

**SMITH'S BUSINESS EXPANDS**

Will Soon Be in New Location on Automobile Row.

**PIONEER IN THE BUSINESS**

Handles Three Cars of Different Types—Names Craig as General Manager of His Big Establishment.

On January 13, 1912, Guy L. Smith began his thirteenth year in Omaha. The number 13 has been Mr. Smith's lucky charm. In every endurance and speed contest in which he has entered a car his number has been 13, and he has won all the contests he has entered.

Thirteen years ago Guy L. Smith came to Omaha with Mr. Wittmann, who had the first automobile in town. It was a little steamer, a crude affair, which can be briefly described as a couple of boilers on four wheels. Little did Smith realize that within a few years he would be selling real automobiles that are wonderful in performance and comfort. No one then realized the coming of the great automobile era.

Mr. Smith had been in Omaha about three and one-half years when Clarke Powell opened the first automobile establishment on Farnam street. Smith went with him as manager of the sales and service department and remained there until Mr. Powell discontinued the business five years later. It was at this period that Guy L. Smith started his own business. His first establishment was a little room on Harney street about 1912. The store was small, but the enthusiasm and integrity knew no bounds. Smith then had the agency for the Franklin car. He had sold Franklins for Powell and knew them to be the best automobiles in their class. It was only a short time until larger quarters became necessary. An old church at Nineteenth and Farnam, where the Sanford hotel now stands, was rented. The old church looked big enough to take care of the business for a good many years. Not so, however. It became noted about that Guy L. Smith was giving more for the money than any automobile man in town and the customers continued to come in increasing numbers. There came a few who wanted the finest automobile that could be built. After careful study Smith selected the Peerless as the car. He knew this big, luxurious, silent running, powerful car was the height of motor car perfection. It seemed only a short span of months that there came an urgent need for a larger building.

The automobile industry was moving west on Farnam street. The increasing realty values east of Twentieth street made it necessary for the motor car dealers requiring larger buildings to move west. Gould Dietz then erected for Guy L. Smith a fireproof garage and service station at 226-97 Farnam street. The building looked so large that Smith induced Dietz to cut it in two parts and lease one part to another dealer. Today Smith is occupying the double building. Several years ago Smith realized the growing demand for a thoroughly reliable medium price automobile. He was besieged by hundreds of factories who built cheap cars and medium-priced ones. He finally chose the Hudson, but not until he had made a careful investigation of the Hudson's past performance, the factory behind the car, the company's financial standing and its policies.

**New Garage.**  
Along the latter part of last summer Mr. Smith signed a contract with E. F. Riley for a two-story steel and cement building at Twenty-sixth and Farnam streets. In going over the plans it was decided to add a concrete basement to the specifications. This would give Smith more space than any other dealer had. A bad winter set in and entirely held up construction on the new building. The 1913 season opened with such an increase in business that Mr. Smith and Mr. Riley again went over the plans and added a third story. The building when completed will be three stories and basement, 66x122, 35,000 square feet of floor space. The

**AUTO DEALER WHO SOON MOVES INTO NEW QUARTERS.**



GUY SMITH.

salesroom, offices, garage, supply rooms, repair shop, paint shop and refinishing department will be under one roof. The building is entirely fireproof and as a service station will not be equalled in the entire west.

With a steadily increasing business and a larger sales and service organization, Mr. Smith recognized the advisability of securing a general manager of his business; a man who would handle the business of the company along the same high plane it has always been conducted. Mr. Smith found such a man in his own organization and turned over the reins of management on April 1. This man is R. W. Craig. Mr. Craig came to Omaha about two and a half years ago. Prior to coming west Mr. Craig was connected with the automobile industry in New York City for about six years. Mr. Craig has had a wide experience in selling automobiles and a thorough knowledge of conditions surrounding the automobile industry.

**RAMBLER IS BACKED BY YEARS OF EXPERIENCE**

In a little one-room shop on South Water street, Chicago, before the big Chicago fire of 1871, a man and a boy laid the foundation for the great organization behind the Cross Country car, better known as the Rambler. Today the Rambler is one of the best machines on the market for the price and is well represented in Omaha.

In forty years, from this modest beginning in Chicago twenty-ones of which were devoted to building up the bicycle industry, until today \$5,000,000 are invested in the Rambler factory equipment alone and every dollar's worth of it is paid for.

