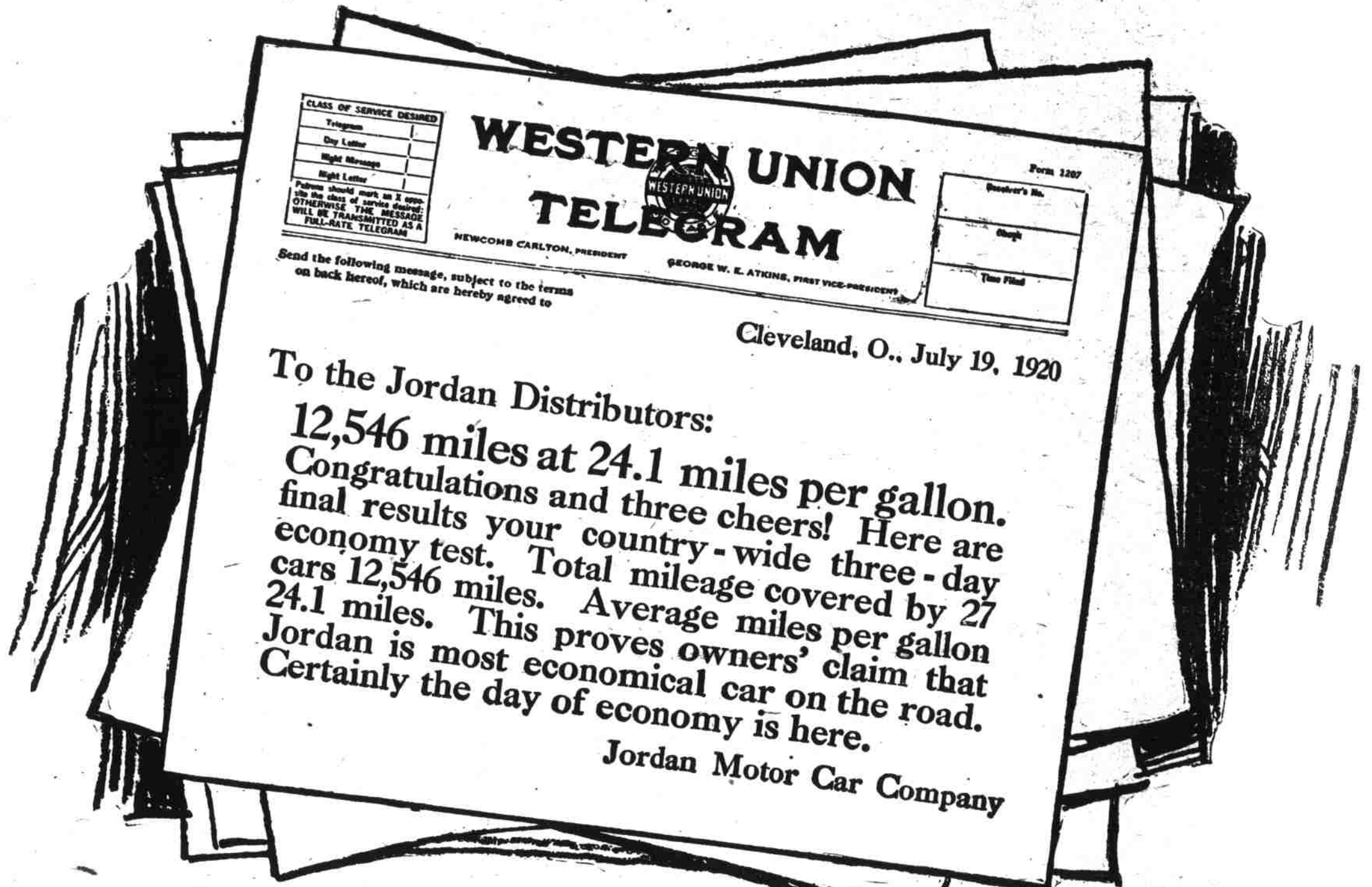


Jordan Smashes all Economy Records in Nation-wide Test



12,546 Miles at 24.1 Miles Per Gallon

Twenty-seven stock Jordan cars in twenty-seven different sections of the United States, traveled 12,546 miles averaging 24.1 miles per gallon in a big country-wide three-day economy test.

The run was staged by Jordan distributors under the supervision of official observers, chosen by the local newspapers.

Here is how it came about. Jordan built the lightest car on the road for its wheelbase—2800 pounds—superbly balanced—1400 pounds forward—1400 pounds astern.

Jordan owners at once began making startling claims of economy.

CITIES	Average Miles Per Gallon	Miles Covered
Boston, Mass.	22.6	450.9
New York, N. Y.	32.92	460.9
New York, N. Y.	27.45	452.
Philadelphia, Pa.	23.7	450.
Rochester, N. Y.	26.11	450.
Raleigh, N. C.	17.4	458.6
Jacksonville, Fla.	21.9	301.
Pittsburgh, Pa.	22.0	464.
Cleveland, Ohio	25.13	459.6
Toledo, Ohio	22.8	406.
Cincinnati, Ohio	23.56	455.
Atlanta, Ga.	26.2	437.8
Detroit, Mich.	24.8	450.3
Chicago, Ill.	26.87	450.

Jordan dealers were incredulous at first. The Jordan factory waited. The owners furnished more proof.

Then the run was organized. Note in the figures listed below, taken from telegrams, the striking similarity of averages under favorable road conditions. The day of economy has dawned at last.

The hour of the light-weight, compact, high-grade, good-looking, perfectly-balanced, rattle-proof, comfortable and economical motor car is here.

Economy with distinction—describes the Jordan perfectly. That's what lifts this car with a personality so far above the mass.

CITIES	Average Miles Per Gallon	Miles Covered
Milwaukee, Wis.	24.68	450.
St. Louis, Mo.	24.1	450.
Memphis, Tenn.	23.1	453.5
Shreveport, La.	21.0	451.
Minneapolis, Minn.	31.11	453.
Des Moines, Iowa	20.93	450.6
Kansas City, Mo.	23.95	544.8
Omaha, Neb.	24.09	489.2
Tulsa, Okla.	23.6	462.
Dallas, Texas	27.8	274.3
Denver, Colo.	22.4	498.
Los Angeles, Cal.	23.78	502.
San Francisco, Cal.	27.66	464.
Portland, Ore.	22.23	458.

Every Jordan owner averaging 20 miles or better per gallon is eligible for membership in the JORDAN TWENTY MILES TO THE GALLON CLUB. Write for your beautiful gold membership insignia

JORDAN MOTOR CAR CO., INC., Cleveland, Ohio

JORDAN