

**SCHMIDTS BUY STUDEBAKERS**

Brothers Try to Surprise Each Other with New Cars.

**THEY COLLIDE IN SALESROOM**

Milwaukee Instance Again Proves the Old Adage that Truth is by Far Stranger than Fiction.

It is a thoroughly established fact that there are more Schmidts in Milwaukee than in any other American city of similar size.

This condition was personally known to J. G. Wollaseger, who sells Studebaker automobiles in the Wisconsin metropolis. He was therefore not greatly surprised to note one day that his list of prospective customers included two Schmidts.

That afternoon Mr. Wollaseger called forth in a Studebaker "six" touring car, met Herman E. Schmidt and family, and took them for a ride. Mr. Schmidt noted the quietness of the car and the easy way it handled its seven-passenger load on high gear. Mrs. Schmidt was also pleased. Mr. Wollaseger produced an order blank and the Schmidts bought the car.

While this deal was in process, H. S. DeLand, Mr. Wollaseger's chief of staff, had been out in a "six" landau roadster, and had picked up Jacob S. Schmidt, according to arrangement. Jacob looked at the car as a closed vehicle and as an open body for touring. He admired its perfect fitting equipment, said he knew Studebaker quality from experience and didn't care to fuss with mechanical details which he was ready to take on faith, and bought the car.

Both the Schmidts arranged to accept delivery on their cars the following Saturday. Both appeared in due order. Mr. Wollaseger welcomed Herman E. and took him to the garage where his shining touring car was waiting. They arrived just as Mr. DeLand was turning a new landau over to Jacob S.

Henry began to walk slowly round his new possession with an approving eye. Between his car and the "six" touring car, he bumped into Jacob, who was also perambulating. The Schmidts looked each other in the eyes, each showing a startled stare.

"Oh, hello!" said Henry, disgustedly. "Rats!" replied Jacob in plain chagrin.

"Trying to put something across on your big brother, eh?" continued Henry. "I thought you were going to buy a small car!"

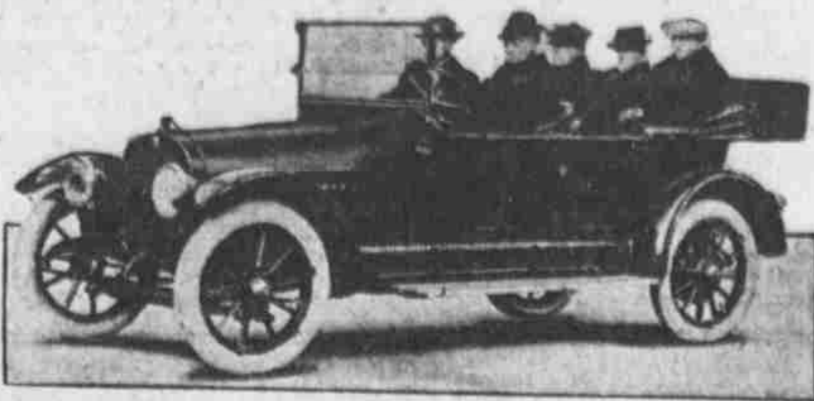
"Yes! And you were going to wait till summer before you got yours," retorted Jacob. "Trying to get away with it—no?"

Then they both grinned and exchanged congratulations.

Henry and Jacob are brothers and business partners in a big Milwaukee enterprise of state-wide reputation. Now and then each tries to provide a little personal surprise for the other. Now and then something interferes.

Persistent Advertising is the Sure Road to Business Success.

**Five-Passenger Hudson Six Announced**



From the Hudson factory has just been received by Guy L. Smith, Hudson distributor, announcement of the shipment of the first of the new five-passenger Light Six model.

This is a strictly five-passenger car. Yet it is identical in every way with the six-passenger Six-40 with the exception of the rear seat and tonneau. By a slight change in design it has been possible to gain increased seating width, without losing any of the graceful lines of the streamline body.

Very many people prefer the close-coupled, five-passenger touring car model. And it is for this class that the new car has been brought out. The change in seat location makes it possible to bring the weight of the body well forward of the rear axle. Thus there is secured most excellent balance and riding qualities. Those who have been privileged to ride in the new car say it is most restful and delightful.