The distributor of the Rambler car in Omaha is James F. Gaffney and he has stationed Omaha with the Cross Country. Mr. Gaffney truly believes the Cross Country to be the best built car for the price on the market. He makes several trips yearly to the factory for the express purpose of getting the latest type of car and to bring them to Omaha, where he has built up an extensive business.

**VAN PATTEN JOINS HOUPPT IN NEW LOZIER AGENCY**

Following the return from New York of Paul Smith, sales manager of the Lozier Motor company, additional details have been made public of the deal just closed by Mr. Smith disposing of Lozier sales rights in New York City.

The new Harry S. Houppt company, which has just been incorporated for the sale of Lozier cars in New York, has for its vice president and sales manager Leroy A. Van Patten, formerly advertising manager of the Alco and actively associated with Mr. Houppt in bringing about an increase of over 30 per cent in the business of that company in the last two years.

**New Pierce Arrows Place Headlights On the Mudguards**

Among the most notable and practical changes in the Pierce-Arrow models this year is the placing of the headlights on the front mudguards instead of as heretofore on brackets either side of the radiator.

The new position increases their efficiency, eliminates a certain amount of vibration, makes the wiring more secure and does away with weight at the front of the car as the new lamps add but slightly to the weight of the mudguards. According to exhaustive tests made by the Pierce-Arrow engineers the guards appear to be the logical position for the front lights. Because first of all it puts the beam over the wheels and in this position it lights the road in the most essential place. The area of illumination is also greatly increased. The diffused rays illuminate the side of the road to such an extent that when making a turn the driver is able to see the road into which he is turning very clearly. The beams also respond to a turning movement much more rapidly on account of their increased distance from the center line or axis of the car. The nearer lamps are placed to this line the longer it takes the projected beam to respond to a turning movement, also by increasing the height of the lamps it serves to decrease the exaggeration of small ridges in the road so that the driver can see exactly the nature of the road he is traveling.

**MIGHTY MICHIGAN CARS FINDING READY SALE**

About a year ago when O. D. Aldrich and E. V. Abbott decided to enter the automobile field in Omaha as distributors they made a trip east and made a careful inspection of 75 per cent of the automobile factories of the country in an effort, first to find a car in the medium-priced class that offered the greatest value for the money, in specifications, quality and service.

Second, and of equal importance, they wanted only a car made by a concern that knew how to produce a good article mechanically and that had confidence enough in its product to stand behind every word they said about the car, with the financial ability to make their word worth something.

In the Mighty Michigan the Omaha distributors believe these requirements are met successfully.

Mr. Aldrich said: "The makers of the Michigan have for a third of a century led in the pleasure vehicle field. They are the largest manufacturers of this line in the world. More people buy their pleasure vehicles than any other make."

"This remarkable success is founded on the principle of 'making good,' not only in quality of their goods, but in the service given their customers."

**COLE AUTO COMPANY DOUBLES ITS CAPITAL**

INDIANAPOLIS, Ind., June 7.—One of the best indications of the health of the automobile industry is the announcement made by the Cole Motor Car company, builders of the standardized car, that their capital stock has been increased from \$500,000 to \$1,000,000. This gives to the Cole company, without qualification, the title of being the largest automobile manufacturers in Indiana.

The action was taken at a meeting of the Cole stockholders, President J. J. Cole, Vice President S. J. Kuvas, Secretary-Treasurer J. F. Morrison, H. C. Lathrop of Indianapolis, W. L. Colt of New York and E. C. Frady of Chicago.

The Cole factory is at present working day and night, due to the demand made upon it for the six-cylinder model, an average of two dozen of this model being shipped from this city daily to all parts of the world.

**Larger Tires for Auto Trucks Will Solve the Problem**

"The solution of the problem which is so seriously affecting the truck industry in Baltimore is state legislation requiring larger tires," says C. W. Martin, manager of the motor truck tire department of the Goodyear Tire and Rubber company, Akron, O.

"City Engineer McCay should have proposed a law prohibiting the overloading of motor trucks instead of suggesting that motor trucks be barred from certain streets in Baltimore. The motor truck has become an economic necessity and such restriction would work hardship on society."

