

SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



AUTO SECTION

THE EVENING NEWS

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SAULT STE. MARIE, MICHIGAN, SATURDAY, MARCH 13, 1920

SOO MACHINE & AUTO CO. IN ITS NEW HOME

COMPANY PLANS AUTO SHOW AND RECEPTION SOON

Display of New Models and
Housewarming in Fine New
Plant.

HOLD-UP OF CARS AT THE STRAITS MAY PREVENT IT

The Soo Machine and Auto company will play host to the people of Sault Ste. Marie and vicinity within a few days, if present plans do not miscarry. The company will put on a combined Automobile Show and reception, at which the people will be given an especially favorable opportunity to view the latest models of the best known standard makes of cars carried by the company, and to inspect the new and enlarged plant of the concern.

It was planned to hold the "housewarming" and reception the first week in February, but the regrettable strike on the part of the stevedores, which has been held up at Mackinac City ever since the strike took up the big lake. R. A. Morrison, vice-president and manager, announces that if the delayed shipments arrive in time the show will be held on Friday and Saturday, March 26 and 27. If not there will be nothing doing, much to his regret. It will be impossible to start the affair after the automobiling season begins, as the garage will be in steady use.

Plans are made for clearing a large portion of space in the big new garage and store rooms and there effectively displaying the cars. The Maple street salesrooms and offices would be used as reception rooms. The Nordyke orchestra will play.

It is announced that if the expected shipments arrive on time and the show is held, representatives of the various companies of which the Soo Machine and Auto company is the representative in this territory will be here in force, largely as a compliment to the local concern and because of a desire to inspect the fine new home of the company.

The presence of men from the tire companies will be a decided departure from the usual practice of these concerns which make it an almost iron-clad rule not to exhibit at auto shows, of any kind. It is stated that an exception is made in this instance, however, and at least one, if not both, of the tire companies, will have practical demonstrations in an especially equipped booth, showing auto users the why and wherefore of tires and tire troubles and remedies, explaining the "cord" principle and its benefits, etc. Exide storage battery men will also be here, it is expected.

The big storage rooms will be especially fitted with booths for the occasion and decorated with flags and bunting.

MODERN EQUIPMENT OF NEW PLANT AID TO EFFICIENCY

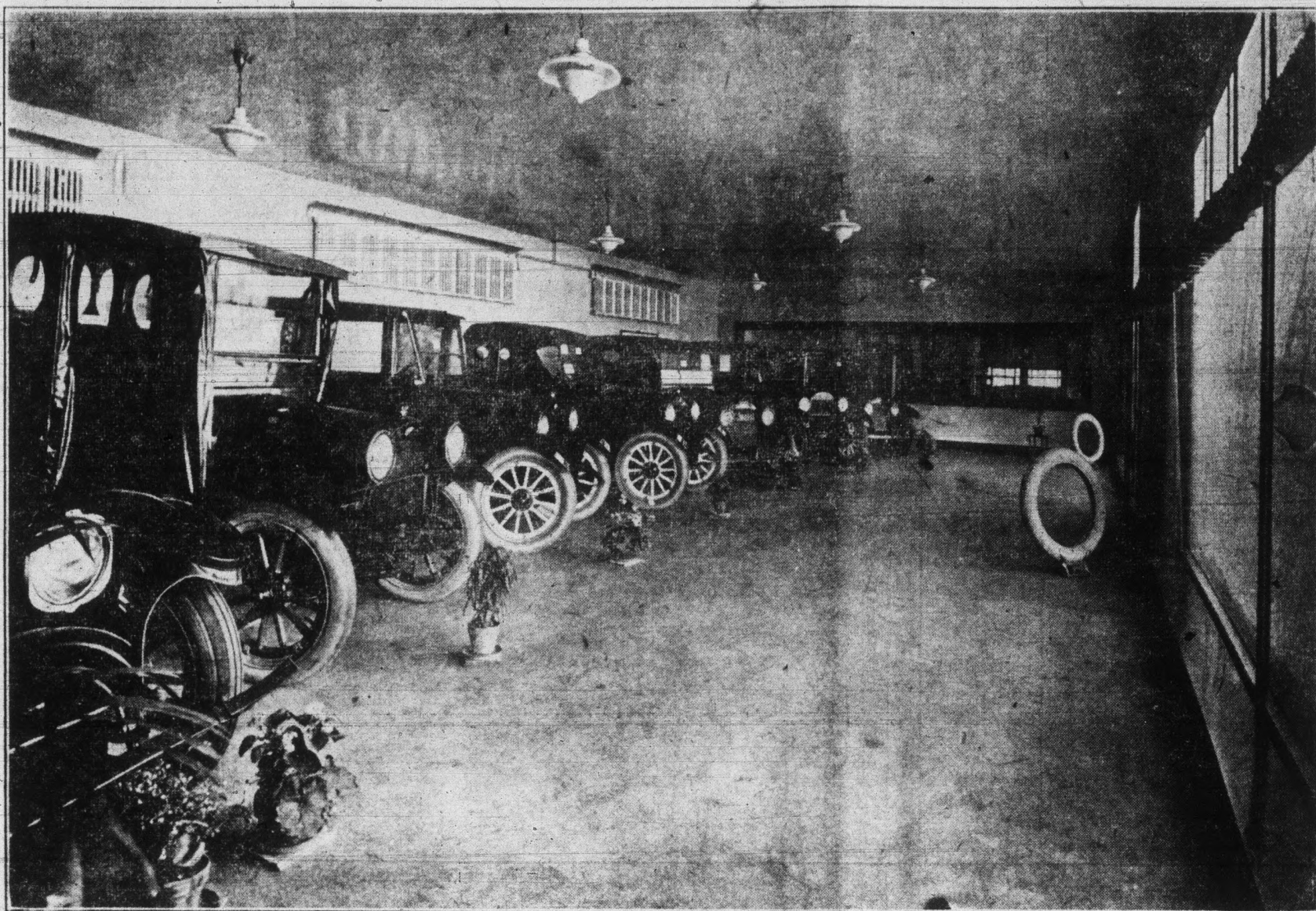
ELECTRIC DOOR DEVICE AND SWITCHBOARD EXAMPLES

Two strictly modern, labor-saving devices have been installed in the fine new establishment of the Soo Machine & Auto company. One of them, an electrical push-button device, will automatically open the big doors that govern entrance into the main garage from Maple street, so that on sitting in the office need only push a button to make the big doors slide open, allowing the car to enter.

The other device is a telephone switchboard of the latest and most efficient design. It connects either one of the two main trunk lines, No. 770 and 771, with seven principal departments of the plant, the main office, the office of the manager, the display and show room, the parts department, the paint shop, the machine and work shops, and the accessories department.

A stop watch that has been invented for the interior of a closed automobile is electrically connected to one on the instrument board to remind the chauffeur of an emergency.

INTERIOR VIEW OF THE BEAUTIFUL SHOW ROOMS ON MAPLE STREET



All photographs used in this edition were made especially by W. J. Bell.

COMPANY HAS WONDERFUL GROWTH IN EIGHT YEARS R. A. MORRISON LEADING SPIRIT FROM ITS BEGINNING

Organized in 1911, it First Occupied a Little Building on Arlington Street, but Soon Got Larger Quarters.

A few years ago, just about eight in fact, the Soo Machine and Auto company came into being. It was organized in 1911, and its growth since that time has been a measure of the growth, progress and prosperity of Chippewa county and the eastern end of the upper peninsula, automobilically speaking, as it were.

One reason for the success of the Soo Machine and Auto company is attention to business and expert management. The other big reason is that it filled a real need—and filled it well. The organizers of the company were Robert A. Morrison, who is still actively "on the job" as vice-president and manager, and George A. Ingham. The first place of business of the company was a building at 128 Arlington street, a building by the way, which would easily go into the present structure a dozen times, with plenty of ground space left over.

Soon Outgrew First Home. In 1912 the garage, office and machine shop on Portage avenue, between Ashmun street and Bingham, was built. So rapid was the growth of the business that it was soon almost beyond the garage on Arlington street was opened for business that it was too small.

And so certain were the men interested that this territory justified large ambitions that they built a garage with approximately 100 foot frontage, and 100 feet deep, a garage so large that they were called crazy by their friends. But already it has proved too small, as the present enlarged structure of over twice the size proves.

In addition to the garage and offices and machine shop the original Portage

avenue plant included a vulcanizing room, battery and oil room, and blacksmith and machine shop. The growth was steady and soon the capacity, believed so overly large at first, proved inadequate and it was found necessary in 1915, to discontinue the machine shop end of the business to make room.

Changes in Ownership. Morrison and Ingham were joined during the first year of the company's existence by Ed Stevens, Frank Weston and Menzo Gates. In 1916 A. M. Sharpe purchased the interest of Mr. Gates and soon after the remaining stockholders purchased the stock of Mr. Ingham. In 1917 W. J. Atchison bought out Ed Stevens, and in 1918 E. J. French, of Escanaba, secured the interest in the company held by Mr. Sharpe. This same year Messrs. Morrison, Atchison, and French purchased the share of Mr. Weston, leaving the three stockholders who are today the owners of the prosperous business, of which Mr. French is president, Mr. Morrison vice-president and manager,

and Mr. Atchison secretary and treasurer. It was decided, just about a year ago, to more than double the size of plant, it being realized that by so doing its capacity could be increased by three or four times. Accordingly work was started on the addition in May, 1919, and in the face of many adverse conditions, chief among which figured the great shortage of both men and materials, the structure was completed in December of 1919.