The first of the five-passenger models has been received by Guy L. Smith and may be inspected and demonstrations arranged from and after this date. Advice from the factory states that only a very limited number of these snappy, compact cars can be built. Already orders are coming in from dealers who were fortunate in receiving the first cars shipped out. This is urged by Mr. Smith as a hint to those who fancy this style of car so that they may lose no time in calling to see the car.

**Month of March Sees Increase in Number of Fords Produced**

Going up. Production figures at the Ford factory at Highland Park, Mich., are shattering all records. Eleven hundred and more cars a day for twenty-six consecutive working days was the record in March. When the last car had passed out the factory's doors on March 31 there had been 25,712 Fords built and shipped during this month of thirty-one days, of which five were Sundays.

Those who have been following motor car production have become accustomed to think of the Highland Park factory as the place where more than 1,000 complete automobiles are turned out every day.

These will now have to occasion themselves to the new slogan of "More than eleven hundred Fords a day."

Those familiar with the Ford business are predicting that the demand for Fords this year, as in years past, will greatly exceed the supply. They are urging those who contemplate purchasing to do so early and thus insure themselves of having a car during the summer months, when the demand is heaviest.

And there will be no let up during April. All indications point to this being even a larger month in the way of production than was March.

Reports from the Ford factories at Ford, Ont., and Manchester, England, show that the business of these two companies is proportionately as brisk as that of the American company.

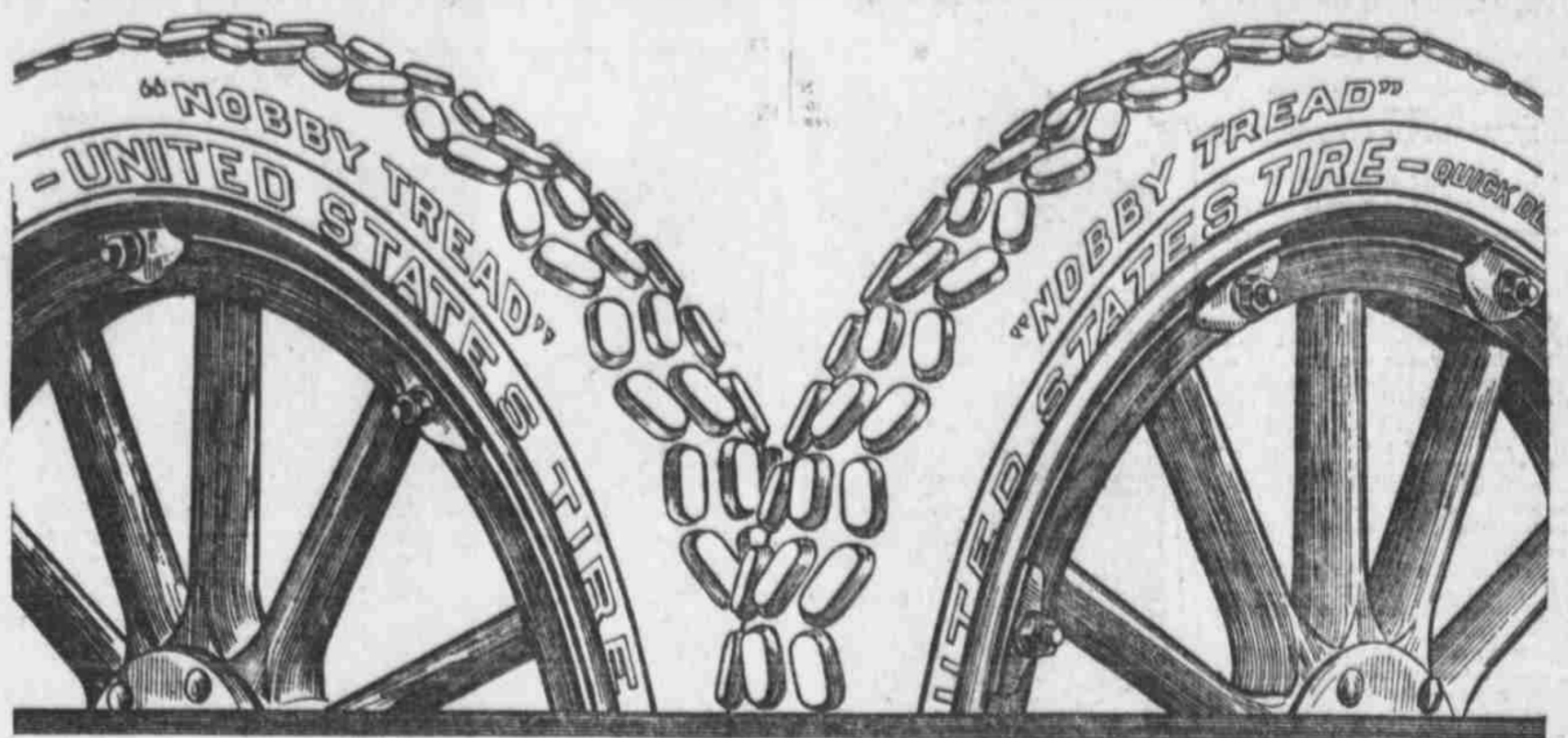
**GAFFNEY GOES ON VISIT TO THE JEFFREY FACTORY**

