

Enter Rank With Best Structures

Gerlinger Motor Car Co.

Distributors of High-Grade

Motor Cars and Motor Trucks

Significant New Building Under Construction.

Sales Offices, 690 Washington Street. Service Dept., 86th Tenth St.



NEW HOME OF THE JACKSON.



NEW HOME THE STUDEBAKER.

HUGE INVESTMENT PLACED IN AUTOMOBILE BUILDINGS

Enlargement of Service Side of the Automobile Industry Results in Need for Numerous Departments—Financial Standing High in Most Cases.

of the departments, and what would appear from the plans to be the finest showroom in the city will be begun very shortly.

Howard Auto's New Quarters Fine.

Going along Fourteenth street, one building that strikes the eye is that of the Howard Automobile Company, presided over, as most people know, by Mel Johnson, one of the most popular men in the trade. Here again is a spacious two-story brick building, which recently was extensively improved and thoroughly overhauled to meet the exacting requirements of Mr. Johnson. The general color scheme is white, relieved by plain black. Cars run right through into the garage, the offices being on the other side to the showroom. There is a floor space of 7500 feet, and here again the repair department is absolutely private. It is Mr. Johnson's proud boast that he carries the most complete stock of parts for his National and Buick lines. The extensive business they have been doing lately is proof of the fact that this service is appreciated by owners.

Becker Automobile House Conspicuous.

If there is one building calculated to hit the eye, it is that of the Becker Automobile Company, a single-story brick building, on Fourteenth and Burnside streets. A color scheme of red, yellow and black, with the name in big, bold letters, proclaims to the world at large the business that Rudy Becker at all does in the popular R. C. H. cars. The showroom, though on the small side, is of such proportions that the cars can be seen to advantage from both streets, while an extensive garage at the back is always filled with cars. Mr. Becker recently moved here on account of the increase in the business, and is more than satisfied with the location, which is all that could be desired.

Mitchell Home Extensive.

Ten thousand feet of floor space is what the Mitchell, Lewis & Stuyvesant Company has for its automobile department, where they sell the Mitchell car. This building of course is just across the street from the other departments, situated as it is at East First and East Morrison streets. The showroom is all in white enamel, with a profusion of palms. On the upper floor is the shop and the warehouse, the spacious and well-filled stockroom, with a complete line of parts, while the basement is also used as a warehouse. This has been their home since 1903, the time that the company moved over from the West Side to the East on account of the enormous increase in all its departments.

Hudsons and Reos Have Princely Homes.

Probably no better showrooms exist in the city than those set apart to show off the values of the Hudson and Reo. For these big-selling cars C. L. Boss is the local agent, while the building is also the home of the Northwest Auto Company, distributors for the Northwest. The building which is a single story, of reinforced concrete, was specially designed for these people. Mr. Boss, himself, through his considerable building experience, knowing just what he wanted. There is a space of 8250 square feet, of which a very large part is devoted to the showroom, where 15 or more cars are always on show, and that without any crowding. Not a single post interferes with one's view, while there are four large skylights, which make it exceptionally well lighted. The basement is devoted to retail shop, garage and storeroom, and is 52 by 110 feet, with side extension for the elevator.

Moore's Motor Car in Good Location.

In the heart of Automobile Row, at Sixteenth and Alder streets, will be found the Stearns-Knight car, for which the Moore boys have had the agency since last October, and of which they are making such a showing, their slogan being "to make this a Stearns-Knight town." The building is a wooden one, with two stories and a cement basement, extensive offices, double salesroom and a complete stockroom.

Gibson Storage Company to Have Big Home.

One of the most imposing buildings, when finished, will be the new one now in course of erection at Eleventh and Alder streets, for the Gibson Storage Company. It will contain a complete electric garage, storage battery equipment, is of yellow brick and designed and built entirely for the purpose.

large investment of capital and is but another instance of extension due to increased business.

Brady Quarters Extensive.

