



Another friendly word of warning—

EVERY manufacturer—every dealer—every salesman, is conscious today of an unprecedented situation that is rapidly developing in the motor car industry.

A striking change in the public demand for motor cars has taken place.

Nothing equal to it has ever been encountered before.

Last winter, those individuals who quickly sense the public pulse anticipated the terrific demand for motor cars of all types which later developed.

This demand has not yet been satisfied. It will not be satisfied until fundamental conditions of production and transportation radically change.

Now, in the midst of the mass of production obstacles, there has developed a demand for enclosed cars and roadsters far beyond the capacity of the industry to supply.

More than this, a spirit of economy has taken hold of the public mind. People to whom wealth is not new are setting the example to all by choosing motor cars in which economy is combined with reliability and distinction.

Therefore, it seems proper to give another friendly word of warning to those thousands of people who have logically reached the conclusion to buy a lighter, more economical closed car; or to replace a bulky car with a roadster for personal use before the fall demand makes delivery extremely uncertain.

Prices Not Going Down

People, who have never known the real basis of motor car demand (which is utility and convenience in individual transportation) have no idea how ridiculous it is, under present conditions, to talk about a saturation point; a falling off in demand for good cars; or lower prices for fairly priced standard makes.

There are about eight million automobiles in America, and possibly eight hundred thousand in all the world beside.

A few hundred thousand of these are enclosed cars, mostly of the heavier type.

The production of enclosed bodies last year was about one hundred and sixty thousand.

The daily production right now is greatly handicapped by a shortage of expert labor, glass, hardware, sheet metal and by difficulties of transportation.

The world wide demand indicates the ready sale of at least one million closed cars if the manufacturers can ever get them out.

Time was when people who possess old money were alone in the enjoyment of a high-grade, enclosed car. They bought heavy cars believing that only in that way could they obtain distinction and reliability.

Time was when the annual production of five hundred closed cars by any one factory was a big output.

Time was when the annual production of five hundred roadsters was considered large.

The Day of Economy is Dawning

The hour of the light-weight, high-grade, good-looking, well-balanced, economical, handy, convenient, comfortable, sensible, automobile is here.

Manufacturers who have the gift of foresight, have been struggling for months to increase the closed car production to the point where it may at least equal the open car output.

But, they cannot possibly attain this result for many months to come.

This, therefore, is a friendly warning to the public—to those who expect to get delivery of an enclosed car or a roadster before winter comes.

Four years ago the Jordan Company anticipated this inevitable change.

We knew that the man who once thought it necessary to choose a heavy car to obtain reliability would eventually prefer a car in which reliability is combined with economy and distinction.

We produced the Jordan Silhouette and from that day the factory has been thousands of orders behind.

We knew that the man who once thought it wise to choose a cheaper car thinking to realize economy would eventually prefer a car in which the original price is practically the last payment for service rendered.

We put quality into every detail of the Jordan, knowing that reliability is the last word in service regardless of price.

Ten thousand owners today testify to the reliability and economy of the Jordan.

Color, comfort, good-taste and atmosphere have made it beautiful.

Keep Your Car

Today, we recommend that you buy a Jordan and keep your car.

You know, of course, in the last analysis that the second-hand value of a motor car is the final test of survival for the manufacturer—success for the dealer—and satisfaction to the owner.

The Jordan is superbly balanced—weighing twenty-eight hundred pounds—fourteen hundred forward and fourteen hundred astern.

It springs forward lightly to the throttle—dispatches the day's work with alacrity—finds its place at the curb quickly—responds instantly to the touch of a woman's hand, and brings you home at night gratified with a day of comfort and convenience.

One year ago Jordan announced the famous Playboy.

Snappy, individual—unfailing to inspire—the Jordan Playboy is the forerunner of the roadster of the future—the car which many busy men and women will make their preference.

Scarcely did we realize the country wide demand for a roadster of this distinctive character, convenience and style.

Never, have we been able to approach the point where we could supply this demand.

Four years ago, we built our first five passenger Brougham, with all aluminum body, exquisitely finished—charming in style.