This is a decidedly brief history of the Soo Machine and Auto company. It hits the "high spots" only, and barely touches them. The company has not had entirely smooth sailing of course. It has run against many obstacles and tackled many an up-hill proposition, but persistence, determination and ability to deliver the goods has won out. Now, of course, the real work has, in a sense only begun. The plant, as it stands today, represents an investment of many thousands. It is founded on faith in the town and the territory, and it will see that faith justified, in the opinion of its backers and its hundreds of well wishers.

Credit to the Soo. As it is so well expressed in one of the congratulatory messages received by the company, the Soo can well be proud of this concern which bears its name. The Soo Machine and Auto company's "fine, modern" home is a credit to the city and the state, and will be an actual tangible asset of decided value in stimulating tourist traffic in this section of the country, as well as in the up-building of the territory by offering the finest of equipment and service to its patrons.

ROBERT A. MORRISON



Work on New Establishment Was Begun Last May, Being Practically Completed in December of Last Year.

Owing to many handicaps, chiefly the shortage of labor, the construction of the new building took longer than was anticipated, although Mr. Hunt made good his promise to have it finished in good time for the 1920 season. Construction was begun in May of 1919 and finished in December, with certain additional extra finishing touches added since. It might well be stated that it is the aim of the company to keep the establishment strictly up to the minute in every particular and that means that when anything in their line comes along that they believe will add to the efficiency of their plant, it will be installed. But at present they believe they have the finest and most thoroughly up to date establishment of the kind possible to construct.

35,000 Square Feet Floor Space. The completed establishment measures approximately 35,000 square feet of floor space. The greatest portion of this space, of course, is taken up by the garage and storage rooms proper, which provides room for hundreds of automobiles, but much is devoted to the many departments, all of which are as large as their various needs require. As "Bob" Morrison, vice-president and manager, expressed it the other day:

"We want the limit on this building. We wanted the best there is to be had and we got it. We didn't skimp anywhere, and the result speaks for itself. Now there isn't anything in the repairing line that we can't do for lack of show room; we have room to display our cars for selling purposes; we have room to serve our customers no matter what their needs may be; in fact, we are fully and completely ready for anything."

Perhaps the surest way to make Mr. Morrison's statement prove itself is to take a sight-seeing tour of the establishment. The new building faces on Maple street, having a frontage of 119 feet. The visitor enters the hall between the office and salesroom. The office, in the southeast corner of the building, is well suited to its purpose. It is square, 20 by 20 feet, finely lighted, completely equipped with new furniture and all latest appliances. Opening from it is the private office of Mr. Morrison. The offices are decorated in conformity with the display and salesrooms, which the visitor enters on crossing the hall to the west.

Salesroom Finest of Its Kind. The salesroom, 66 feet by 30 feet, or about 2,000 square feet, is the finest thing of its kind built today. Natural light floods it from the south through more than 60 feet frontage of plate glass, set in copper; artificial light, when needed, is furnished through the most modern inverted lighting fixtures. Floor of terrazo construction, wood-work mahogany, this room is a beauty and a delight. And what's more, intensely practical.

It should be stated, parenthetically, that the exterior of the Maple street frontage is of white Bedford cut stone and a special grade of tapestry brick, so that the exterior is as much of an ornament and credit to the city as the interior. The main doors through which cars enter and leave the garage, are operated by electricity from the office, making it unnecessary for the patron to wait until someone comes to open them for him. All that is necessary is the pressing of a button, and they slide open noiselessly.

Entering the main garage one is struck at once by its size and the fact that it is exceptionally well lighted for a place of the kind. Daylight floods in through twenty especially constructed skylights, set at intervals in the roof, which is of what is technically known as "hopper" construction. The roof is of finest steel truss throughout.

Many Distinct Departments. Opening from the main garage, on the east side of the building, are the parts room, wash room, and paint shops. The Parts Room is an innovation that will be of great benefit to the automobilist public of this district. In it will be carried thousands of the standard auto parts, especially those of the makes of cars handled by the Soo Machine & Auto company. No matter what part of a car breaks

FINEST ESTABLISHMENT OF ITS KIND IN STATE IS READY FOR BUSINESS

Emphasis Placed On Utility, But It Also Possesses Beauty,
Show Rooms Especially Being Achievement
In This Line

HAS MANY DEPARTMENTS, ALL COMPLETELY EQUIPPED

Was Constructed Entirely By Marshall N. Hunt, Who Based
His Designs On Suggestions Made By
Manager R. A. Morrison

The new and enlarged garage and salesrooms of the Soo Machine and Auto company is the tangible realization of the ambitions of R. A. Morrison, manager of the company, and of his associates, to give the eastern end of the upper peninsula as fine and well equipped an institution as it is humanly possible to secure. The result is fully up to ambitions and expectations. There have been no fol de rols or frills. The emphasis has been placed on utility, but at the same time no false economy has dictated cheapness nor ugliness. Consequently the city of Sault Ste. Marie now has automobile salesrooms that are beautiful as well as capacious and ideally suited to their purpose, which is the proper display of the stock in trade of the company—fine automobiles.

And the city of Sault Ste. Marie, in addition, has also the thoroughly sizable and exceptionally well equipped garage, with its many departments, including accessory sales rooms, parts room, machine shop, tire and vulcanizing room, battery room, paint shop, wash room, etc., etc.

M. N. Hunt, the Builder. M. N. Hunt, building contractor, is deserving of mention in connection with this story, which has to do with the completion of this fine new home of the company. Mr. Hunt built the building fronting on Portage avenue which has housed the company since 1912, and he is also responsible for the addition, which now becomes the main building. Mr. Hunt also served in the capacity of architect, drawing plans and designs for the complete structure from definite data covering every part of the structure submitted to him by Mr. Morrison.

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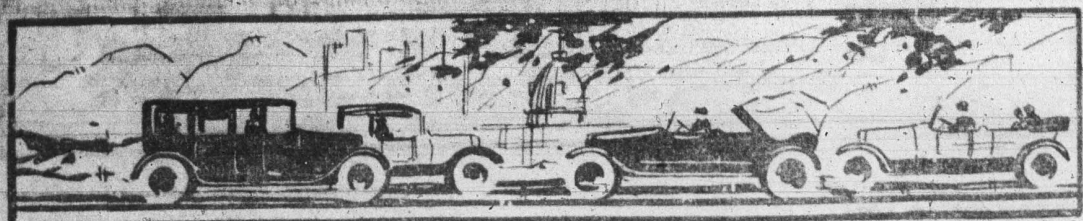


THIS SETS A RECORD

The Soo Machine and Auto company, in authorizing the publication of this 8-page supplement to The Evening News, sets a record, this being the largest paid advertisement ever published in the NEWS. We believe the enterprise shown by the company will be rewarded, and we know the community will be benefited by this concrete illustration of the faith shown in it by the company in building its fine new establishment, and in letting the people know about it in this effective manner.

THE EVENING NEWS.





SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



Utility, Not Faddishness, is Idea Dominating Big Accessories Department

**WILL CATER TO
REAL NEEDS OF
AUTOING PUBLIC**

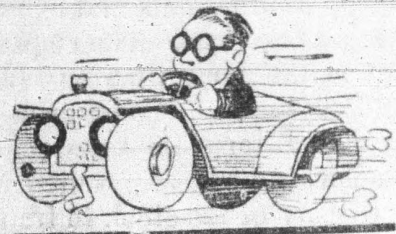
Carry Best Tires Made and Have
Fine Equipment to Repair
Them.

**VULCANIZING OF "CORDS"
TO BE A LEADING FEATURE**

A completely stocked store, dealing in automobile accessories exclusively, will be maintained and operated by the Soo Machine & Auto company. This accessories store or department, is already installed in the Portage avenue end of the building, occupying the space formerly used as office and salesrooms. It is to be in charge of Mr. A. B. Newton, of Pontiac, whose experience insures proper handling of what is certain to prove an important phase of the business, inasmuch as the unsatisfied demand for just this thing has long been felt in this community.

The real needs of the autoist will be scrupulously catered to, and everything will be carried that an autoist ought to have. But there will be a noticeable absence of the "freaks" of the trade, those features and inventions, such as the carburetor that will make a gallon of gas take a car 100 miles, and all that sort of thing. No attempt will be made to profit by the credulity of the auto-using public.

