



Jordan Makes Startling Record on Fifteen Famous Hills

Fifteen stock Jordan cars in fifteen different sections of the United States climbed fifteen famous Hills in a big country-wide Hill-climbing demonstration, Thursday, September 2nd.

The tests were made by Jordan Distributors under the supervision of an official observer appointed by the local newspaper.

Here is how it came about.

The public knew the Jordan was a beautiful car. Those who had known the joy of riding in the Jordan were delighted by its real comfort. Only Jordan owners appreciated its striking performance.

A few weeks ago the Jordan broke all economy records in a nation-wide test—27 cars going 12,546 miles at an average of 24.1 miles per gallon.

This Hill-climbing test was organized to acquaint owners of all cars with the remarkable ability of performance possessed by the Jordan.

Ten thousand Jordan cars in every part of the world have brought conviction to experienced motorists of Jordan superiority in at least five striking particulars.

—The real beauty of line and contour as possessed by the Jordan.

—Superb balance, making it the most comfortable car on the road.

—Light-weight, compact, rattle-proof, marking the Jordan as a car of real economy in operation.

—Pride of ownership which raises it above all consideration of mechanical features and price.

Now, to complete the proof of Jordan service and Jordan ability, fifteen stock cars make a remarkable showing climbing fifteen famous Hills throughout America as shown in telegrams reproduced below.

BOSTON, MASS.

Climbed Corey Hill. Speed starting bottom four miles. Finished top 35 miles. Grade 15% steepest part. Carried three passengers. Length of hill 1/2 mile. Climbed Belmont Hill, two passengers. Length 1/2 mile. Started five mile speed. Finished 34 miles. Grade 10%. Three bad turns.

The Hincheliffe Motor Company.

CINCINNATI, O.

The same five passenger car used in Economy test climbed Bysanmore Hill. One bad turn. 12% grade. 1/4 mile long. Over top 31 miles per hour. Also Stanley Avenue Hill with bad S turn. 12% grade. Half mile long. 34 miles over top. Took both hills from standing start in high. Observer Bob Baiser of Cincinnati Enquirer. Driver Tom Sammons.

Harry R. House.

CLEVELAND, O.

Cutts Hill Hill, steepest grade climbed at speed of forty-five miles per hour by Jordan five passenger touring car. Had already traveled 8,000 miles without any mechanical attention. Automobile Editor of Plain Dealer witnessed facts and vouches their correctness.

Jordan-Ohio Company.

DENVER, COLO.

Jordan Silhouette Five with five husky passengers today deposed world renowned Lookout Mountain in high gear. Five miles long. Finishing at top 28 miles per hour. Grade ap-

proximately 10%. Nine bad turns. Three-quarters of a mile soft new worked road. Smashes all climbing records for this hill.

The Miller-Ray Motor Company.

KANSAS CITY, MO.

Jordan five passenger went over top of famous Reservoir Hill today at 25 miles per hour with two passengers. Length of hill three blocks. Grade 27.33. Hill very rough. This record surpasses all others.

Southwest Motor Company.

LOS ANGELES, CAL.

Jordan Silhouette Five climbed Casanoga Pass. Grade average 7.3. Distance one mile with five turns, three medium and two forming an S curve. Average speed 44.3 miles per hour. Heavy grade all the way. Maximum grade on last 1/4 mile. Capt. Owen R. Bird, driver. Harold S. Weller of Los Angeles Examiner, observer.

R. A. Maginnis.

MINNEAPOLIS, MINN.

Jordan Silhouette Five Touring Car made wonderful record climbing famous Kenwood Hill of Minneapolis. Starting at four miles per hour and not driven at any time over eight miles. This is remarkable, as most cars are compelled to drive ten to fifteen miles per hour in order to make top without stalling motor.

Speed test on hill speedometer showed 38 to 40 miles per hour. Car driven by G. R. Hanson, official observer W. C. Aker of Minneapolis Tribune.

Northwestern Automobile Company.

MEMPHIS, TENN.

Jordan five passenger climbs steepest grade in Shelby County. 12.3% rough cobblestones. From practically standing start to 25 miles per hour at top. Two passengers. Record for this hill.

Union Motor Car Company.

NEW YORK, N. Y.

Climbed Pt. George Hill. Finishing 31 miles per hour. Time 56.2 seconds. Distance 2200 feet. Average grade 19%. Surface Belgian block, very rough. Starting speed 25 miles per hour. Burton Brown, New York Sun, observer.

Sherwood Automobile Corporation.

PHILADELPHIA, PA.

Jordan five passenger climbs City Line Hill at speed five miles per hour half way up, then picked up to thirty miles per hour over top. Also started at bottom of Sawmill at 20 miles per hour. Negotiated bad turn in center and went over top at 14 miles. Carried five passengers. Car a thoroughbred all the way.

Petersen Motors, Inc.

PITTSBURGH, PA.

Finished top of Union Town Hill thirty-five miles per hour. Came out of Turkey's Nest at 40. Lowest speed on hill at first watering trough 30 miles per hour. Gained 5 miles between there and summit. Carrying driver and one passenger.

Eddins-Wood Motor Company.

PORTLAND, ORE.

Jordan climbs Kings Heights. High gear. Distance 1.5 miles. Average grade 15%. Bad turns. Also climbs 29th Street Hill. High gear. Distance 200 feet. Grade 20.7%. Took only 50 foot start. Carried observer with driver.

Mitchell, Lewis & Staver Company.

RALEIGH, N. C.

Jordan five passenger climbed Dix Hill. 8% grade. Five bad turns. Over top 33 miles per hour. Length of hill 1/2 mile. Three passengers. Car driven by S. D. Alexander, sales manager Marshall Motor Co. This record beats all previous performances on this hill.

Marshall Motor Company, Inc.

SAN FRANCISCO, CAL.

Jordan climbed Church St. Hill in high gear. Grade has three distinct pitches of 14.4, 19.3 and 18.4% respectively. Figures furnished by City Manager of San Francisco. Over the top at 17 miles per hour. Length of hill 562 yards. Carried two passengers including San Francisco Chronicle official observer.

C. D. Rand & Company.

ST. LOUIS, MO.

Jordan Silhouette Five went over Calvary Hill in high gear. Speed at bottom of hill 18 miles per hour. Over top 12 miles per hour. Length of hill 700 feet with 13% grade for first 500 feet. Steepest hill in city and generally recognized severest hill climbing test. Stuart M. Chambers, test observer.

St. Louis Motor Car Company.

24.1 Miles per Gallon—Jordan's Country-Wide Economy Run Average

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THE PACIFIC
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SALES and SERVICE
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JORDAN

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