Though not possessed of a large street frontage, the home of the Franklin and Jack Rabbit Apperson cars, on Nineteenth street just off Washington, extends westward to a great depth, being one of the largest garages in the city. J. C. Brady, the head of the Brady-Dulons Company, which acts as local agent for these cars, has in them a couple of automobiles for which there is any amount of demand, and which keep the garage full.

Graham Auto Company in Good Position.

Right at the junction of Burnside and Washington streets at Fifteenth street is the home of the Graham Auto Company, which has the agency for the renowned Stevens-Duryea car. The building is a large three-story wooden one, and the company is kept especially busy with the number of cars that it looks after.

Hales, New Jackson Agents, Move.

After being located temporarily at Broadway and Couch street, the Jackson agents, A. E. and A. F. Hales, are now in process of moving to their new quarters in the Sprewell building, at Fourteenth and Couch streets. This is an imposing building of reinforced concrete, with three stories and basement. It has an exceptionally fine showroom, the windows being exceptionally large. Storage is in the basement, with the stores, repairs and machine shop upstairs, as well as the stockroom.

Peterson & Sierst Handle Regal.

Another building on the East Side is that of the Peterson & Sierst Company, at East Eighth and Hawthorne avenue, which formerly handled the Ford cars alone, but which now, owing to the increase in business, has taken on the popular Regal, with its underslung and side-overslung types. The company still handles its Ford cars on time, but has been doing a strong business in the Regal ever since taking them on.

John Deere Plow Company Has Velle Car.

With a business the size of that done by the John Deere Plow Company in all its branches, it is not difficult to see that they do a sound automobile business with the Velle cars. This is another company that is situated on the East Side, which is becoming an extensive center for the automobile company. Special attention is paid by the company to its service and repair department, and they are fixed up to handle everything in the best and most rapid manner possible.

Blodgett Has Extensive Quarters.

Back on the West Side again, at 29-31 North Fourteenth street, is the fine home of E. Blodgett, who carries on an extensive vulcanizing department in addition to having the agency for the well-known Firestone tires and a complete garage and service department. There are 5000 square feet of space on the ground floor, and cars can be driven right inside to be attended to with the greatest dispatch. Eight cars are frequently handled by him at one time. The storeroom is on the second floor, while the third is also occupied by him with stores and stockrooms.

Fred Dundee Has Up-to-Date Place.

As a repairing and storage house for automobiles, it would be difficult to find a better one in the city than that run by Fred Dundee at 575 Jefferson street. A complete plant for all kinds of repairing is installed, and a specialty is made of regrading ball bearings.

Ballou & Wright Are Big Supply Men.