J. M. Gaffney of the Rambler Motor company will leave Saturday for a week's visit at the Jeffrey factory at Kenosha, Wis., to arrange for spring deliveries.

**CADILLAC COMPANY SHOWS ENGINE OF A TAXI CAB**

The Cadillac company is making a novel and convincing demonstration of the durability of the Cadillac car. They have on display in their windows the parts of a Cadillac engine taken from a taxicab that has done service in Omaha for the last four years. This taxi is now in the Cadillac garage being overhauled, and Riem has taken advantage of the opportunity to show just how a Cadillac engine will stand up under continuous hard usage. The taxi has a mileage of over 150,000 miles and has never missed a day of service in four years, except for the annual overhauling. Micrometers are on display with the parts so that the curious may find out for themselves just how much each part is worn. The crank shaft, the part of the engine that receives the most wear, has worn just 1,000th part of an inch.

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Piston Rings  
Give Perfect Compression  
Maximum Power  
All Supply Houses, Garages and Repair Shops



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- On Farnam Street, Omaha
- On Fifth Avenue, New York
- On Commonwealth Avenue, Boston
- On Broad Street, Philadelphia
- On Pennsylvania Avenue, Washington
- On Euclid Avenue, Cleveland
- On Michigan Avenue, Chicago
- On Woodward Avenue, Detroit
- On Broadway, Denver
- On Van Ness Avenue, San Francisco
- On leading streets of cities and towns everywhere

**On Every Thoroughfare**

see the tremendous number of "Nobby Tread" Tires on cars everywhere—you will find that men who have owned two, or three, or four cars—men who have experimented—use "Nobby Tread" Tires.

If you are buying your first car this Spring, have it equipped with "Nobby Tread" Tires.

Start right,—take the advice of these veteran motorists,—and save expensive, useless experimenting.

**"Nobby Tread" Tires**

are now sold under our regular warranty—perfect workmanship and material—BUT any adjustments are on a basis of

**5,000 Miles**

Thousands upon thousands of veteran motorists now use "Nobby Tread" Tires on their front and rear wheels through all seasons, because they are such phenomenal mileage tires and real anti-skid tires.



**United States Tire Company**

NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of everything.

**Omaha Rubber Company**

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1608 Harney Street, Omaha, Neb.

Phone Douglas 1815



The Four that makes the Six unnecessary



**Convenience—Comfort—Beauty**  
—all you could desire

Before you decide, in justice to yourself and family—enjoy a ride in the Moline-Knight—the family car that will please and delight each and every member of your family.

**Luxurious upholstery**  
—individually distinctive

The Moline-Knight will be a delightful surprise to you—its deep, solid-comfort cushions—its graceful streamline body and matchless finish will at once appeal to you.

In the Moline-Knight you not only get the world's greatest motor—but all the class and distinction for which the European cars are famous.

**No more shifting**  
of gears

You can take any grade without a kick or a struggle from the engine.

You can slow down, and without changing gears, throw the throttle wide open and the response is instantaneous.

The Moline-Knight is marvelously free from vibration at any speed.

No other American built car has a streamline body with such graceful, easy lines

This is the motor that ran 337 hours without a stop or adjustment on the testing block of the Automobile Club of America, New York

**Moline Automobile Co., East Moline, Ill.**

Moline Automobile Co., 2421 Farnam Street, Omaha  
Phone Douglas 2935