

# JORDAN GIVES VIEWS ON WHAT MUST BE DONE

## President of Jordan Motor Car Co. Tells Impressions After Trip Over Europe.

By EDWARD S. JORDAN, President of the Jordan Motor Car Co.

If a man of sturdy character and ancestry—possessed of generations of experience and great ability as a world merchant, should suddenly find his organization disrupted, his finances upset and his family in danger of bankruptcy, as the result of a great fire, what would he do to retrieve himself?

He would go to work—capitalize his experience; reorganize his business; establish his credit; and bring order out of chaos.

That is the situation of England, find that is exactly what it is going to do. This is true also of France.

It is true that France and England have their internal problems to solve but as Mr. Clemenceau has appropriately said, the solution of most of our problems lies in one word—work.

We heard it stated frequently that America now occupies a dominant position in the world, because we now control one-third of its wealth. It is often said that New York is now the center of the world, commercially and financially. It is true that we have the opportunity to earn that distinction, yet it remains to be seen how we will take advantage of this opportunity.

Today the old world, dulled by war, stands waiting for America. Before we can lay claim to distinction as world leaders, we must establish our right by acquiring that same knowledge which has made London the commercial center of the world for generations past.

## Westcott Models Attract Many Prospective Buyers

The unusually complete variety of models has attracted many owners and prospective owners of motor cars to the Westcott, says Carl Changstrom, of the Standard Motor Car company, local distributors for the Westcott.

The Westcott is made in two sizes, the larger six and the lighter six. In appearance, in performance, and except for a few details of equipment they are identical in everything but size.

# New Officers, for Douglas Motors.



Seven successful business men were elected last week to serve as directors for the Douglas Motors corporation of Omaha. Everyone of them has become prominent for their successes and have records back of them which are not marred, in any instance, by failure. These seven men will guide the affairs of

Omaha's big truck and automobile industry and are entering upon their work with a determination to make the Douglas Motors corporation the largest manufacturers of trucks and automobiles in the great middle west.

In the photograph above, the directors are, from left to right, as follows: William Nixon, banker of

Weston, Ia., elected secretary; W. H. Larnard, banker of Haigler, Neb.; J. D. Anderson, merchant of Syracuse, Neb.; Thomas A. Fry, banker of Omaha, elected first vice president; George Christopher, elected president, and H. O. Wilhelm, insurance man of Omaha, elected second vice president.

## Texas Truck Dealers Reach Omaha Tuesday To Visit Motor Plant

One hundred or more Texas truck and automobile dealers will reach Omaha Tuesday to visit and inspect the factory of the Douglas Motors corporation at Thirtieth and Sprague streets. These dealers have signed up with the Kibbe Tractor and Implement company of Dallas, Tex., to handle the Douglas trucks and their orders for immediate delivery have been coming so thick and fast that the Omaha factory has been forced to limit the number of Douglas trucks for each dealer in February and March.

The trip will be made from Dallas in two special Pullman cars, leaving there Sunday and arriving in Kansas City Monday. They will spend the day at Kansas City, visiting the National Tractor show, and will arrive in Omaha Tuesday morning, Thursday morning the special will leave Omaha for Texas.

The entertainment planned for the Texas representatives includes a banquet, theater party and a special sight-seeing trip around Omaha.

## Roos Finds Motorcycles Are Hard to Procure Now

"Manufacturers have their troubles," says Victor H. Roos, local Harley-Davidson distributor, just returned from an information trip to the Harley-Davidson factory at Milwaukee. Mr. Roos finds that there are reasons why the manufacturer can't make prompt deliveries.

"Effects of the recent steel strike are now being noticed," says Mr. Roos. "As steel is hard to procure, foundries have their labor troubles owing partly to the fact that immigration of foreigners has practically ceased and because high wages in their line makes the average American reluctant to work in the mills."

"Railroad conditions are also bad, thus making transportation a problem. It is a question of obtaining the goods at any price, and the enormous demand both by foreign and local buyers for their product has put the Harley factory three months behind in deliveries, when at this time of the year they are usually storing machines for spring delivery."

Increases of from \$150 to \$300 have been added to the models of the Jackson Motors corporation, Jackson, Mich.

## Motor Truck Great Help in Keeping the Price of Meat Down

"It is due to the successful operation of the motor truck as a live stock carrier that small packing centers are being established in different parts of the country," says C. J. Dutton of the C. J. Dutton Automobile company, local Kiesel distributor.

"Packing centers shorten the haul to market, as the products do not have to be hauled to distributing centers before being sent out to the ultimate market. This, in turn, has an important bearing on keeping the cost of meat down to a minimum."

"The consumer in the vicinities of these packing centers is able to get fresh meat at a price lower than if the meat had come a great distance."