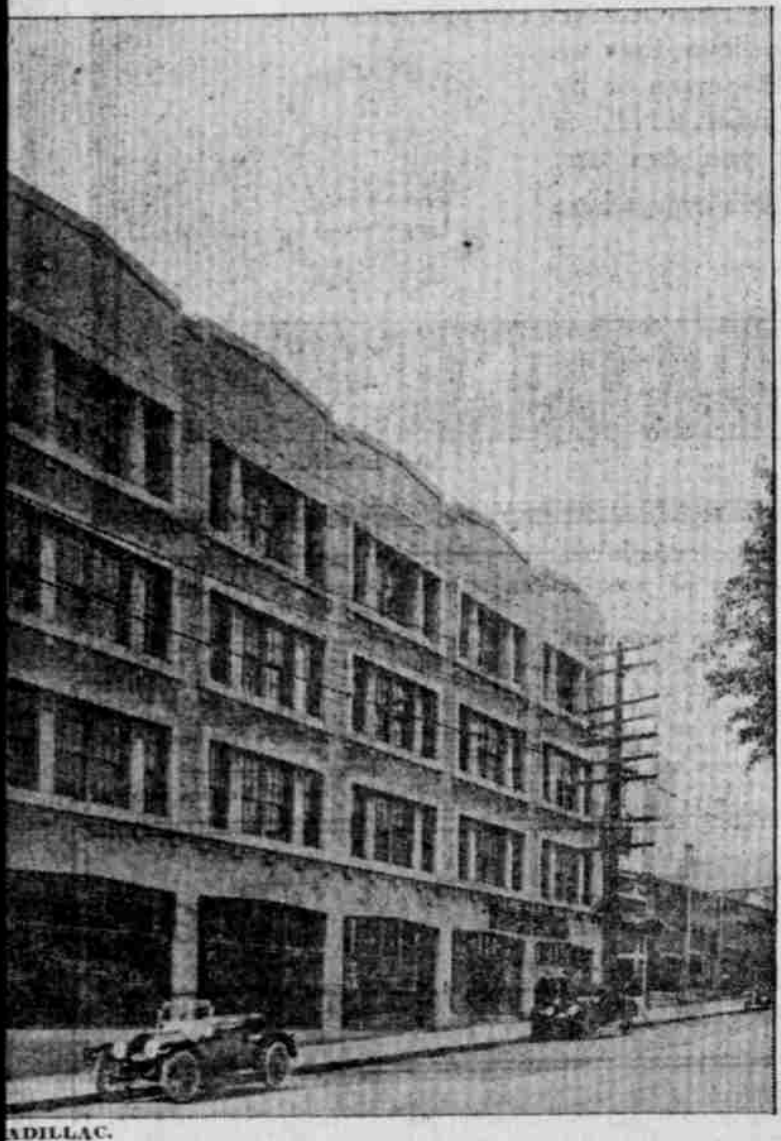
Located on the corner of Broadway and Oak street are the extensive showrooms and offices of Ballou & Wright, accessory men on a very large scale, with an enormous business in bicycles, motor cycles, automobile supplies, both on a wholesale and retail basis. The building, in the best situations in town, has a large floor space, with a great number of show windows on both streets, offices up above, and is a tribute to the business of the firm which has increased by leaps and bounds.

Archer & Wiggins Do Big Business.

Another firm of supply men which does a big business in its automobile and cycle branch is that of Archer & Wiggins, located on Sixth and Oak streets. Though having extensive departments for sporting and fishing lines, the company has one of the largest accessory and supply businesses in the city, with spacious storerooms and exceptionally well arranged showrooms.

A. J. Winters Extensive Supply House.

Among the automobile supply houses, none is better known than that of A. J. Winters, at 81 Sixth street. Mr. Winters does a great deal of vulcanizing, and has an extensive tire sale, while the volume of trade has more than doubled in short time, due in no small measure to the efficient service and accommodation which have always been part and parcel of managerial policy.



CADILLAC.



MOTORCYCLE SUPPLIES.



REGAL AND FORD CARS.

HUGE INVESTMENT PLACED IN AUTOMOBILE BUILDINGS

Enlargement of Service Side of the Automobile Industry Results in Need for Numerous Departments—Financial Standing High in Most Cases.

of the departments, and what would appear from the plans to be the finest showroom in the city will be begun very shortly.

Howard Auto's New Quarters Fine.

Going along Fourteenth street, one building that strikes the eye is that of the Howard Automobile Company, presided over, as most people know, by Mel Johnson, one of the most popular men in the trade. Here again is a spacious two-story brick building, which recently was extensively improved and thoroughly overhauled to meet the exacting requirements of Mr. Johnson. The general color scheme is white, relieved by plain black. Cars run right through into the garage, the offices being on the other side to the showroom. There is a floor space of 7500 feet, and here again the repair department is absolutely private. It is Mr. Johnson's proud boast that he carries the most complete stock of parts for his National and Buick lines. The extensive business they have been doing lately is proof of the fact that this service is appreciated by owners.

Becker Automobile House Conspicuous.