Primary Purpose is Service.
While the store will be maintained as a business proposition, of course, its primary object is not to make a



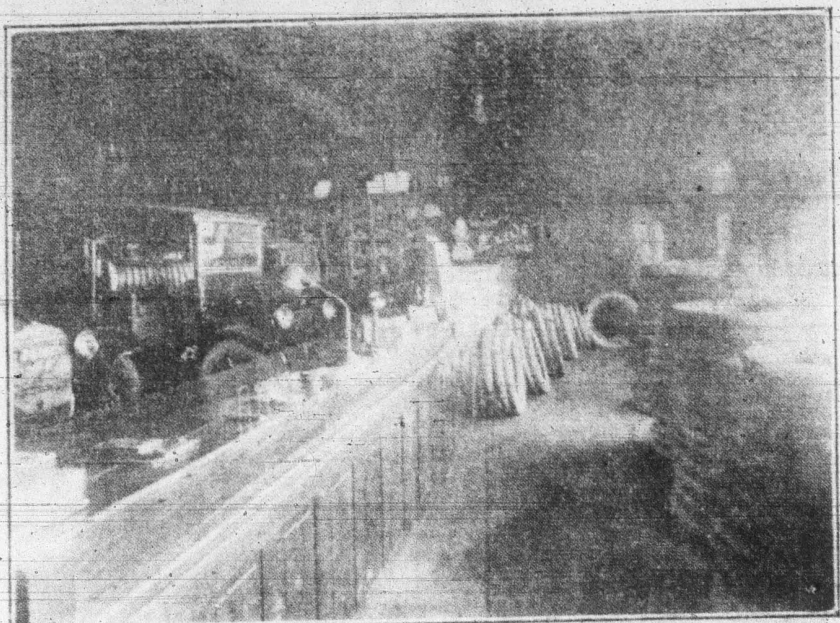
large volume of sales. Rather to be able to supply the motorist's needs at an instant's notice right on the spot, obviating the necessity of sending out of town for the article desired. Among the staples to be carried will be auto robes, pillboxes, car heaters, wooden quaters, washable seat covers, bumpers, these are for any make of car. Weed tire chains, winter tops, in fact, anything that is a motoring necessity or real convenience.

Needless to say, tires will be a leading article handled, especially the Goodyear and Firestone lines, best and finest on the market. In this connection it is appropriate to note that the Soo Machine & Auto company has recently ordered at heavy expense a complete new vulcanizing outfit that will accommodate all sizes of cord tires. Heretofore it has been impossible to guarantee proper vulcanizing of cord tires. Realizing the increasing volume of cords the company has had the foresight to install this extra equipment.

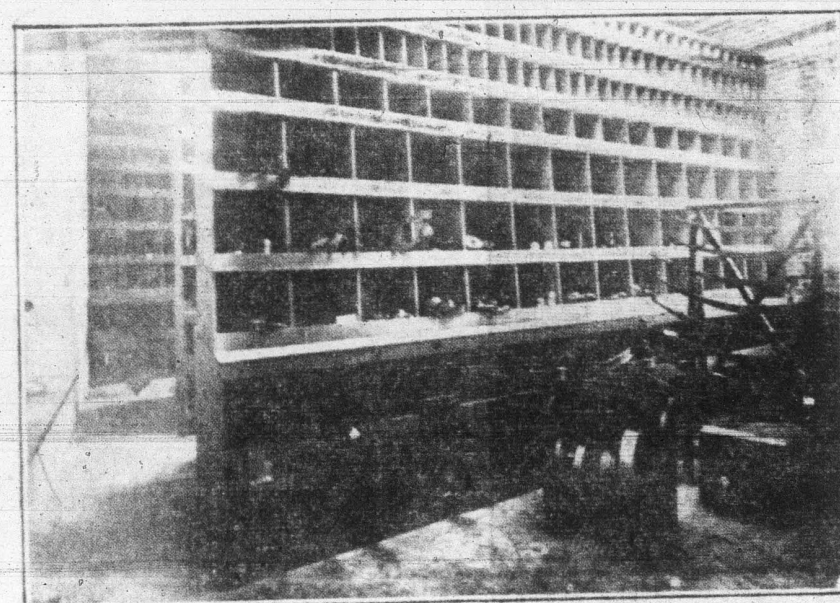
Will Study Latest Methods.
M. Chartrand, the company's expert vulcanizer, who has been with the concern for years, will leave in a day or two for Akron, O., the tire manufacturing capital of the world, to study the latest processes of fabric and cord tire repair, section work, etc. He will probably be in the plant of the Firestone Tire and Rubber company.

So that, in addition to its ability to furnish the very best grades of tires on the market to local users, this company will be in a position to assure them the proper treatment and care, and thus guarantee the outside limit in mileage.

ACCESSORY DEPARTMENT AND TIRE SALESROOM



THOUSANDS OF PARTS ARE STORED HERE



**Big Auto Companies Sending
Representatives To Opening
Of New Sault Establishment**

MEN ARE COMING FROM MICHIGAN, MILWAUKEE, MINNEAPOLIS,
GREEN BAY AND AKRON FOR AUTO SHOW AND RECEPTION TO BE
HELD BY SOO MACHINE AND AUTO COMPANY.

Twenty or more of the leading automobile men of Michigan, Wisconsin and Minnesota will be in the Soo for the auto show and opening reception of the Soo Machine and Auto company, which will be held March 22nd and 23rd, Friday and Saturday. These big men are going to have their offices in the new first time of the year, in the midst of their plans and preparations for the season which is just opening, and to see hundreds of miles to show their appreciation of the enterprise of the company.

Mitchell to Be Here.
One of the visitors who will be on hand two weeks from Friday, of late is the show has to be put on a few days, is Charles Mitchell, veteran tourist with the Michigan Pike's association. He will probably be accompanied by his brother "Bill" pathfinder for the Pikers. They are the Cadillac dealers in control of the Michigan territory including and north of Bay City, where their offices and salesrooms are located. They are sure to receive a warm welcome from the many who have had them turn on Pike's tour.

A. T. Atwood and D. H. Slaughter, of Escanaba, Buick representatives in

**NEED NOT WAIT
FOR VITAL PARTS**

They Are All Carried Now by Soo
Machine & Auto Co.

Complete Department is Under
Stephens' Management.

Not the least interesting department of the Soo Machine & Auto company's new establishment, is the Parts Room, which is in charge of Mr. Stephens, who knows the innards of an automobile as thoroughly as he is acquainted with the inside stuff of the tempestuous game of hockey.

Nine hundred and sixty separate compartments, varying in size, have been built into this room, each one containing from half a dozen to many times that number of automobile parts, the number varying with the size and with the estimated frequency of replacement.

When the room is completely rearranged and stocked, which will be in several weeks, as fast as the work can be done, there will be between 10,000 and 15,000 different parts stored in it, each one obtainable at a moment's notice.

In addition to the parts stored in the bins or compartments, all of which are scientifically tagged and card indexed, other parts are held on specially prepared racks, these being of such a nature that they cannot be conveniently handled otherwise, such as springs. One of the first racks installed, for instance, carries a complete assortment of Reco springs.

Emphasis was laid by Mr. Stephens the other day on the fact that the vital parts are carried. Fenders are not stocked, for instance, because a car can be operated without fenders,

which, also are too cumbersome and would be likely to get scratched and show worn, just about everything else the lack of which would cripple the car and render it hors du combat, is stocked. Especial attention is paid, of course to the line of cars handled by the company. How big a proposition it is indicated that each car is made in various models, and that all models are changed more or less yearly.

"But we have the goods and they won't have to wait until they wig out of town for replacement of parts now," says Joe.

**DEERE FARMING IMPLEMENTS
ARE CARRIED BY COMPANY**

COMPLETE LINE IS HANDLED BY
BIG LOCAL CONCERN

Manager R. A. Morrison announces that the Soo Machine & Auto company will continue to deal in farming implements and equipment on a

