

Sixty-Six Questions for Every Salesman to Answer

Tear out this page and take it to the automobile show. You will find all the leading cars on the first floor.

Step into any booth and ask the first salesman you meet any one or all of the

questions listed below. Everybody knows that henceforth motor cars will be bought on the basis of actual value.

These questions will enable you to check all cars by the Jordan standard:

1. Is this a new model and will you guarantee that it will be continued through 1922?
The Jordan and the Cadillac were the first high grade cars to really announce new models. We predict the Jordan type will be standard in its class for years to come.
2. What is the price of your car, and has it been reduced?
The announcement of the new Jordan at a reduced price sixty days ahead of all competitors doubled Jordan production in the last quarter of 1921.
3. When the price was reduced how many improvements did you make in the car?
Every single unit and every single detail of the Jordan was bettered in the new model. The answers to these questions will prove it.
4. Have you an up-to-date body and will it be continued through 1922?
Jordan made the bevel edge body old-fashioned when he brought out the first Silhouette.
5. Is the body made of aluminum?
All Jordan bodies are of aluminum, eliminating rumbles, ripples and rust. Of course they cost more but they look better and last longer.
6. Has the car an up-to-date motor with silent chain drive?
All good cars like the Jordan must eventually have a silent chain drive as head gears are nearly always noisy.
7. What does the car weigh?
The whole tendency of modern engineering is toward lighter weight and economy to save tire, gasoline and service expense.
8. What is the wheel base?
Engineers tell us that it is impossible to properly balance a five passenger car on less than 120 inch wheel base.
9. How is your weight distributed?
Owners tell us that Jordan is the best balanced car on the road, moving constantly forward and never sideways.
10. Are you satisfied that the wheel base of your car is right for real balance and comfort?
Engineers tell us that the tendency of other manufacturers is toward the Jordan principle of balance and Jordan wheel base.
11. How many miles per gallon?
In the Jordan national economy run 27 cars did 12,546 miles at 24.1 miles per gallon average.
12. What tire mileage can you show?
Jordan owners frequently report 18,000 to 20,000 miles on a set of tires.
13. Are cord tires standard?
Jordan was first to provide cord tires as standard equipment four years ago.
14. What is the annual repair cost?
Jordan shop men tell us that Jordan cars are kept running with less repair expense than any they know of.
15. Is this body old fashioned and up in the air, or low like the Jordan?
Stand up beside the car and note how near the top of the body comes to your chin.
16. How does the second hand valuation of the last model you built compare with its original list price?
Dodge said it. "What will your car be worth a year from today?"
17. How do you figure an owner's investment in a car?
Here is the truth—The real price is the sum of the list price, plus the service expense for one year, plus the depreciation when the car is brought to the second hand market.
18. Has the car non-rattling, lubricated spring shackles?
The Jordan is the only car in America now equipped in this way. All the good ones should be later.
19. Are all the spring leaves made from chrome vanadium steel?
The Jordan is the only car in its price class which possesses this positive assurance of comfort.
20. Is the car equipped with Delco starting and lighting?
You can buy cheaper units throughout if you merely want to reduce the list price. If you are building for service you buy the best.
21. Are the instruments under glass?
The Jordan is the only car in its class with this important feature.
22. Are your tools in a locked compartment in the front door?
In the Jordan your wife does not have to get out of the car when you want to find a pair of pliers.
23. Are the wheels solid hickory?
Jordan has always believed that solid hickory is necessary for safety.
24. What is the crank shaft size?
The new exclusive Jordan motor has the largest crank shaft of any car built in America, except one and that is a three bearing job selling around \$4000.
25. Does the motor have a four bearing crank shaft?
The exclusive Jordan motor is the smoothest, most powerful six cylinder job for its size built in America.
26. Is the car equipped with Alemite lubrication?
Jordan not only uses Alemite instead of old-fashioned dirty grease cups, but a special system for lubricating parts difficult to reach.
27. How do you reach inaccessible parts for lubrication?
Jordan has flexible tubes for lubricating such parts as brake shafts. You never have to crawl under.
28. Is the woodwork of the body white ash or maple?
Jordan bodies are all of white ash because maple will not stand the weather, causing rattles and squeaks.
29. Is there a cowl ventilator?
The Jordan cowl ventilator keeps the forward compartment cool—operated by a twist of the wrist from the driver's seat.
30. Is the car finished in optional colors?
Jordan colors have always been optional.
31. Is the Crane Simplex velvet finish provided?
Jordan was first to introduce this aristocratic finish in a medium priced car. No polishing—no scratches show.
32. How is the top fastened to the windshield?
Jordan slotted bracket and nut relieves Jordan owners of that annoyance.
33. Is there a real horn?
When you press the Jordan button it sounds like a regular automobile.
34. Is the manifold designed for low grade gas?
Many wonder why the Jordan is so economical.
35. What is the depth of frame, and has the car tubular torsional cross members?
Jordan bodies do not gap at the door openings. Car feels as if it was all one piece.
36. Is the top of the new clear vision type?
Jordan was first to use the new type without the old-fashioned extra bows.
37. Is the car equipped with new fashioned nickel barrel lamps, or are they of the old half egg shape type?
You will find the Jordan type of lamps only on the custom jobs. Others will have this type later.
38. Is the gas tank filler cap of the new bayonet lock type?
This is the filler cap which makes a hit with the man at the gas station. No fumbling around or wasting time screwing on a broken thread.
39. Does the car have fenders as beautiful, attractive and strong as the Jordan?
40. Is there a lock on the transmission?
41. Are the curtains carried in the doors?
42. Is the car equipped with Marshall cushion springs?
43. Is every nickel plated part on a foundation of brass? Is every exposed nut and bolt rust proofed?
44. Is there a shut off cock on the gasoline line?
45. Is the upholstery of hand buffed leather?
46. Is the transmission and emergency brake lever long and within easy reach of the hand?
47. Is the foot rest of aluminum?
48. Is there a compartment back of the front seat?
49. Is the car equipped with demountable rims?
50. Is there any provision for carrying an extra tire?
51. Are the clutch and brake pedals adjustable?
52. Is the wiring on the car protected at every point of contact with metal by the use of rubber grommets?
53. Is the radiator carried in a cradle like the Jordan so as to prevent leaking?
54. Is the motometer a man size or boy size?
55. What is the price of the Sedan or Brougham, and what equipment is provided?
56. Is there a step light?
57. Is there a windshield cleaner?
58. Is there a carpet in front?
59. Is there a clock on the dash?
60. Is there a vanity case?
61. Is the windshield rain proof and is it built into the cowl or just bolted on?
62. Is there a special arrangement for lubricating the clutch without removing the floor boards?

Finally put the following questions to the salesman:

63. Are you prepared to enter into a competitive demonstration against the Jordan?
64. Will you allow me to drive your car over the roughest streets at the same speed I do the Jordan?
65. Will you check over your car with me covering every detail which is submitted in this advertisement?
66. Will you allow me to pick one hundred names from your list of owners and will you mail them any letter I may write at your expense?

Jordan stands ready for a detailed competitive test with any automobile selling within \$500 of its price. Jordan stands ready to meet any committee of engineers or experts to examine the Jordan car and test it against any automobile made.

You will be convinced by a test of this kind of the real value that lies in the Jordan car.

This is the secret of Jordan success.

Distributors for the
Pacific Northwest



Broadway at Everett
Phone Broadway 4675

JORDAN

JORDAN MOTOR CAR COMPANY, INC., Cleveland, Ohio