If there is one building calculated to hit the eye, it is that of the Becker Automobile Company, a single-story brick building, on Fourteenth and Burnside streets. A color scheme of red, yellow and black, with the name in big, bold letters, proclaims to the world at large the business that Rudy Becker at all does in the popular R. C. H. cars. The showroom, though on the small side, is of such proportions that the cars can be seen to advantage from both streets, while an extensive garage at the back is always filled with cars. Mr. Becker recently moved here on account of the increase in the business, and is more than satisfied with the location, which is all that could be desired.

Mitchell Home Extensive.

Ten thousand feet of floor space is what the Mitchell, Lewis & Stuyvesant Company has for its automobile department, where they sell the Mitchell car. This building of course is just across the street from the other departments, situated as it is at East First and East Morrison streets. The showroom is all in white enamel, with a profusion of palms. On the upper floor is the shop and the warehouse, the spacious and well-filled stockroom, with a complete line of parts, while the basement is also used as a warehouse. This has been their home since 1903, the time that the company moved over from the West Side to the East on account of the enormous increase in all its departments.

Hudsons and Reos Have Princely Homes.

Probably no better showrooms exist in the city than those set apart to show off the values of the Hudson and Reo. For these big-selling cars C. L. Boss is the local agent, while the building is also the home of the Northwest Auto Company, distributors for the Northwest. The building which is a single story, of reinforced concrete, was specially designed for these people. Mr. Boss, himself, through his considerable building experience, knowing just what he wanted. There is a space of 8250 square feet, of which a very large part is devoted to the showroom, where 15 or more cars are always on show, and that without any crowding. Not a single post interferes with one's view, while there are four large skylights, which make it exceptionally well lighted. The basement is devoted to retail shop, garage and storeroom, and is 52 by 110 feet, with side extension for the elevator.

Moore's Motor Car in Good Location.

In the heart of Automobile Row, at Sixteenth and Alder streets, will be found the Stearns-Knight car, for which the Moore boys have had the agency since last October, and of which they are making such a showing, their slogan being "to make this a Stearns-Knight town." The building is a wooden one, with two stories and a cement basement, extensive offices, double salesroom and a complete stockroom.

Gibson Storage Company to Have Big Home.

One of the most imposing buildings, when finished, will be the new one now in course of erection at Eleventh and Alder streets, for the Gibson Storage Company. It will contain a complete electric garage, storage battery equipment, is of yellow brick and designed and built entirely for the purpose.

large investment of capital and is but another instance of extension due to increased business.

Brady Quarters Extensive.

Though not possessed of a large street frontage, the home of the Franklin and Jack Rabbit Apperson cars, on Nineteenth street just off Washington, extends westward to a great depth, being one of the largest garages in the city. J. C. Brady, the head of the Brady-Dulons Company, which acts as local agent for these cars, has in them a couple of automobiles for which there is any amount of demand, and which keep the garage full.

Graham Auto Company in Good Position.

Right at the junction of Burnside and Washington streets at Fifteenth street is the home of the Graham Auto Company, which has the agency for the renowned Stevens-Duryea car. The building is a large three-story wooden one, and the company is kept especially busy with the number of cars that it looks after.

Hales, New Jackson Agents, Move.

After being located temporarily at Broadway and Couch street, the Jackson agents, A. E. and A. F. Hales, are now in process of moving to their new quarters in the Sprewell building, at Fourteenth and Couch streets. This is an imposing building of reinforced concrete, with three stories and basement. It has an exceptionally fine showroom, the windows being exceptionally large. Storage is in the basement, with the stores, repairs and machine shop upstairs, as well as the stockroom.

Peterson & Sierst Handle Regal.

Another building on the East Side is that of the Peterson & Sierst Company, at East Eighth and Hawthorne avenue, which formerly handled the Ford cars alone, but which now, owing to the increase in business, has taken on the popular Regal, with its underslung and side-overslung types. The company still handles its Ford cars on time, but has been doing a strong business in the Regal ever since taking them on.

John Deere Plow Company Has Velle Car.

