

JORDAN CAR SHINES IN ECONOMY TESTS

Three-Day Run Gives High Gasoline Mileage.

AVERAGE IS 21.37 MILES

Stock Silhouette Model Uses Main Highways in Runs to Test Consumption of Fuel.

It would seem that no more opportune time for conducting an economy run could be chosen than this season of enforced drouth, when every motorist, rich or poor, is counting off the miles in terms of drops of gasoline. Perhaps the Jordan Motor Car company had this in mind in staging last week a national three-day gasoline economy run of 150 miles each day.

The Jordan used in the Portland tests by the Mitchell, Lewis & Staver company, its distributor here, was a Jordan silhouette five-passenger model, a stock car in every particular, one that had been used as a demonstrator and showed a speedometer mileage of some 1500 miles. Preparations were simple. The motor was first tried out for compression and for freedom of friction in the bearings. The head was removed and all carbon scraped out. The valve tappets were given increased clearance, so as to insure perfect seating. Spark plugs were carefully set and distributor points adjusted. New oil and grease were supplied for the motor, transmission and differential, and after the carburetor was tuned up, the Jordan was pronounced ready for the test.

Gasoline Accurately Measured. Thursday morning in the presence of newspaper men and observers, the car was parked alongside of a gasoline pump; a spirit level was placed on the gasoline tank and the car was leveled up. The drain plug was then removed and all gasoline in the tank was next shaken from side to side until observers were satisfied that no gas remained in the tank. M. O. Wilkins of the Dealers' Motor Car association then took a one-gallon measure and gallon by gallon poured 14 gallons of the gasoline into the tank. The Jordan was then driven to an nearby scale and weighed up.

With the two pilots, Earl Smith and A. L. Mitchell, both of the Mitchell, Lewis & Staver company, and an observer, it tipped the beam at 3556 pounds. Without passengers, but with regular equipment of gasoline, water, bumpers, extra tire, rim, etc., the car weighed 4025 pounds. Lewis equipment, the car would undoubtedly conform to the advertised shipping weight of 3800 pounds, which is certainly small weight for a car of the Jordan size.

To Hood River and Back. The route chosen for the first day's 150-mile run was the Columbia river highway to Hood River and return. "If we had wanted simply to make gasoline mileage alone," said C. L. Howe of the Mitchell company, "we would have taken the car out on some of the level roadways close to Portland, such as the Columbia or Base Line roads, and run the entire mileage off on these roads, but for our own satisfaction, as well as for the information of the public, we want to know what the Jordan will do on regular traveled roads used generally by a motorist."

On its return from Hood River with a total day's mileage of 152 miles, the tank was carefully drained. Six and one-half gallons of gasoline had been used, giving a mileage of 23.2 miles to the gallon. The second day's run was to Clatskanie, on the lower Columbia river highway. Despite some 25 miles of very rough, worn out macadam, where it was necessary to travel between 10 and 15 miles per hour instead of the 20 to 25 usually desired, the Jordan covered the day's run of 150 miles to the tune of 22.2 miles to the gallon.

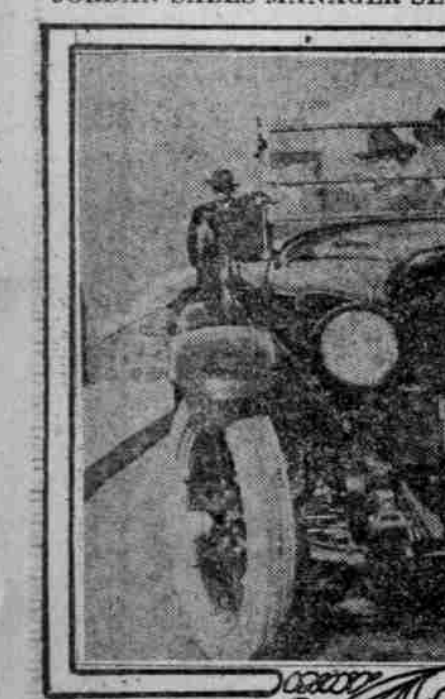
Cold Makes a Difference. Saturday the car was headed for Salem, over the east side Pacific Highway. No effort was made to avoid the detours around paving operations and there was some slow going, but as a whole the pace schedule was maintained. The average for the total run of 150 miles that day was 21.37 miles to the gallon.