The Demand for Closed Cars

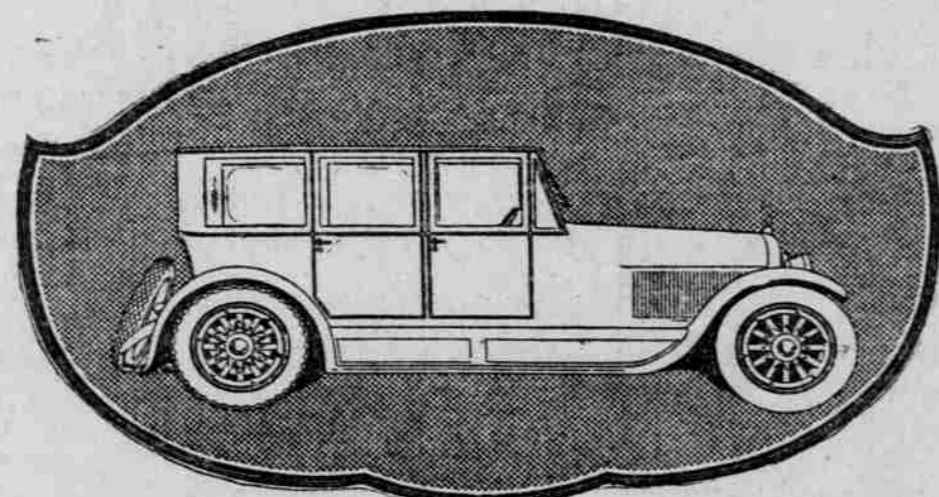
The demand for this car indicates beyond question that it is the ultimate enclosed type.

The production conditions in the leading factories will not quickly change. The prices of good cars that have been fairly priced can not soon go down.

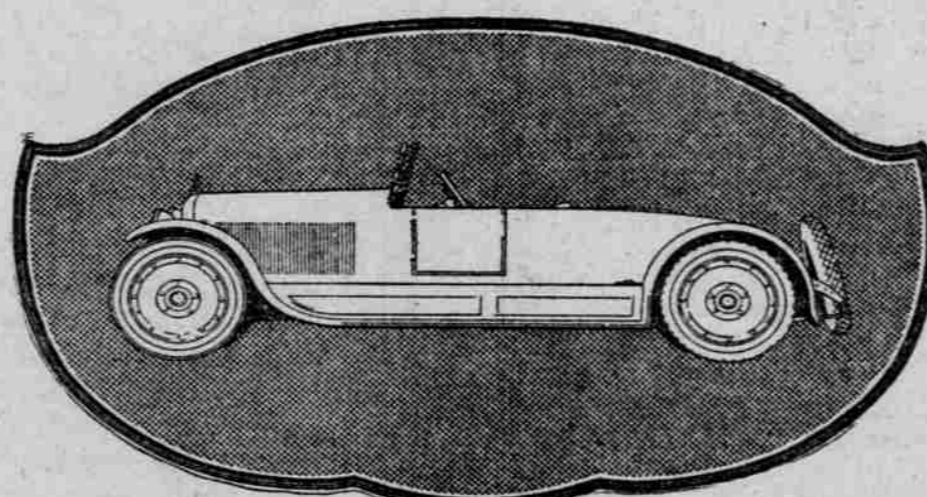
An acute delivery situation in enclosed cars and roadsters will develop before September first.

Those who expect delivery should buy today.

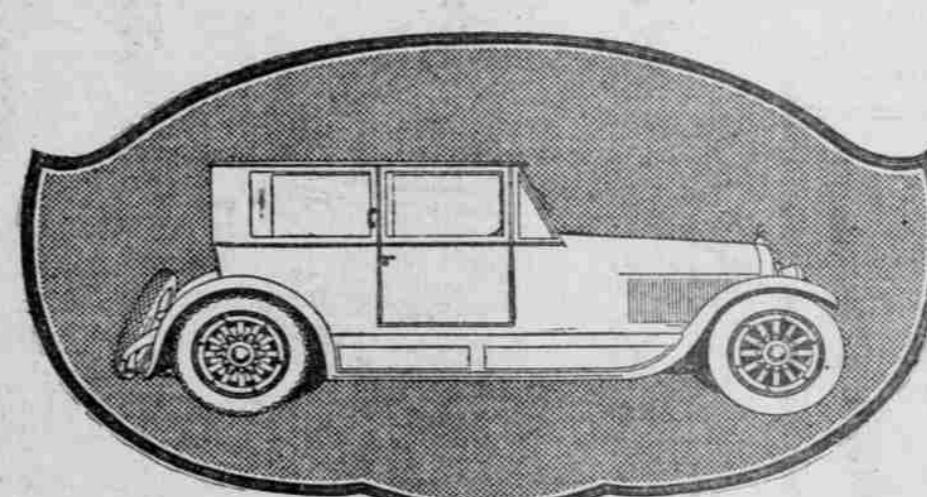
Edward Jordan



The Jordan Sedan



The Jordan Playboy



The Jordan Brougham

JORDAN

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