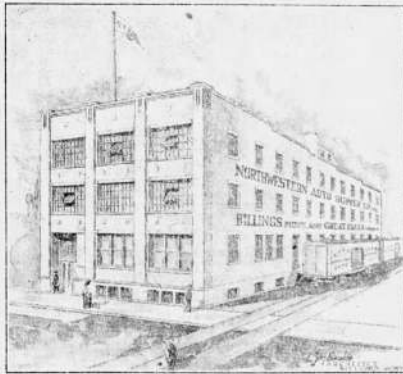


LOCAL AUTO SUPPLY COMPANY BUILDING \$30,000 STRUCTURE



New Home of Northwestern Auto Supply Co

Construction work on the new three-story brick building being erected at a cost of \$30,000 by the Northwestern Auto Supply company, is progressing and the handsome new business block will be ready for occupancy by summer. The building is being put up by the Edward Seerie and company of Billings and Denver, the firm that

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constructed the Montana Power block in this city.

The structure is being built at Fifth avenue and North Broadway, next to the Great Northern tracks and will have entrance along the tracks so that loading may be carried on with the least trouble. It will be constructed of brick and concrete and have a large basement. The building will be 50 by 140 feet and will form one unit of a structure 100 by 140 feet, which the firm ultimately expects to occupy as it now has possession of the two adjoining lots, the entire property recently having been purchased at a cost of \$16,000. A two-story residence has been moved from the site of the new structure.

When completed, the Northwestern people will put a \$150,000 stock of automobile supplies and accessories in it.

The Northwestern Auto Supply company of this city is the only whole-

sale accessory establishment in the northwest. The firm was organized in Billings two and one-half years ago and was originally incorporated at \$50,000. The firm sells to dealers only and it has increased the business several times over. The company had its original quarters on First avenue and North Thirtieth street. In January, 1915, it moved to its present quarters on First avenue and North Twenty-third street, occupying a part of the 50 by 140 foot one story structure. For the past year the firm has occupied the entire building and its business has outgrown its present quarters. The company was organized by E. C. Guthard, the present general manager and C. H. Guthard, president of the concern. Rockwood Brown is vice president of the company.

Increased Capital.

The company increased its capital and re-organized last year. The new corporation has a capital of \$250,000 and expects soon to increase this to \$1,000,000. Manager Guthard said yesterday. The firm was the third in the United States to deal exclusively wholesale in automobile accessories. The company now employs 25 persons and expects to greatly increase this number when it moves into its new home.

It has the exclusive distributing agency in the northwest of 40 eastern manufacturing concerns and embraces in its selling territory, four states, Montana, North Dakota and Idaho. The firm has a branch office in Great Falls and is looking forward to extending its business to the Pacific coast states.

Issues Trade Magazine.

One of the factors in building up its business has been the Autographic, a bi-monthly magazine that the company issues and distributes gratis, to its 300 dealer-customers. Mr. Guthard said. The company has issued three catalogues and the fourth will soon be off The Gazette press for distribution. It will comprise 240 pages and have listed over 5,000 articles sold by the company.

"The Northwestern Auto Supply company entered a field that greatly needed a concern of our kind," Man-

ager Guthard said. "The firm's business has increased by leaps and bounds and did a \$300,000 business last year. This year, we expect to do over half a million dollars worth of business. The company had its inception in Billings and is strictly a Billings concern. We expect to become one of the city's leading jobbing industries within the next few years."

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