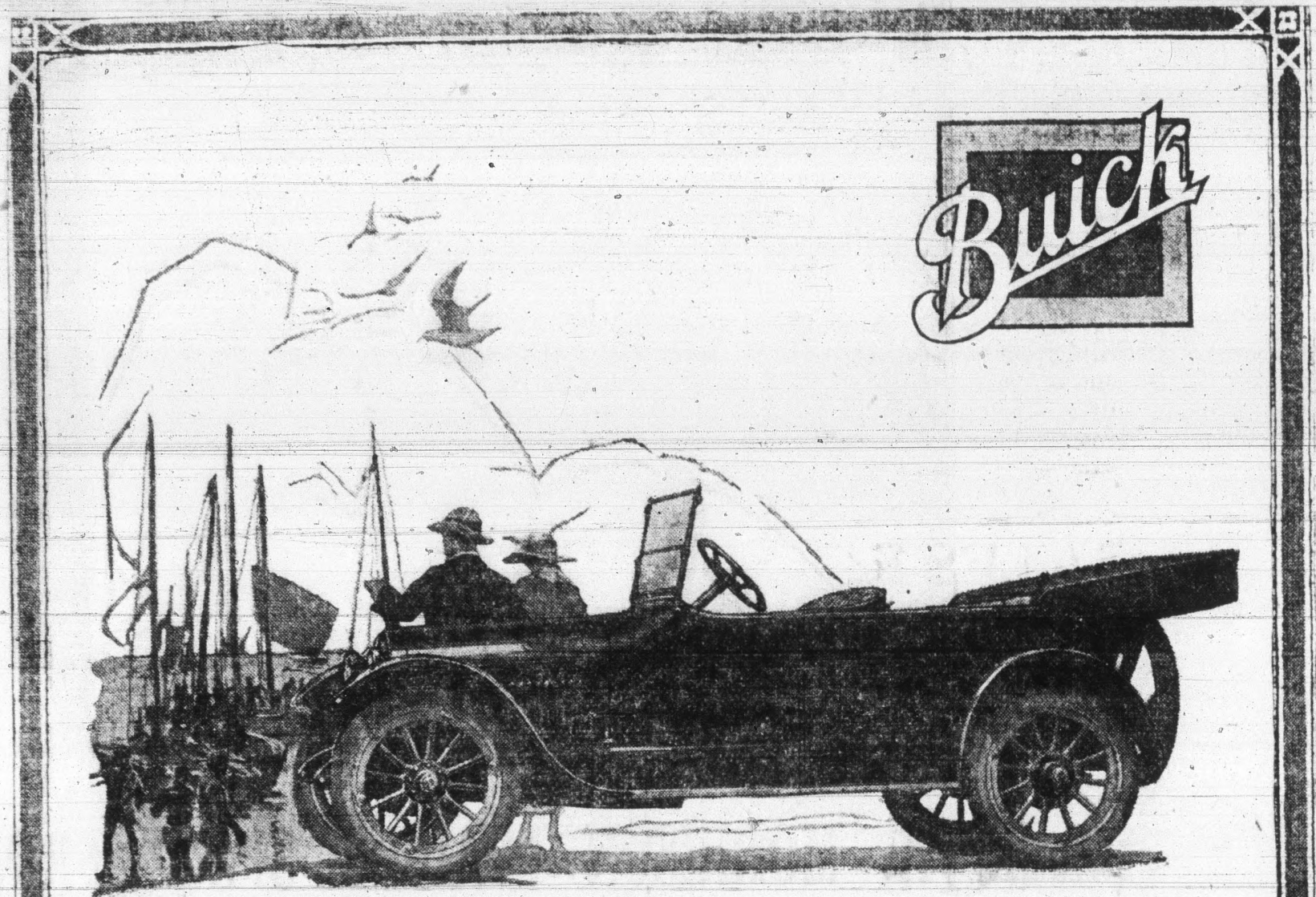
even larger scale than before, during the coming season. The company represents in this territory the John Deere company, famous makers of farming tools, and will specialize in handling binders, mowers, plows, wagons, barges, wheel harrows and in fact all equipment that is necessary to the equipment of the modern and successful farm of today.

This stock will not be carried in quantity at the new establishment, the company aiming to continue for the present its practice of storing its stock of farming tools in a warehouse in Redwood, where it has a sub-dealer who has a complete knowledge of the line and the territory.

A new combination lock for automobile steering posts can be operated as well in total darkness as in bright light.

At least 40 automobiles are now equipped with Diesel wheels.

Brooklyn has nearly 40 motor truck lines operating out of the city.



**Buick Utility Expressed in Each
of Six Individual Models**

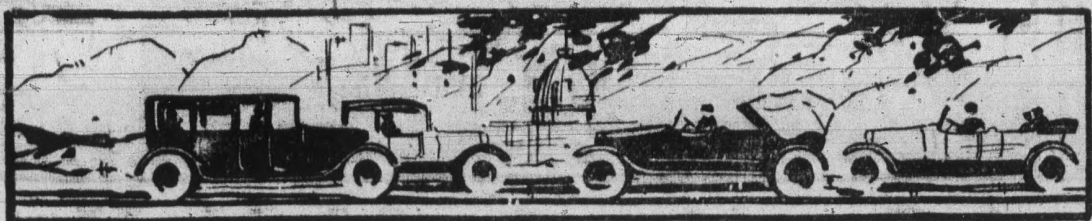
UTILITY, as expressed in the various Buick Valve-in-Head Motor Cars for 1920, is a composite thing, made up of those elements which may be considered vital factors in the serviceability of an automobile. Each Buick model has a certain scope, a particular range of usefulness. There is no better illustration of the completeness of the Buick line than this Model K-Six-45, a capable open car for five persons designed to cover the multitude of uses

to which such a car is put. It differs from the other Buick Valve-in-Head Motor Cars only in tonneau and chassis length. It possesses the same degree of ruggedness, easy-flowing power and mechanical excellence. It is distinguished in appearance, pleasing in ease of operation, remarkable in point of durability. And back of its attractiveness is the Buick Valve-in-Head motor with its surplus power that means satisfactory performance.

**The Complete Buick Line
Is Carried By
Soo Machine & Auto Co.**

THE MACHINE SHOP IS COMPLETELY EQUIPPED





SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



THE FINEST GARAGE, SALESROOMS, AUTOMOBILE REPAIR SHOPS AND SERVICE STATION IN MICHIGAN

THE record of this company, which in eight years has grown from practically nothing to its present size, is a record of service given and value received. We have built on our faith in Sault Ste. Marie and the knowledge that we will continue to merit that faith.

R. A. MORRISON, Vice President and Manager

OFFICES The offices of the Soo Machine & Auto company are so equipped that doing business is a pleasure. The main office, finely situated in the southeast corner of the building, fronting on Maple street, has 400 square feet of floor space. It is equipped with the most modern office furniture, special telephone switchboard connecting all parts of the plant, and is modern in every respect. Floor, walls and decorations are in harmony with the showrooms. The private office of the vice-president and manager adjoins the main office. A wide hall is between the main office and salesrooms. Off this hall are lavatories for men and women. Doors lead from this hall to street and garage.

SALES ROOMS The beautiful sales and show room, 66 feet long and 30 feet deep, is without doubt one of the finest of its kind anywhere. It has everything an ideal show room should have—space, light, beauty and practicability. Possessing a southern exposure, it is lighted in the daytime through a solid front of plate glass, and at night by indirect lighting of the most modern concealed type. Floor is of terrazzo construction, smooth as marble and as beautiful and durable, too. Woodwork, walls, hangings, all of the latest and best.

PAINT SHOP We have a completely equipped and efficiently manned paint shop, 50 feet long by 30 feet wide, 1,500 square feet of floor space, at the service of those whose cars need refurbishing. This room, well lighted, is completely partitioned from the main garage, and adjoins the varnish room. After our experts finish their work of painting the car is taken 'one door south' to the varnish room and the job is finished.

VARNISH ROOM Many cars have been turned out of this room since the completion of the addition a few weeks ago. With 1200 square feet of floor space, we have in this room, 30 by 40 feet, the opportunity to do the very finest work of the kind. The finishing touches that make the old car 'look better than new' are applied and the room is locked tight as a drum until the varnish dries. This means that the finish is absolutely perfect. Needless to say, we have experts to do the work.

BATTERY AND OIL ROOM We are the upper peninsula representatives of the Electrical Storage Battery company, of Chicago, manufacturers of the famous "Exide" batteries, the best on the market. And we are equipped to render expert service on all batteries. Let us be your battery doctors and you'll never have to worry about 'juice.' This room is also supplied with a full line of the standard brands of oils.

WASH RACK We are equipped, in our new establishment, to give the very best of service in washing cars. We have a wash rack of the most modern type, equipped with the latest devices, and we shall make Service, with a capital "S" the first requisite. Floor space in the wash rack is 900 square feet.

PARTS ROOM The parts room, 30 feet by 30, is equipped with many hundred compartments of varying sizes, in which it is estimated close to 100,000 automobile parts will be carried when the room is completely stocked, which is being done just as fast as shipments arrive and can be indexed. It enables this establishment to offer its patrons immediate replacements of broken parts, totally obviating the tedious delays often necessitated when a part is ordered from the factory. Lack of space has prevented us carrying parts in quantities up to this time. Now we have the space, and have invested thousands of dollars in parts, and the automobile public gets the service.

STORAGE ROOM Twenty-five thousand square feet (25,000) of floor space, all of the finest modern concrete, is available in our plant for automobile storage, giving us without doubt the best storage equipment in the upper peninsula, accessible from either the Maple street or Portage avenue ends of the building. We plan to save certain designated spaces along the walls for regular patrons, but will be able to care for many cars which 'just drop in.' In this manner we are going to prove of decided value to rural patrons and tourists.

ACCESSORIES Our former salesroom and office, on north side of the building, fronting Portage avenue, has been completely remodelled and equipped with a complete stock of tires and accessories, which will be on sale at all times at the right prices. Lack of space has prevented us from dealing extensively in accessories in the past. Now we have the space, the stock (finest of everything), and the inclination to serve the upper peninsula public as it has never been served before.

SERVICE We will maintain gasoline service stations at both Maple street and Portage avenue, for the convenience of the autoist. We are prepared to furnish service in many other ways. For instance, we have purchased property on the west side of our building, 45 feet frontage on Maple street and 166 feet deep, for parking space, to be used by our patrons as they need it. We are always on the job and in the finest establishment of the state, we know we will furnish the goods.

REPAIRS The Soo Machine and Auto company is prepared to repair your car, any car, in expert fashion. Our skilled mechanics and our complete shops equipment cannot be improved upon. In conjunction with our repair department we maintain an up-to-the-minute Blacksmith Shop, which is a prime adjunct to a properly functioning automobile repair establishment. The result is that no job is of such a nature that we cannot tackle it successfully.

