and well-sprung condition of the car," he added, "and the engine was better at the end of the trip than when we started. The car I knew to be good, but I hardly dreamt she would accomplish the feat quite so easily. I believe she is capable of doing even better over the same course. "

Messrs. Seabrook and Sinton refer in grateful terms to the kindness and help extended to them on all occasions. They particu-



The Jewett at Muriwai.

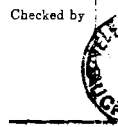
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NEW ZEALAND POST OFFICE TELEGRAPHS.

Read at _____
From _____
By _____
Asked by _____

Note. - This form must
accompany any inquiry
made respecting this
telegram.

Sent at _____
To _____
By _____
Ackgt reed by _____



OT 8/8PM WELLINGTON 18

SIMMONS
PIDGEON AND CO AUCKLAND
RECORD REDUCED 27 MINUTES NOT ONE PUNCTURE
YOUR TYRES ARE WONDERFUL

PHIL SEABROOK

8/13PM WN AJC

The fac-simile telegram
reproduced above again
demonstrates that the

Goodrich Silvertown Cord Tire

“is best in the long run”

The "Jewett" fitted them
on the great run to
Wellington



E. W. PIDGEON & COY., LTD.

Wholesale. Distributors

41 Lorne Street :: AUCKLAND

THE SPEEDIEST CAR OF THE YEAR

larly acknowledge the interest of the police in warning pedestrians and travellers regarding their approach at various points, and drivers also showed consideration all along the route by helping to keep their mobs of cattle or sheep well in hand to prevent delay.

A Wonder Car

THE record-breaker was the first Jewett Chassis to arrive in New Zealand. She has toured the whole of the Dominion, from the North Cape to the Bluff, and back again, demonstrating, and

going through all manner of hard gruelling tasks. On her return to Auckland, after touring the Dominion, she was used privately for some months, then was stripped and prepared for Muriwai Races, where she put up a splendid performance. She has been thrashed all out four times to Wellington, averaged 70 miles on all good roads under test, and has touched 80 miles on the open highway. This car has been capsized twice and as mentioned above, has leapt through a bridge-side and swept across a rough riverbed, to stand up on her nose. After all this usage she was brought out, and easily eclipsed the best record over 500 miles of mixed road - the Dominion record, which will never be faced again under such disadvantageous conditions. The same car which, has now run over 11,000 miles with out the removal of a spark plug, has, since the record established, been tried out over steep hills and mountainous North Island country, and has never once failed to perform every call made upon her. Some of these recent exploits will be made the subject for a later booklet. It is sufficient to reiterate that this JEWETT is still sound in every detail, and may be inspected at any time by motorists interested. The JEWETT has unquestionably proved herself to be the finest motor car model for the money on the market. She is a veritable

Master of the Highway



Rounding a Turn at 50 m.p.h. at Muriwai

Efficient Lubrication

means to modern machinery and engines reliable running, reduced repair and replacement costs and important saving of valuable time and money. This was the factor in the success of the

JEWETT -

WHEN THE
AUCKLAND - WELLINGTON RECORD
WAS SO DECISIVELY SMASHED.

The sole lubricant used in the car on that wonderful endurance and speed-making test

was

Duckham's Oils

Pure British products, as supplied to and preferred by the Rolls Royce, Vauxhall, Napier, Wolseley, and A.C., Motor Co. and the S.K.F. Ball-bearing Co., the largest ball-bearing makers' in the