It is interesting to note the effect of the weather on gas mileage. Thursday, a very warm day, the highest mileage was made, while Saturday, which was cool with heavy atmosphere, the smallest mileage was recorded.

Four hundred and fifty-eight miles were traversed in the three days' running, with a gasoline consumption of 20 3/4 gallons of gasoline, making an average mileage of 22.28 miles to the gallon.

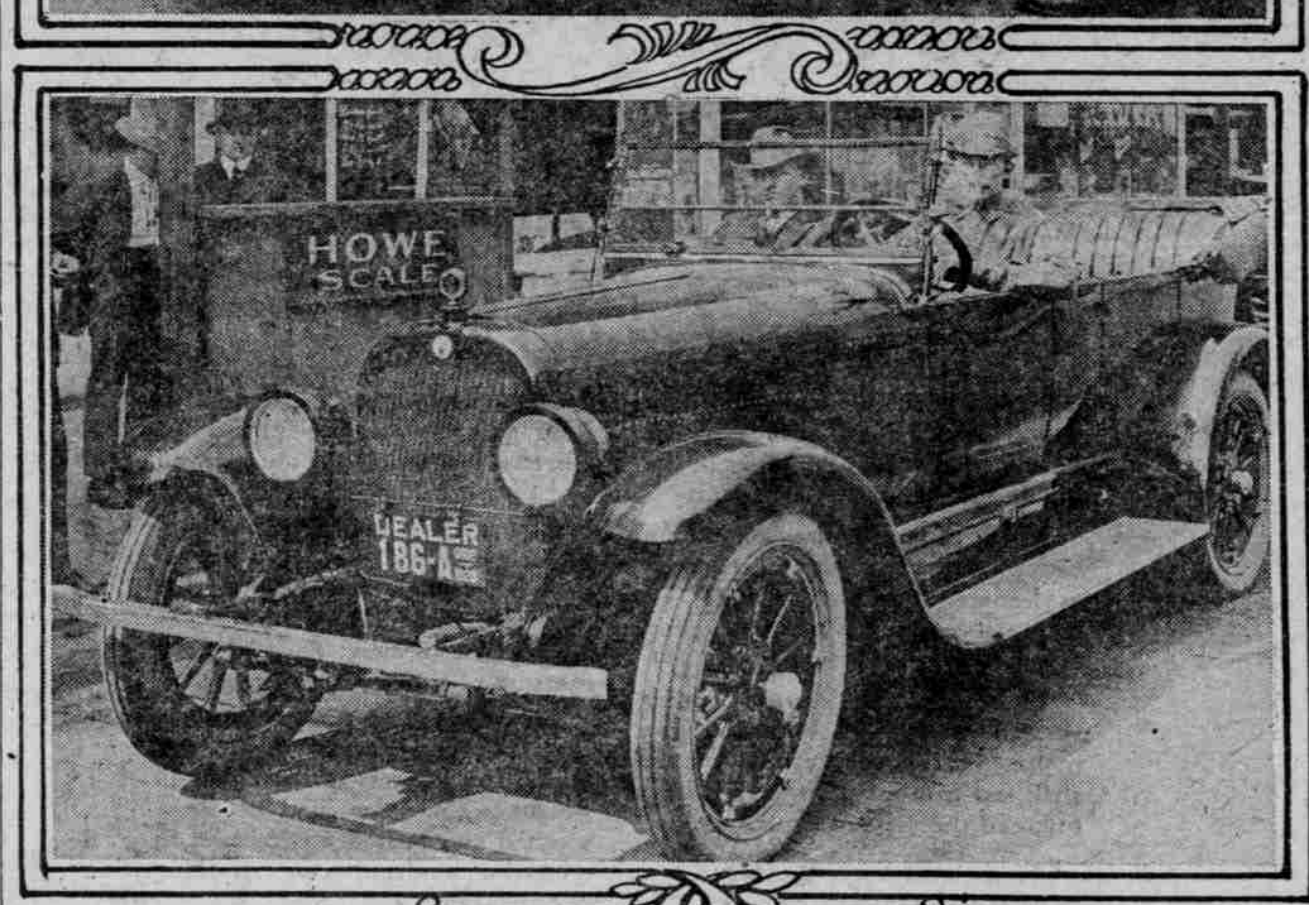
The economy run was participated in by some 30 Jordan distributors in the United States. While the results of the other tests have not yet been reported, the Mitchell, Lewis & Staver company feels that if others made as good a showing, roads considered, as their own, there would be every reason to believe that the Jordan is the most economical car on the market.