VULCANIZING The vulcanizing we do speaks for itself. Our equipment is of the best and our men 'know how.' The result is that working efficiently under the best of conditions and with the best of material, something pretty near perfection is turned out. Never give up a tire as done for until our vulcanizing experts have had a look at it.

The Nation's Standard Cars and Equipment

Cars—Reo, Buick, Cadillac, Overland, White Trucks, Case Tractors.

We Handle the Leading Lines of the Day.
All we Need to Do is to Name Them

Tires—Firestone and Goodyear.

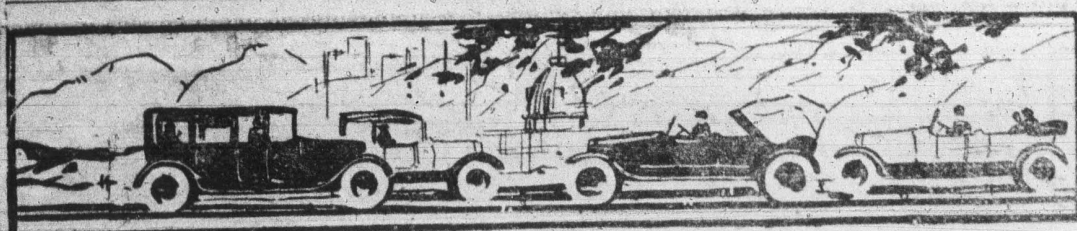
Batteries—Exide.

Soo Machine & Auto Co.

E. J. FRENCH, Escanaba, President

R. A. MORRISON, Vice-President

W. J. ATCHISON, Secretary and Treasurer



SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



New Plant of Soo Machine & Auto Co. Constructed Complete by M. N. Hunt

SOO CONTRACTOR TAKES PRIDE IN HIS ACHIEVEMENT

Caps Climax to Date of Career Which is a Credit to City.

BASES HIS SUCCESS UPON KNOWLEDGE AND ABILITY

MARSHALL N. HUNT.



Marshall N. Hunt, head of the firm of M. N. Hunt, takes distinct pride in the fact that he is the builder of the fine new home of the Soo Machine & Auto Co. It is the latest achievement of a building contractor whose many years of service in this community have given Sault Ste. Marie many of its finest residences, business blocks, factory structures, schools and churches.

It was one of the reasons for the success of Marshall Hunt, it could be done in the "Knowledge and Ability." In talking to friends recently, he made the significant remark, "I have made a success in the building business because I know." Perhaps a sketch of his life would be interesting to his Sault friends.

Was Born in Ontario.

He was born April 10, 1861, near Collingwood, Ontario. His father being English and his mother of Pennsylvania Quaker Dutch stock. The first six years of his life were spent on the farm, his father then going into the lumber business, and removing to Manitowish Island in 1874, to take charge of operations for the Henry Lumber company.

Mr. Hunt well remembers that twelve families went to Judge Bay from Collingwood in the old steamer Seymour (old even then) and that three families, including the Hunts, went to Little Current and there transferred to the Seymour, not being willing to trust themselves to her in the "big waters."

As a boy, Marshall enjoyed the life, which was the real pioneer stuff, there not being a house, barn or structure of any sort at the island when they arrived there. The great summer out-of-doors, with its land-clearing and farming, the fishing and hunting, and the hard winters were all thoroughly enjoyed by the youngster, but he early developed an intensive desire to perfect himself in a craft, and having always taken to carpentry, set out to learn his trade when he was 15 years old.

Arrived in Sault in '79.

Overcoming his father's objections, although not sufficiently to obtain a grant of capital, he left home with high aspirations and \$10 in cash, and stepped off a boat at Sault Ste. Marie in July, 1879. When he arrived here for the first time he found a gang of men about to leave for St. Ignace and Mackinac City to build railway depots and freight sheds for the railroad that was just being put through. They were rather hazy as to the distance, and he and others decided to walk, not being very dear as to whether the distance was ten miles or forty, but having a more or less definite idea that they could do it before nightfall. The foreman of the gang advised them to "take a lunch," however, which they did, and then some one said it was rather a needless precaution.

Starting at 10 a. m., they got to the depot the first day, his chief memento of the trip being blistered feet and bites by black flies and mosquitoes. All the next day they kept at it, and he was one of the stragglers who reached St. Ignace at two in the morning of the third day.

He Is "Cleaned Out."

Directed to a French saloon and rooming house, he stumbled up a ladder into a loft and was asleep in ten seconds, awakening about noon the next day to find himself cleaned out of everything he possessed, even to his cuff buttons. But the proprietor and his wife were decent. They took him in their home and gave him board and room while he was earning his first few wages. Said wages were just \$5 and after a couple of weeks he decided that the flies and mosquitoes were too much of a handicap for a would-be carpenter, learned that passage to Chicago could be had for \$5, and soon he was on his way.

In Chicago he soon signed as an apprentice carpenter at \$1 a day for three years. Soon hard necessity drove him to a rather doubtful expedient that in the end proved of real value to him. He found out that he could not, even in those days, live on \$1 a day satisfactorily. He was absolutely without other means of support, while most other apprentices were getting money from home, or living at home.

He Would Get 'Sick' Often.

So frequently he was forced to absent himself from his work on account of "sickness," and get a job elsewhere for \$2 a day and thus get enough ahead to pay his bills. After about a year and a half, with his contract only half worked out, he got about \$100 behind. So he was taken sick again and secured work as a millwright for \$3 a day and worked for about three weeks. Then the superintendent of the firm to which he was contracted as an apprentice discovered him, and, as a penalty, told him he was going to deny him the privilege of indoor work, and that henceforth he would have to do outside work.

"That was about the best thing that ever happened to me," said Mr. Hunt recently. "By reason of that all-

AUTO FEATURES ARE OFTEN BUNK

Public Repeatedly Cold-Bricked on Specialties.

Buick Sales Manager Has Decided Ideas on Matter.

"This is an era of cash money. The market is flooded with automobiles and contrivances which are advertised to change the face of conditions that are supposed to exist," says P. T. Strong, general sales manager of the Buick Motor company. "Fruitful stock issues have to some extent been suppressed. Yet the market is flooded with automobiles and contrivances which are advertised to change the face of conditions that are supposed to exist."

"Automobile owners have not been deceived by these get-rich-quick schemes. Numerous dealers and manufacturers have followed in the wake of successful products in which the same manner that will cut number and sell stock, and then the original inventor is placed in the same class as the product which with wide distribution apparently offers opportunity for many sales. However, the success of the endeavor depends on the credit of the prospective buyer and the truthfulness of the advertiser in a short time."

Often of No Value.

"In this light, it is well to bear in mind that most of the so-called revolutionary affairs on the market have at some time or other been submitted to motor car manufacturers for their consideration. When the new machine is found practical and of value, it is purchased from the inventor and is designed to work in harmony with the car as a whole. When it is found without advantage or of impractical value in improving performance, making for more power or comfort, it is discarded. Later, perhaps it falls into the hands of a promoter and is introduced to the owner as the latest 'discovery' or in similar glowing and meaningless terms.

"The only safe procedure to follow in the installation of accessories or devices is to consult the Buick Motor Company, its branches or authorized dealers. We maintain a highly organized technical department. The chief purpose of which is to solve the problems and answer the questions that naturally confront the owner from time to time.

"This department is constantly in touch with Buick dealers everywhere. We advise every Buick owner to keep in contact with his dealer, especially to consult him in the matter of equipping Buick cars with extra accessories and appliances.

Only Encumbering Car.

"In the first place, if the device leaves the Buick factory, the owner may be assured that the appliance is, as a rule, of no value in increasing the present Buick performance and durability. And when they are of no value, in this regard, the owner is not only encumbering his car, but throwing away his money.

"The Buick Motor Company, like other motor car manufacturers, is constantly in search of devices that will actually improve the quality of its product. As nearly perfect as the Buick Valve-in-Head motor is, thorough research work is constantly being carried on in an effort to find ways of making our motor more powerful, adaptable and economical.

"Not only our engineers and designers working out improvements of their own, but in our laboratories where every kind of scientific apparatus is available, they are ever busy testing devices and appliances outside interests have submitted to them. In other words, nothing is left untried by Buick engineers that might lead to the manufacture of better motor cars. And in solving problems of motor performance from year to year rests the secret of the Buick success in maintaining the lead each season. Hence, 'When Better Automobiles are Built Buick will Build Them.'"

One-half of all the rubber imported to this country goes into automobile tires.

THOUSANDS OF SQUARE FEET OF STORAGE SPACE IN THE NEW GARAGE



Throwing the ignition switch to "off" position, and then leaving the keys in place does not insure your car from theft. Take the keys with you.

A good sheet cut to low operating expenses is careful driving, watching carefully the performance of the engine, and giving it immediate attention if anything does go wrong.

Tests, conducted by the B. F. Goodrich Rubber Company, explode the idea of using lower tire pressure in summer than in winter. The variant is so slight that an even pressure can be maintained the year round.

When the starting motor lacks power to turn over the crank shaft it may be strengthened by coupling on another storage battery, connecting it in multiple, so as not to increase the voltage. If the conducting wires are as specified, size from the battery to the motor there will be a considerable gain in power.