"If there were legislation requiring that a certain width tire should be used to take care of the load, there would be no danger of cutting up the streets."

"Overloading is the most serious problem that confronts truck owners today. When a truck is overloaded the life of the tire is not only diminished, but the streets are also cut up."

"The evil is so prevalent that I would not be at all surprised to see some such bill introduced at early session of many state legislatures. It is rumored that the Automobile club of Maryland already has some such project in mind."

"In Porto Rico, where the streets are mostly of asphalt, the government regulates the size of tires to correspond to the weight of the truck."

**NORTHWALL COMPANY HAS CLOSED RETAIL CONTRACT**

The T. G. Northwall company, distributors for Regal and Detroit cars, have just closed arrangements with H. L. Criseman, 3024 Farnam street, for the local territory on these two lines.

The Northwall company has always had its hands full in taking care of the distributing end of these two lines and have not been in position to properly take care of the local retail trade on these lines.

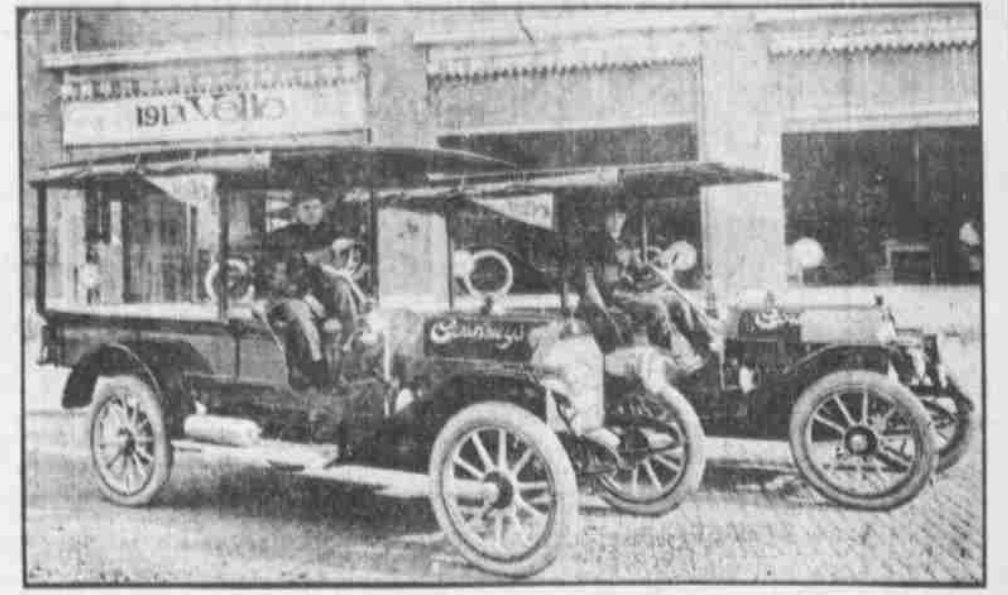
Owing to the popular priced cars in these lines and the exclusive features found in both of them, they are bound to make a showing in the local territory now that the cars are represented here.

The price on the Detroit ranges from \$250 to \$300. On the Regal from \$300 to \$1,400.

**Veteran Stars Located.**

Frank Owen, formerly of the Chicago White Sox, and Ed Killian, for years a member of the Detroit club, are now working regularly at the Studebaker automobile plants in Detroit, and divide the work of pitching for the shop's base ball team in the Manufacturers' league.

**VELIE TRUCKS**



are built in sizes from 1,500 to 6,000 pounds capacity. Repair parts are carried in Omaha. We operate a complete service station with skilled Velie mechanics in charge.

You must have construction and service in Omaha to operate a Truck successfully. We have both.

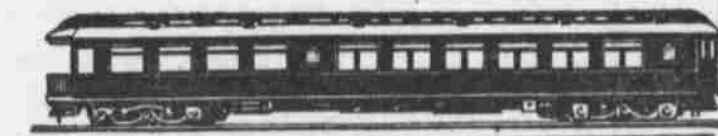
**JOHN DEERE PLOW CO., Omaha, Neb.**

**Wind Shield Glass,**

Paints and Varnishes for Automobiles.