JORDAN SALES MANAGER SEES COLUMBIA RIVER HIGHWAY.



W. H. Riley (at right), general sales manager of Jordan Motor Car company, Cleveland, O., photographed on the highway to a Jordan car. He visited the highway as guest of the Mitchell, Lewis & Staver company, Jordan distributor for the northwest.

THIS JORDAN CAR, ON THREE 150-MILE RUNS ON SUCCESSIVE DAYS LAST WEEK, AVERAGED FOR THE THREE DAYS 22.28 MILES PER GALLON.



Above—The Jordan showing off from the quarters of the Mitchell, Lewis & Staver company, Broadway and Everett streets, on one of the runs. Judge George W. Stapleton of the state circuit court is the man who is pouring in measured gallons of gasoline for the test. Below—The Jordan silhouette being weighed to ascertain exact weight of car, equipment and drivers.

son for gratification among Jordan organizations.

ECONOMY MARKS ARE SET

Jordan Cars Throughout National Test Make 24.48-Mile Average.

The following telegram from the Jordan Motor Car company, at Cleveland, Ohio, gives information that Jordan cars entered in the three-day economy test throughout the country averaged 24.48 miles per gallon. Here is the message: "All records for economy runs in cars of better class broken by the Jordan in country-wide three-day test, embracing over 30 leading cities. National average was 24.48 miles per gallon of gasoline, covering total of 12,888 miles of roads under all conditions. Stock cars only were used. The test was staged by Jordan distributors to prove that the hour of the economical light weight, compact, good looking, perfectly balanced and comfortable motor car is here. All cars were run under supervision of official observers chosen by local newspapers."

AND KEROSENE GOES UP, TOO

Wholesale Price Is Increased 3 Cents to Dealers.

HOOD RIVER, Or., July 24.—(Special).—General complaint was heard here this week when local merchants received notice from the Standard Oil company of an increase from 15 1/2 to 18 1/2 cents per gallon in the wholesale price of kerosene. Dealers say they now will have to charge consumers about 23 cents per gallon. As a result of the gasoline shortage, ranchers have turned to kerosene for tractor and truck fuel.

Napoleon Motors Up.

Napoleon Motors company of Traverre City has increased its capital stock to \$2,500,000 to provide for the rapidly increasing demand for the company's trucks.



WILLARD SERVICE Sixth and Everett and East Burnside at Seventeenth

CHICAGO CITY TO HAVE OWN GARAGE

Parking Space Advocated in Crowded District.

FEE TO PAY ALL COSTS

Traffic Conditions Cause Action to Relieve Congestion and Accidents.

Chicago is the latest city to join the movement for a municipally-owned and operated garage in the downtown district, says Motor Age. It has been proposed that the city build a two-level garage in Grant park, adjacent to the shopping and business district, and pay for and maintain the structure from fees charged for parking cars.

The garage proposal, comes as the result of traffic conditions in Chicago, which have become almost unbearable. The downtown streets are now so crowded during the business hours that it is nothing short of miraculous that the daily toll of accidents is not ten times what it is. Various ordinances forbid this congestion have been suggested, and action is likely to be taken to this end at the next meeting of the city council.

One proposal is to convert all the streets in the downtown or "loop" district into one-way thoroughfares. This would be done by having north and south traffic on alternate streets, as, for instance, Wabash avenue would carry only southbound traffic, State street only northbound, Dearborn street only southbound, etc. The cross-town streets would carry east and west traffic on alternate streets, as, for instance, Madison street would carry westbound vehicles, Monroe street eastbound, Adams street westbound, etc.

Another suggestion would do away with all parking in the district comprising the "loop" bounded by Michigan lake, Market and Van Buren streets. This ordinance would permit automobile or motor vehicle stops only to load or unload passengers or merchandise. The present traffic ordinances forbid parking in those loop streets on which there are carlines between the so-called rush hours from 8 to 10 A. M. and from 4 to 7 P. M.