With a business the size of that done by the John Deere Plow Company in all its branches, it is not difficult to see that they do a sound automobile business with the Velle cars. This is another company that is situated on the East Side, which is becoming an extensive center for the automobile company. Special attention is paid by the company to its service and repair department, and they are fixed up to handle everything in the best and most rapid manner possible.

Blodgett Has Extensive Quarters.

Back on the West Side again, at 29-31 North Fourteenth street, is the fine home of E. Blodgett, who carries on an extensive vulcanizing department in addition to having the agency for the well-known Firestone tires and a complete garage and service department. There are 5000 square feet of space on the ground floor, and cars can be driven right inside to be attended to with the greatest dispatch. Eight cars are frequently handled by him at one time. The storeroom is on the second floor, while the third is also occupied by him with stores and stockrooms.

Fred Dundee Has Up-to-Date Place.

As a repairing and storage house for automobiles, it would be difficult to find a better one in the city than that run by Fred Dundee at 575 Jefferson street. A complete plant for all kinds of repairing is installed, and a specialty is made of regrading ball bearings.

Ballou & Wright Are Big Supply Men.

Located on the corner of Broadway and Oak street are the extensive showrooms and offices of Ballou & Wright, accessory men on a very large scale, with an enormous business in bicycles, motor cycles, automobile supplies, both on a wholesale and retail basis. The building, in the best situations in town, has a large floor space, with a great number of show windows on both streets, offices up above, and is a tribute to the business of the firm which has increased by leaps and bounds.

Archer & Wiggins Do Big Business.

Another firm of supply men which does a big business in its automobile and cycle branch is that of Archer & Wiggins, located on Sixth and Oak streets. Though having extensive departments for sporting and fishing lines, the company has one of the largest accessory and supply businesses in the city, with spacious storerooms and exceptionally well arranged showrooms.

A. J. Winters Extensive Supply House.

Among the automobile supply houses, none is better known than that of A. J. Winters, at 81 Sixth street. Mr. Winters does a great deal of vulcanizing, and has an extensive tire sale, while the volume of trade has more than doubled in short time, due in no small measure to the efficient service and accommodation which have always been part and parcel of managerial policy.



ARCHER & WIGGINS, AUTO SUPPLIES.



TEMPORARY HOME PIERCE-ARROW.



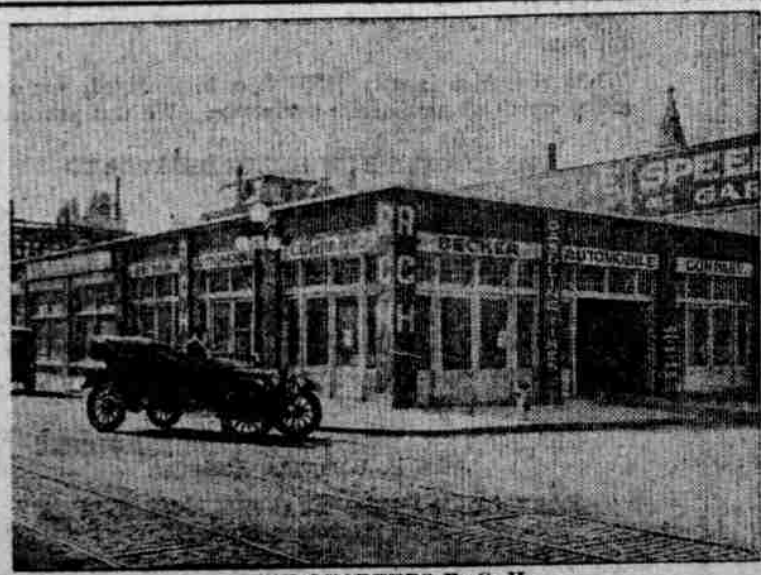
STEVENS-DURYEA HEADQUARTERS.



A. J. WINTERS CO. AUTO SUPPLIES.



FRED DUNDEE, AUTO REPAIRING.



NEW QUARTERS H. C. H.