Your car will be less liable to theft if you will park it near a bright light. Thieves work best in the dark.

You can cut down repair bills by occasionally examining the mechanical units in your car. It takes little mechanical knowledge to tighten a bolt here and there.

Gasoline lines sometimes leak because of chafing against the edge of frame channels or other parts. An easy way to remedy this is by wrapping wire tightly about the tubing, winding it for a small distance each side of the leak and then going over the wire with solder.

When two of the wires of the lighting or starting systems are producing a short circuit an inevitable accompanying of the condition is heat. By feeling carefully along the line the operator can usually detect the presence of a short by the heat that is being generated.

Air leaks are a common cause of misfiring, though they are often overlooked. A worn valve guide allows enough air to be sucked into the cylinder to cause mis-firing, and it also permits oil to leak out. If oil is discovered leaking out it is fair to assume that excess air is being injected into the fuel charges.

A magnet not only repays the small additional first cost but, in gasoline costs saved, it pays continuous dividends.

Always drive your car slowly and cautiously until you are thoroughly familiar with its control mechanism and the methods of stopping it.

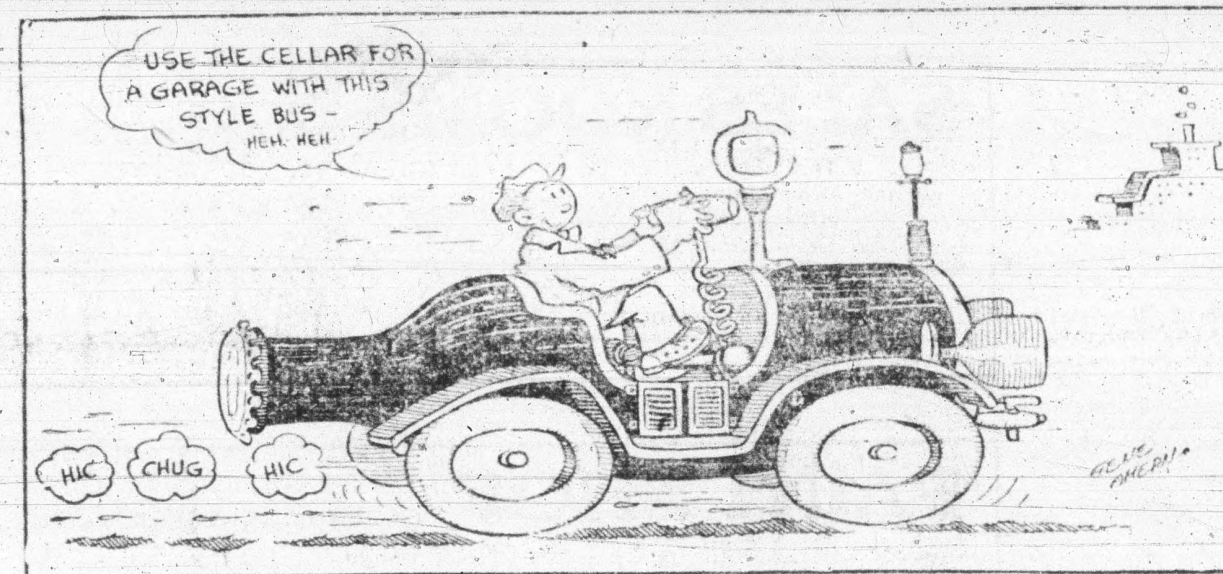
One should never attempt to drive cars at high speeds unless the tire casings are in perfect condition and the road surfaces good.

In driving on clay or muddy roads, or on wet asphalt, care must be taken in turning corners, and the car should always be driven cautiously, avoiding dangerous side slipping or skidding. When driving on unfavorable highway surfaces always keep one side of the car on firm ground if possible.

Brakes should always be carefully applied, especially if the road surfaces are wet.

When driving up grades on the highway, if the motor shows any tendency to labor, shift back into a lower gear ratio which has been provided for that purpose.

THE 1920 PROHIBITION SIX



The above model is the 1920 Prohibition Six, capable of making 275 h.p. power. One of the latest features of this model is the 18th amendment that keeps the engine throttled down to a speaker's, or ah, we mean a whisper.

This car is run on near-beer, thereby eliminating all danger of the engine ever kicking when cranking. It gives the car a smooth, quiet speed and never causes any annoying after effects in the cylinders. Care should be taken not to spill any near beer on the tires as it makes them slip.

More speed can be obtained by using wood alcohol instead of this model, isn't equipped with shock absorbers it makes the run over harder over granite bedstones.

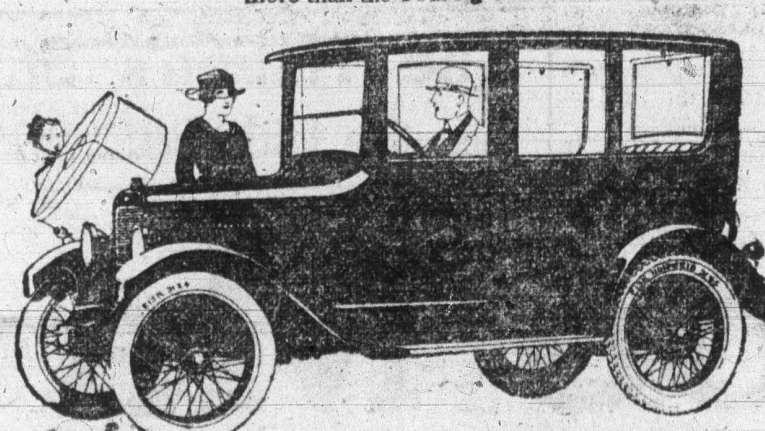
Among the novel features of this car as will be noted are the cotter screw drive, bottle opener, wind shield, brass rail brake and elch, swinging doors (family entrance on the bumper body) Big Mike, head lights, lamp post radiator, and "Fudger" starter. The body is finished in nose-red, with bar towed up-holstering.

Overland 35,000 Owners Praise The New Triplex Springs

MORE than 35,000 owners of the new Overland 4 are enthusiastically telling their friends of the wonderful riding qualities of this car. Triplex Springs smooth out the rough road bumps! "Rides as no light car ever rode before."

"It would be an insult to put shock absorbers on this car." "The most advanced piece of work yet produced in the motor car line."—These are some of the sincere compliments paid Overland 4 by proud owners.

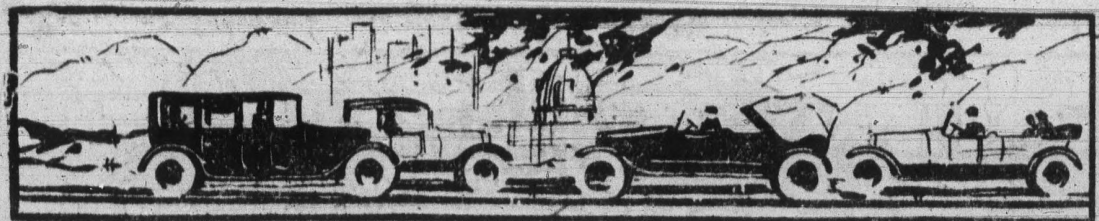
The Sedan weighs only 200 pounds more than the Touring Car



Soo Machine & Auto Co.

THIS IS THE BATTERY SERVICE STATION





SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



Many Messages of Congratulations Received by Soo Machine & Auto Co.

NEW PLANT IS CREDIT TO CITY AS WELL AS FIRM

Michigan Pikes Association Manager, Commercial Club, Give Praise.

TELEGRAM FROM GILBREATH MAKES MORRISON HAPPY

The enterprise and progressiveness shown by the Soo Machine & Auto company in standing sponsor for the finest garage, automobile repair and equipment shops and salesrooms in Northern Michigan if not in the state, is evidenced by the many messages of congratulation which have been, and are daily being received by Mr. Morrison and his associates.

These messages come from near and far, from within the city and county and from a long distance beyond the confines of Chippewa. The Michigan Pikes association which held its annual visit to the Soo county headquarters through its president, G. Edward Blunt, a strong letter of good wishes came from W. J. Edendurn, Automotive editor of the Detroit News, and official manager of the Michigan Pikes association; another comes from Captain W. S. Gilbreath, manager of the largest automobile club in the world, that of Detroit, and there are also messages from the local Civic and Commercial association, from the Chippewa County Automobile club, from city and county officials, and others, not to speak of the word of mouth congratulations which pour from the enthusiastic lips of those who visit the new establishment in person.

A Few of the Messages.
We print herewith a few of the congratulatory letters and telegrams received:

Here is the telegram received from Captain Gilbreath of the Detroit Automobile club:

Mr. Robert A. Morrison,
Soo Machine & Auto Co.,
Sault Ste. Marie, Mich.

"Hearty congratulations on the new and enlarged garage and sales room. One of the things that attracts tourists is an up-to-date garage and service station. This is a step in advance and I not only congratulate you, but the Soo."