E. C. Shelly, assistant sales manager of the Selden Truck corporation, died of pneumonia shortly after his return from the New York show.

# Cunning Crooks Have No Escape From System

(Continued From First Page.)

lishman, E. R. Henry, employed here. This is the method adopted by the government for use in the army and in the seven federal identification bureaus.

Every person arrested by the police department upon a felony charge is taken to the bureau of identification. The name, age and other general information about the person is recorded on a special blank.

His measurements are then taken on the Bertillon scale of meters. This includes his height, stretch of arms from finger tip to finger tip, length of trunk or body, width and length of head, width between cheek bones, length of middle and little left fingers from base to tip, length of left arm from elbow to finger tip and length of left foot.

Other notations recorded are the weight, color of hair, color and shading of the iris of the eyes according to the Bertillon chart, condition and peculiarities of teeth, and position and character of scars, moles and tattoo marks.

For the "Rogues' Gallery." All this data is entered upon blanks printed especially for the purpose and filed in a card index.

Then the finger prints, which are not included in the Bertillon scheme, are taken. Special charts are provided for this purpose. Each finger of both right and left hands, starting with the thumbs, are rolled in print-ink and pressed on the card.

The four fingers of each hand are recorded together in similar fashion. Front and profile photographs of the person are next taken with a small camera. They are developed and placed in the "rogues' gallery," which is often invaluable in identification in connection with investigation of crime.

It is the finger prints, according to Mr. Nielsen, that are the only dependable and infallible method of identification. Although the Bertillon measurements are usually accurate and of much value, mistakes are easily made and proof is generation. In open photographs cannot always be depended upon as a means of identification. Marked resemblance is frequently found in photos of entirely different persons.

Finger Prints Never Change. Time will often alter a person's Bertillon measurements and invariably changes his physical appearance. But his finger prints never change. Such reports are practically perpetual.

Mr. Nielsen advocates the establishment of a gigantic federal fingerprint system, with records of every citizen in the country. The advantages and benefits of such a system would justify its expense, he thinks. He asserts the records would prove valuable, not only in criminal detection, but as a means of identification in case of accidents, murders, train wrecks, fires, drownings, storms and other catastrophes.

Like the "Mystery Girl." The identity of Omaha's "mystery girl," who was found murdered in a ravine north of the city, would not have been a mystery if such records had been available in a central federal bureau, he said. Although this is only one specific case, there are thousands of other instances, not always as tragic as this one, in which a general identification scheme would be valuable.

Many large corporations are now employing finger print systems as a protective measure. It insures them against re-employment of persons in one city who have been discharged from a branch in some other city and also is helpful in cases of theft.

Bertillon measurements do not really indicate character, according to Mr. Nielsen. There is no such thing as true criminal types, he says. The most dangerous crooks usually have the most intelligent appearance and the most regular features.

## Woman's Work With Army Sends Men Home

(Continued From First Page.)

a proud moment for each winning man of no matter what country, when General Pershing took him by the hand, gave him his medal, and spoke a few personal words of appreciation for his accomplishment.

"Later in the summer, I spent a month and a half with the American sailors as they came on their three or five-day leaves to Paris. During July and August, 68,000 of them came. My part of this work was purely social, as we found we must keep these boys busy every minute sight-seeing, dancing or going somewhere. They wanted to make the most of their short stay."

A Typical Day. "In September, I was sent to Gieves, which had been the largest supply base of the A. E. F. At that time it was chiefly a German prison camp, and we worked with the boys who formed their escort. We had to make all of our own recreation, as there were no towns of any size near-by, and we had little transportation. A typical day, meant the making of several hundred doughnuts, keeping the Hut library straightened up, sewing in all spare moments, perhaps singing at a funeral if one of our buddies had gone West, going later to the hospital for a sing around the piano with the boys who were well enough to be up, and ending the day playing for the movies which we always had when there was no other entertainment.

"During October and November, back in Paris after Gieves was turned over to the French, our work was much the same. The boys who were there were finishing up the work in the various departments of the army and had to be fed and entertained. As many of them were furnished with commutation of rations, several hundred ate their regular meals at the one big canteen we had open. The problem of the homesick doughboy is much the same, whether he is in a city or a lonely camp; and I am sure American girls felt it a privilege to be where they were so needed and so much real work could be done."

Hugh Chalmers and family left Detroit for their home in Pasadena, Cal., last week, where they will remain for the next four or five months.

# Sales Manager Fields Tells of the Ideals of His Organization



J. E. Fields

"We have frequently been asked about the high morale of the Liberty field organization and the spirited manner in which our sales people go after business," says Sales Manager J. E. Fields, of the Liberty Motor Car company. "There could be no better explanation than the creed to which each Liberty salesman subscribes. That creed is as follows: 'I believe in Liberty ability. I believe in the Liberty organization. I believe in Liberty policies.'"