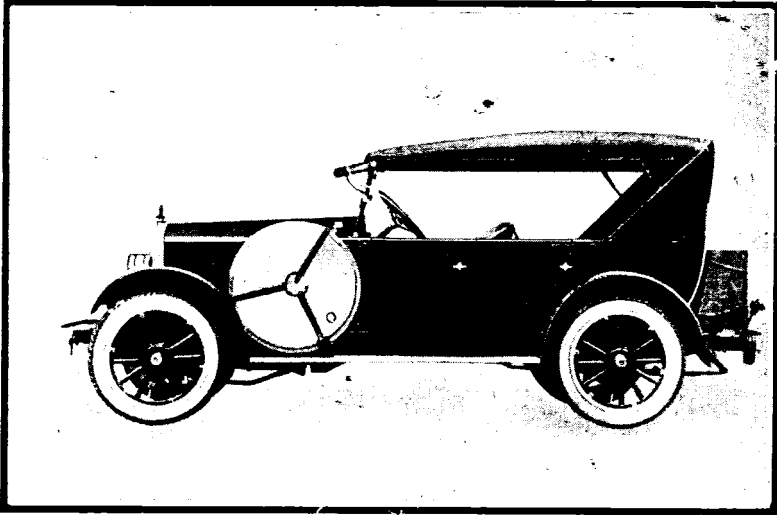
world.

*EXPERT ENGINEERS, MACHINISTS AND
MOTOR OR VEHICLE DRIVERS ASK FOR
DUCKHAM'S OILS.*

AGENTS:

HAYWARD BROS & CO., Ltd.
ALBERT STREET. AUCKLAND.

The Jewett Special



Features of the Jewett Special:

A Roomy, powerful Car of distinction and beauty, powered with a 6-cylinder $3\frac{1}{4} \times 5$ inch motor, developing fully 50-h.p., installed in a sturdy, powerfully - braced chassis, in which every unit is built for excess strength. Inside and outside - feature for feature - The Jewett Special represents distinctly new standards of value. It is a complete Car from every standpoint of fine mechanics and perfectly designed appointments, such as luxurious hand-crushed Spanish leather upholstery over deep cushion springs; Yale thief-proof transmission lock; rain and sun visor; automatic wind shield wiper; real view mirror; nickel radiator, complete with nickel Stutz radiator cap, and Boyce motor-meter, locking in to radiator; nickel drum type head lamps, with lenses and two sets of bulbs; nickel side parking lights; double spring nickel bumpers, front and rear; automatic stop sign and tail light combined; luggage rack and travelling trunk on rear; spare wheel and weather-proof tyre cover. Special paint on body to harmonise with colour of upholstery.

WONDERFUL ECONOMY.

Petrol - 20 to 25 miles to the gallon.

Oil - 1,000 miles to the quart.

UNBEATEN VALUE.

£475 main N.Z. Ports.

Essential Facts about Jewett Design

- MOTOR** - Six-cylinder. L-head type, one block with detachable head. Bore. $3\frac{1}{4}$ in. Stroke, 5 in. 50 actual B.H.P. Heavy drop-forged crankshaft, heat-treated and ground; main bearing $2\frac{1}{8}$ in. diameter.
- LUBRICATION**-Gear pump forces oil under 50 lbs. pressure through hollow crankshaft to long main bearings, connecting rod, big end bearings, and timing gears. Cylinder walls lubricated by splash,
- COOLING** - Forced cooling by centrifugal pump; capacity of system 4 gallons.
- ELECTRICAL SYSTEM** - Remy starting motor with Bendix drive.
Remy generator gear driven direct from crankshaft; Willard 6-volt, 118 - hour battery; Atwater-Kent ignition with automatic spark advance.
- CLUTCH** - Long Mfg. Co . Model 10 dry plate; always smooth acting and in adjustment.
- TRANSMISSION** - Conventional, three forward speeds and reverse; integral transmission lock controlled by Yale cylinder.
- AXLES** - Timken built. Weight of car carried on ball bearings in steering spindles making steering easy. Rear axle, semi-floating with Hotchkiss drive.
- BRAKES** - Service brake contracting over 12-inch drums on rear wheels; emergency brake on propeller shaft at rear of transmission, action equalized through rear axle differential.
- SPRING** - Special spring stock, semi-elliptic front and rear; Front 36 inches long; rear 54 inches long, of special alloy steel,
- FRAME** - Channel side members, 6 inches deep through long centre section; four heavy cross members, braced to meet diagonal stresses.
- FUEL SUPPLY** - Vacuum feed from 17-gallon tank at rear, protected by rear frame cross member.
- WHEELS** - Wood artillery type with five demountable rims.
WheelLase, 112 inches.
- TYRES** - 31 x 4 Cord; tyre carrier at rear.