DETROIT AUTOMOBILE CLUB

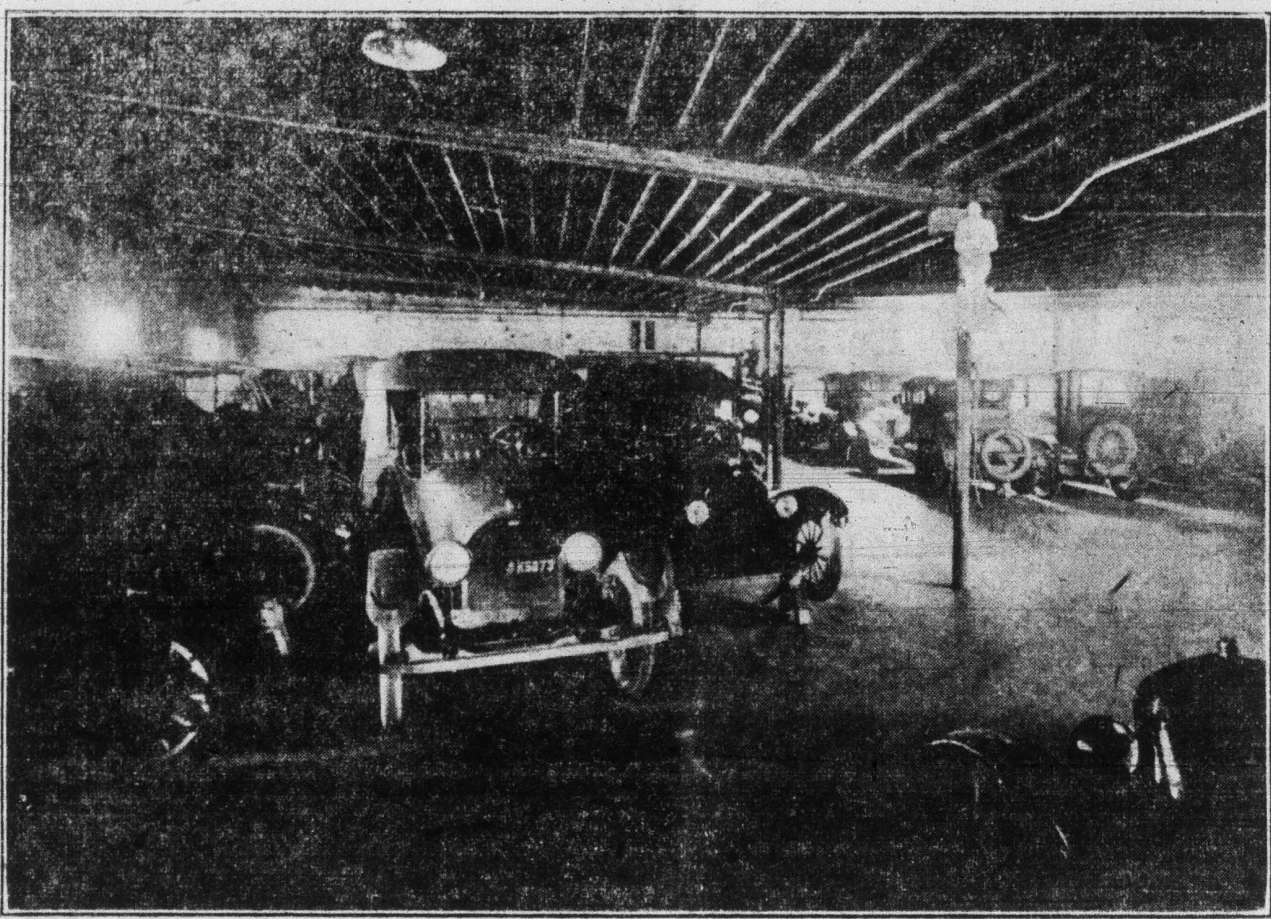
W. S. Gilbreath, Manager.
And this is what Mr. Edendurn has to say:

My Dear Bob:
Both you and the Soo Machine & Auto Co. are to be congratulated upon your foresight in preparing for the tourists by the opening of your new garage and sales establishment. As you have been a "Piker" and know what touring means I am sure that you will soon find the new establishment will be taxed by the business that is bound to come to the "Soo" as a result of the increased amount of touring, resultant upon the

MR. MORRISON AND SOME OF HIS FELLOW WORKERS IN FRONT OF THE MAPLE STREET SALESROOMS



THIS OLD GARAGE IS BIGGER THAN MANY NEW ONES



visioned faith in this north country of ours and such faith is an inspiration to all of us.

Had the Chippewa Automobile club held a regular meeting recently I am sure it would have given emphatic and unanimous endorsement to these expressions of mine, which I feel that I must send on in its name to await formal ratification at the next meeting.

A complete and well equipped automobile establishment such as yours is the like of which few cities of twice the size in America can boast. Here, in my capacity as president of the Chippewa Automobile club, I congratulate the Soo Machine and Auto company upon its enterprise in preparing Sault Ste. Marie and vicinity with its very fine new establishment.

This means that Mr. Morrison and his associates are possessed of far

The Finest Automobile Plant in The State

(Continued from Page One)

and has to be replaced it can be secured without delay from the stock to be carried in this room, which is 20 feet square but the 900 square feet of floor space do not by any means measure its real capacity as plans of all sizes and special construction have been built for the storage of contents all card indexed and instantly available.

The paint rooms are also on the east side of the building, large and well-lighted, and manned by experts at automobile painting. They include a paint room with 4,000 square feet of floor space, and a varnish room with 1,200 square feet area, and provision is made through tightly fitting sliding doors, equipped with both lock and key, to shut both paint and varnish rooms, especially the latter, when cars are drying. This is particularly needed in the varnish room. A newly varnished car, on which the varnish is still wet will attract dust, it seems, even though the floor has been freshly scrubbed when a person raps through the room. Thus, it is necessary for every precaution, and the advantage in having a car varnished in a room where the auto can be completely isolated, over having it done elsewhere.

A large and conveniently arranged wash room is located also along the east wall of the new structure, just north of the paint room.

Machine Shop Complete

Between the old and the new garage and storage rooms is what is described by Mr. Morrison to be the best and most completely equipped automobile machine shop in northern Michigan, and one that far surpasses in size and equipment many that are operated in connection with many of the largest garages of the state. The same is true to a degree in connection with the battery and oil room, which is well stocked and completely equipped. Exide batteries are the leading brand featured because of their all-around excellence based on full money's worth and quality.

Those who have not paid particular attention to the transformation wrought during the winter and spring in the home of the Soo Machine & Auto company plant will be agreeably surprised upon entering what used to be the salesroom and office on the Portage avenue frontage to see that it is now used as the accessory department and stocked with a full line of accessories and tires which will give the auto user everything and anything he wants in the way of equipment. A counter has been built completely across the front of the big room, which contains 1,600 square feet of floor space, and there are bins and shelving behind the counter. The stock of accessories and tires represents an expenditure of thousands of dollars and will be kept complete in

SAULT CONTRACTOR TAKES PRIDE IN HIS ACHIEVEMENT

(Continued from Preceding Page)

For Davis and Sabin lock engine sheds.

10 buildings at Fort Brady.

U. S. Weather Bureau office.

U. S. government pump house.

The above is, of course, a record merely of the "high spots." Many other jobs of course have been done of a smaller and widely variegated character.

Quite Different Today.

If there is anyone in this section of the country able to speak with authority on building costs a they are fairly compared with former years it is Marshall N. Hunt. He cites an average small residence in this city, for instance which he built in 1910 at an actual cost, as shown today in his carefully kept records, of \$2,160. That same residence duplicated today, in 1920, just one decade later, would cost, according to careful estimate, exactly \$5,380, or \$40 more than twice as much. He cited another instance of a business block he built in 1917, which if built today would cost \$13,000 more than it did then, not counting in the excavation which he was not responsible for, and not allowing for depreciation.

"In the United States in normal times I think it is safe to say that as a general rule not more than 40 to 50 per cent of really adequate insurance protection is carried," said Mr. Hunt. "If I have my word of advice to give, it is that, after you have paid your good money for a building, especially in these days, it is only elementary wisdom to protect it with sufficient insurance."

Although there are 5,000,000 farmers in America, only 70,000 motor trucks are being used for farm work.

Nine-tenths of all the automobiles in the world were built in the United States.

CASE TRACTOR IS BOON TO FARMERS

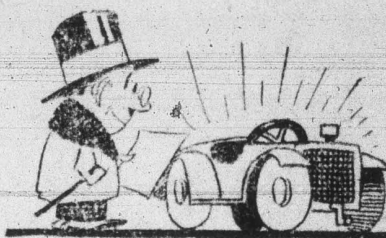
This Fine Machine Handled by Soo Machine & Auto Co.

Does Maximum Amount of Work With Minimum Expense.

Although making a specialty of pleasure cars, the Soo Machine & Auto company is equally anxious regarding the utility end of the business. It handles the White Motor Truck, which is conceded to be one of the very best in the market, and for the up-to-date farmer it carries what it claims to be the very best motor made in this country, which means in the world.

Made by the J. I. Case Threshing Machine company, of Racine, Wisconsin, this tractor is the result of experience covering a period of years and is built with the sole idea of producing a machine that will do a maximum amount of work with a minimum expense and wear and tear. A number of the Case tractors are in service throughout Chippewa county, and they are all said to be producing first class results and standing up to fine shape.