## Alaskan Eskimos "Fall" For "Canned" Jazz Music

Denver, Colo., Feb. 14.—The Eskimos of Alaska have "fallen" for jazz music and every hut of the various tribes now has its music box, according to G. C. Gaisford, an Alaskan explorer, who is visiting his home in this city.

Many traders are reaping small fortunes by exchanging phonographs for valuable furs and skins, Gaisford says, and the Eskimos sit by the hour listening to the "canned" jazz.

# Pierce-Arrow Tests Engines With Most Modern of Devices

The Pierce-Arrow Motor Car company of Buffalo has just completed the installation of perhaps the most effective motor testing apparatus employed by any automotive plant in the country. Added proof of the Pierce-Arrow company's determination constantly to enhance its quality standard is found in the fact that every engine, whether truck or passenger car, produced by the company, is subjected to the rigid test routine made possible by improved electric dynamometer apparatus.

Under the improved method of testing an engine passes through three stages. It first is driven electrically until the moving parts are worn in, whereupon the engine is run for a number of hours under its own power at various speeds.

Throughout this entire period instruments reveal accurately the internal friction of the engine; its speed and the horse-power developed by it. The engine then is disassembled and the parts inspected by experts, who rebuild it after making adjustments or corrections.

In the final stage, the engine is coupled with a dynamometer in a silent room. At this stage of the test is recorded complete data as to power, gasoline consumption, internal friction and other vital facts.

Here, too, the tester adjusts ignition, carburetion, valve action, etc., so that when the final ok is given a perfect engine is ready for the chassis.

## Cadillac Company to Put Out New Model Automobile This Year

A new model, the type 59, is presented by the Cadillac Motor Car company for the coming season. With this car the Cadillac company completes its sixth year of eight-cylinder production, with more than 80,000 eight-cylinder cars on the road.

The new model shows a continuation of substantial Cadillac construction features. The refinements and progressive improvements introduced in the type 59 have prompted its makers to declare, unhesitatingly, that even the Cadillac works have not produced a car which equals it.

# Cole Aero-Eight Gas Supply Is Always to Be Depended Upon

If a motor is to function properly under the varying road conditions, under severe pulls and change of speeds the carburetor must be supplied with the correct amount of gasoline to take care of its demands. This is accomplished in the Cole Aero-Eight models by the triple capacity vacuum gasoline feed tank.

The tank is placed on all Cole models directly under the hood, inside of the dash. It is easily accessible and is generally recognized as the most dependable system of its kind in use. With it the Aero-Eight motor may be expected to operate perfectly whether on a long hill, under a hard pull or at exceedingly high speeds. The large reserve supply of fuel always accommodated within the vacuum tank reservoir answers the requirements of the motor at all times, and the tank's size eliminates all possibility of its running dry under severe pulls or at high speeds.

Trucks Must Be Kept Up To Present Efficiency

"With a constantly increasing demand for motor trucks that threaten to exceed the supply of available trucks on the market, it is up to every truck owner and driver to see that his trucks are in the best of mechanical condition, insuring not only economical but efficient operation at a time when motor truck transportation has become an industrial necessity," says Charles A. Tucker of the Nebraska Oldsmobile company.

"The truck owner who allows his truck to get into a poor mechanical condition through neglect is today recognized as a transportation slacker, because he is responsible for transportation units that boost the cost of hauling and transporting goods, thereby making the retailer sell his goods at a higher price than if they had been transported more economically."

Auto Men Dine. Staff of the Omaha District Pipe Sheet, a publication edited by employees of the Omaha district of the B. F. Goodrich Rubber Co., held its annual dinner at the Fontenelle hotel last evening. Representatives of the paper from all Goodrich houses in the Omaha district were in attendance.

## Omaha Chamber of Commerce

- FRANK A. BROWN, President
- W. H. TRIMBLE, Vice President
- CLARENCE C. POWELL, Secretary
- THOMAS A. WITTE, Treasurer
- EDWARD LARSON, Comptroller
- A. A. ELLIS, Corresponding Secretary
- J. M. GILLEN, Manager Industrial Bureau
- C. E. JOHN, Manager Tourist Bureau
- A. C. THOMAS, Manager Publicity Bureau
- W. L. PETERSON, Manager Commercial Bureau

Omaha, Nebraska, February 5th, 1930.

Douglas Motors Corporation, 30th & Sprague Streets, Omaha, Nebraska.

Gentlemen:

I note from reading the "Douglas Motors Being" that you invite suggestions for a suitable slogan for your establishment.