TRUCK SOLVES PROBLEMS

SALEMEN TRAINED TO WORK ON STORE DIFFICULTIES.

Delivery Systems Perfected and Proper Machines Picked to Handle Job.

Every business man with a haulage problem has at his command today a ready, reliable and gratuitous source of assistance and co-operation in the solution of his transportation problems.

Truck users and prospective truck users are learning that the modern truck salesman may be depended upon to bring to their attention points of view which contribute materially toward the correct solution of their hauling problems.

A few of the higher grade truck manufacturing concerns train their salesmen in the transportation problems of a great many different lines of business. A real truck salesman knows he is selling more than a truck—he is selling transportation. He has equipped himself with a wealth of information, he can very readily and conclusively prove that fact to you. In either event, there is no occasion for innumerable calls and indefinite arguments. Any man who attempts to sell you a truck on any other than a scientific proof of the

profits it will make for you is not a salesman at all. He is merely a walk-in catalogue and as such may be shut up and laid aside.

confidence

Even in these days when the motor car field offers such wide selection—the public still finds Buick demands exceeding Buick production.

Thus it is easy to recognize how steadily, each season, the Buick Valve-in-Head motor car has become an essential part in the lives of men and women—as well as in the progress of commercial and professional activities.

Its superior quality—service—economy and dependability are causing thousands of persons to place their orders for car delivery months in advance—thus protecting themselves and assuring their ownership of this world-wide preferred motor car.

For a limited period we offer Immediate Deliveries

Howard Automobile Company

Largest Distributors of Automobiles in the World.

14th and Davis Streets Phone Bdy. 1130—56241

VALVE-IN-HEAD Buick MOTOR CARS

Confidence

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VALVE-IN-HEAD Buick MOTOR CARS

Confidence





"Used it Every Day and Many Nights"
7 Years—75,000 Miles
"All Kinds of Roads"

I purchased an INDIANA Truck seven years ago and since then it has run 75,000 miles," says Richard Coyne, Jr., who operates a prosperous and growing local and long distance moving business in East Orange, N. J. "I have used my INDIANA Truck every day and many nights—year in and year out—over all kinds of roads—and it is still working right along in excellent condition."

Transportation is one of the nation's most pressing problems. INDIANA Trucks are helping, daily, to solve this great problem in practically every known line of business—with economy and profit.

INDIANA Trucks are built for hard, exacting, continuous service. We have gathered and published special literature, with data and illustrations showing INDIANA Trucks at work at their varied tasks in many sections of the United States. Ask for it.

Pacific Motor Sales Co.
 State Distributors
 328 Glisan Street, Portland Broadway 2199

See These Splendid Trucks at Our Salesroom Capacities: 1 1/2, 2, 2 1/2, 3 1/2 and 5 Tons

INDIANA TRUCKS
The Highway Freighters

Manufactured by INDIANA TRUCK CORPORATION, Marion, Indiana

profits it will make for you is not a salesman at all. He is merely a walk-in catalogue and as such may be shut up and laid aside.

Do not labor under the misapprehension that if you permit an interview to a truck salesman you will thereafter be indefinitely "hounded." No truck salesman will waste time on you unless he knows you can use his truck to your advantage. Armed with his knowledge of truck transportation problems and complete data on your proposition, he can easily determine whether you can use his truck to advantage or not. If not, he will waste no time on you. If, however, you ought to motorize, he can very readily and conclusively prove that fact to you. In either event, there is no occasion for innumerable calls and indefinite arguments. Any man who attempts to sell you a truck on any other than a scientific proof of the

MACK PERFORMANCE COUNTS

Drivers Like Mack Trucks

There are other reasons in addition to mechanical and structural superiorities that cause drivers to like MACK Trucks. They like them, because they are dependable; they do not falter when called upon to do the unusual; they do not quit under an overload; they keep right on going when other trucks fall down on the job; they finish what they start.

They Like the Mack Ideas

Drivers appreciate MACK facilities for inspection: The parts in the crankcase side; the magneto and pump in front of the engine; the removable bottom of the gearbox; the external brake adjustments; the lack of need for clutch adjustment; the small number of and accessibility of the grease cups; the wonderful simplicity of the truck as a whole.

You, too, will like a MACK.

MACK-INTERNATIONAL MOTOR TRUCK CORPORATION
 Tenth and Davis Streets