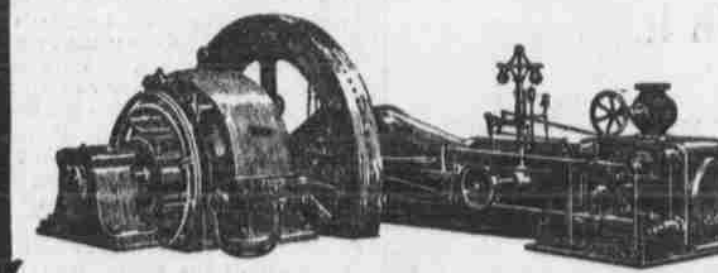
**Midland Glass and Paint Co. OMAHA.**

**A Simple Idea Behind a Simple Starter**



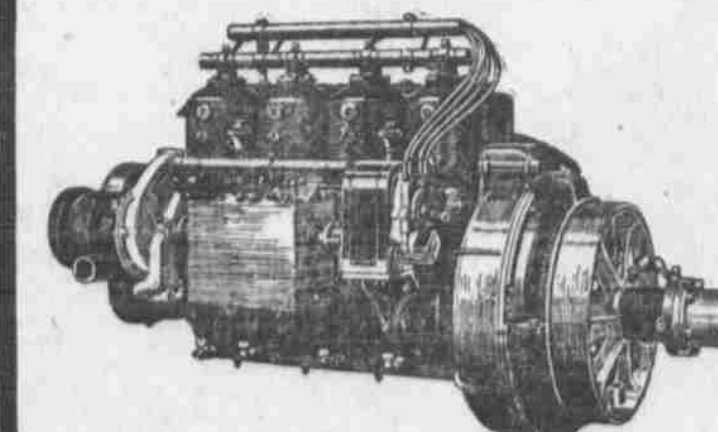
**This electric lighting idea**

Every Pullman car in the land is giving a daily demonstration of the Cross Country electric lighting system. Motor generator directly connected to axle for lighting purposes.



**Coupled with this power idea**

Allis-Chalmers direct current generator directly connected to a heavy duty Corliss engine. This is the type used in the Jeffery factory power plant—but much smaller.



**Produced this perfected starting and lighting system**

The Cross Country gasoline engine is directly connected to the electric motor generator. No chains; no gears; not even an extra bearing.

IT is not strange that the ideal self-starter grew out of a simple thing. For many years a great corporation has been making motor generators to attach to the axles of Pullman cars for lighting purposes. The application is direct and the light generating capacity positive. One day a man attached a similar motor generator to a gasoline engine and by a simple arrangement made it serve as the fly wheel. He simply adopted a principle proved practical by the builders of the great Allis Chalmers power generators. It is not a new, untried experiment, but an old principle simply applied to a new use.

THE attachment of the electric generator to the Cross Country gasoline motor is not an after-thought. Little weight is added. There are no extra bearings, no chains, gears or belts. The parts are large and substantial. There isn't a single delicate piece. The result, of course, is efficiency.

STOP and listen when you see a Cross Country owner starting his car. Even in the most quiet street the sound will hardly be audible. You will recall that some puff, others grind and a few squeal. This one operates quietly, starting the motor without jerk or jar. There is only one operation. Others require three. The lighting system is positive and the lights brilliant. You will know the Cross Country if you meet it on a country road on a dark night.

A beautiful four-color reproduction of the Cross Country, from an oil painting by R. Philip Brainard, is ready for mailing. See the Cross Country by all means, at any Jeffery branch or dealer's display room, but send for the picture anyway.

The Rambler Motor Company  
2052-2054 Farnam Street.  
Omaha, Neb.



Rauch & Lang Electric

**NOTICE**

Baker Electric

IN ADDITION TO THE BEST ELECTRIC SERVICE IN THE CITY WE NOW HAVE A FIRST CLASS SERVICE STATION FOR GASOLINE CARS

Refer to Article in this Section for Detailed Information Regarding our Equipment and Service

VISITORS ARE INVITED TO INSPECT OUR RECONSTRUCTED PLANT

WE ARE DISTRIBUTERS IN THIS TERRITORY FOR THE

**FAMOUS McFARLAN "SIX"**

CATALOGUE BY MAIL UPON REQUEST

**Electric Garage Co.**

40th and Farnam Sts., Omaha.