How would this one do? DO IT WITH A DOUGLAS.

Are you going to market your hogs? DO IT WITH A DOUGLAS.

Are you going to haul your wheat to market? DO IT WITH A DOUGLAS.

Are you going to haul some farm machinery to the country? DO IT WITH A DOUGLAS.

Are the roads bad and are the ordinary trucks unable to make the trip? DO IT WITH A DOUGLAS.

Is your old truck going to pieces and have you a lot of hauling to do this year? DO IT WITH A DOUGLAS.

Do you live in Omaha and do you believe in boosting Omaha? DO IT WITH A DOUGLAS.

Do you haul with a truck? THEN DO IT WITH A DOUGLAS.

Henry Jones came to town last week through the mud 3" deep with a load of hogs, weighing nearly three tons. How did he do it? He did it WITH A DOUGLAS.

The above suggestion may not suit your purpose, but I thought it worth while to pass the thought along.

Yours very truly,

J. M. Gillen

Manager Industrial & Development Bureau.

Everybody's talking about



They are worth talking about

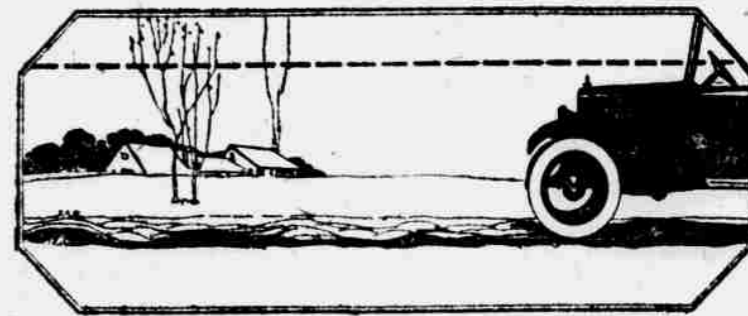
"Every Douglas Owner is a Douglas Booster" Ask any one of them

## Douglas Motors Corporation

George Christopher, President, 30th and Sprague Sts., Omaha, Nebraska.



# A Rough Road For Wheels but a Smooth Road For Passengers



WATCH Overland 4 on rough cobbles or unpaved roads. The wheels follow surface inequalities, but the wonderful new Triplex Springs give car and passengers remarkable riding steadiness.

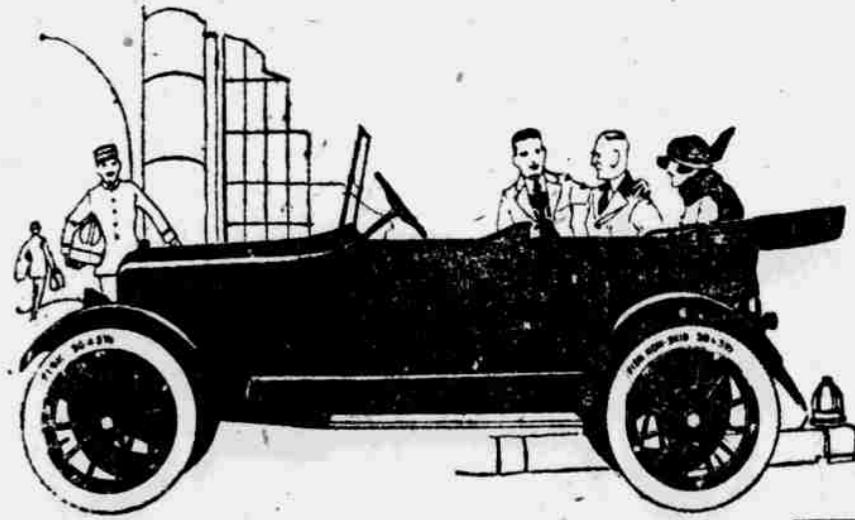
The three-point diagonally-attached Triplex Springs give 130-inch Springbase to a car of 100-inch wheelbase.

This makes for the gently buoyant road action of a large, heavy car with the operating

economy and convenience of handling of a scientifically designed light car.

Triplex Springs also mean care-free maintenance, so perfectly do they protect the delicate parts of the car from road strain.

Auto-Lite starting and lighting, door-opening curtains and dash light give but a hint of the completeness and quality which characterize everything about Overland 4.



Overland 4 Touring, \$945; Roadster, \$945; Coupe, \$1225; Sedan, \$1525. Prices, f. o. b. Toledo, subject to change without notice.

## Van Brunt Automobile Co.

Distributors Western Iowa and Eastern Nebraska.

Some territory available. Wire or write quick.

Omaha—2562-4 Farnam St. Council Bluffs—18-20-22 Fourth St.