The company also handles the Case threshing machine and hay press, and has placed many of both articles widely in this county and territory, to the complete satisfaction of its customers.



SURE, IT CAN BE DONE, BUT IT VERY OFTEN ISN'T

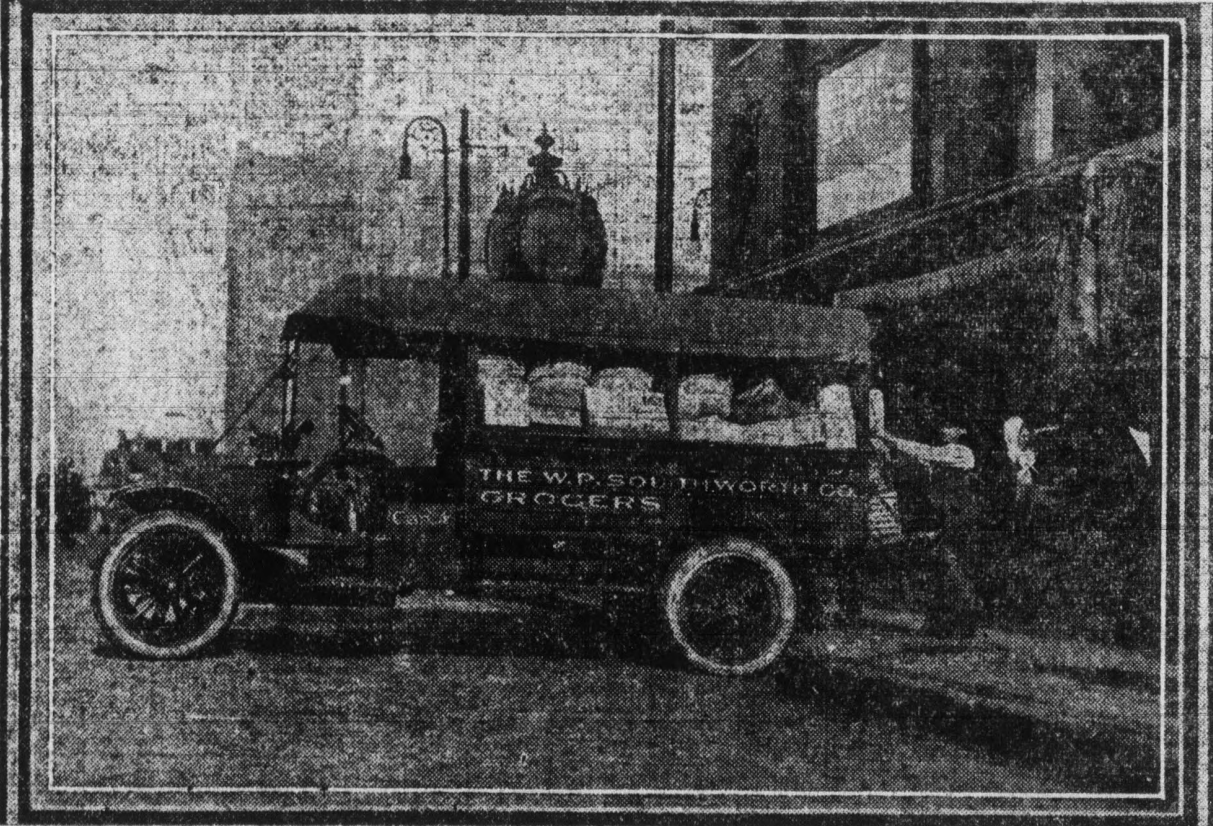
Can your worn or injured tires be successfully repaired?

To this vital question experts of the R. F. Goodrich Rubber company's tire repair school answer "Yes." But if you ask these same experts whether the average tire is always efficiently and successfully repaired, the answer is immediately reversed.

Careless and unscientific repairing, the Goodrich school instructors point



Truck Runs 300,000 Miles in Grocery Service



The White Company frequently has said in its advertising, that the life of White trucks has not yet been determined, and this statement seems to be borne out by the performance of Truck "A" dean of the delivery fleet of the W. P. Southworth Company, grocers, of Cleveland, which has entered upon its tenth year of daily service and bids fair to emulate the example of Mr. Tenenyson's well-known brook and run on forever.

While not the oldest White truck in operation today, a number of trucks antedating it in delivery, Truck "A" is unquestionably the veteran to remain continuously in the service of its original owner.

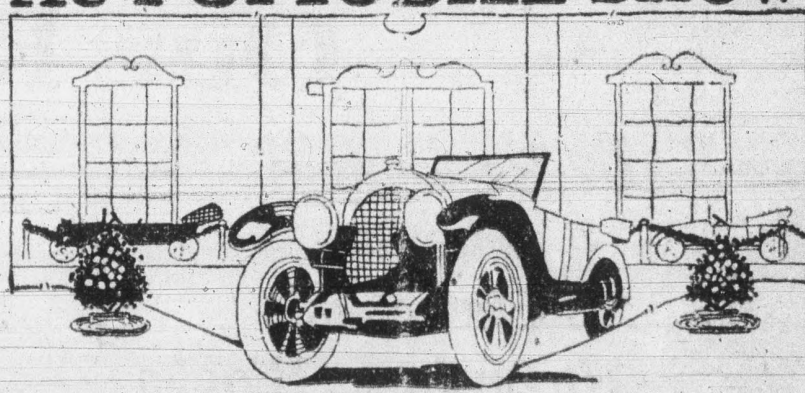
It was in May, 1910, that this two-ton truck was delivered to the pur-

chasers by The White Company, and immediately put into commission with John Jedlicka as driver. John, or "Jerry" as the boys at the store knew him, was a lover of fine machinery, and the truck at once became his pride, and so carefully was it driven, that in a little more than nine years but one slight mishap marred the record of truck and driver, through all of the work was performed in the midst of constantly increasing traffic perils in the growing city of Cleveland—a wonderful record which, unfortunately, was ended by the death of the veteran driver a few weeks ago. James Duffy has succeeded Jedlicka as driver of the truck and bears for it much of the affection of the driver so long associated with it.

Originally the truck was used to transport goods between the Southworth Company's three stores in Cleveland, in general hauling from the depots, and in delivery service. When it was four and a half years of age, Mr. O. S. Southworth estimated, from the records kept, that the truck had then covered 200,000 miles. Since that time a portion of the burden once borne by Truck "A" has been transferred to heavier trucks which have been added to the fleet, but it has easily added an additional 100,000 miles to its record, and is today, according to the superintendent of delivery for the Southworth company, "in good shape, and doing about forty-five miles per day."

White trucks are distributed in the Sault Ste. Marie territory by The Soo Machine and Auto Co.

AUTOMOBILE SHOW



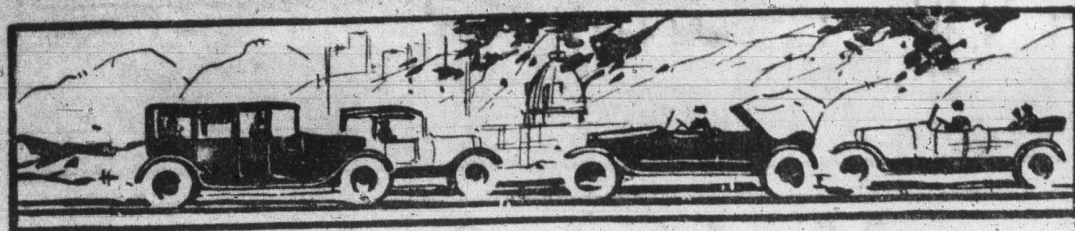
The public is cordially invited to attend the Automobile Show and Opening reception to be given at our new establishment

Friday and Saturday
March 26 and 27

On Display—latest models Cadillac, Reo, Buick, and Overland pleasure cars,

White trucks, Case tractors, Goodyear Firestone tires and Exide Storage batteries

Soo Machine & Auto Co.



SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



THE FINEST AUTOMOBILE ESTABLISHMENT IN THE UPPER PENINSULA
—THE NEW HOME OF THE SOO MACHINE AND AUTO CO.,
WAS DESIGNED AND CONSTRUCTED
ENTIRELY BY

MARSHALL N. HUNT

Sault Ste. Marie's Leading

BUILDING CONTRACTOR

For 27 years, since this business was established by Marshall N. Hunt in 1893, it has grown, gradually expanded and succeeded in this community because it is based on exact and hard-earned knowledge of the building and contracting trade, backed up by painstaking effort and honest service.

The fine new establishment of the SOO MACHINE AND AUTO COMPANY, of which any city might well

be proud, and which is by all means the best of its kind in the upper peninsula, is simply another in the long list of creditable achievements of this firm.

In turning over the finished structure to its owners, we take pride in the fact that we have had a share in this worth while demonstration of Sault Ste. Marie enterprise and business foresight.

MARSHALL N. HUNT

Our Record Speaks for Itself

107 Residences

4 Schools

2 Churches

10 Business Blocks

Northwestern Leather Co., Complete

Soo Woolen Mills

Soo Creamery and Produce Co.

Kemp Brothers Coal Co., Complete

SOO MACHINE & AUTO CO., Complete

Union Carbide Company

Poe, Davis and Sabin lock engine shelters

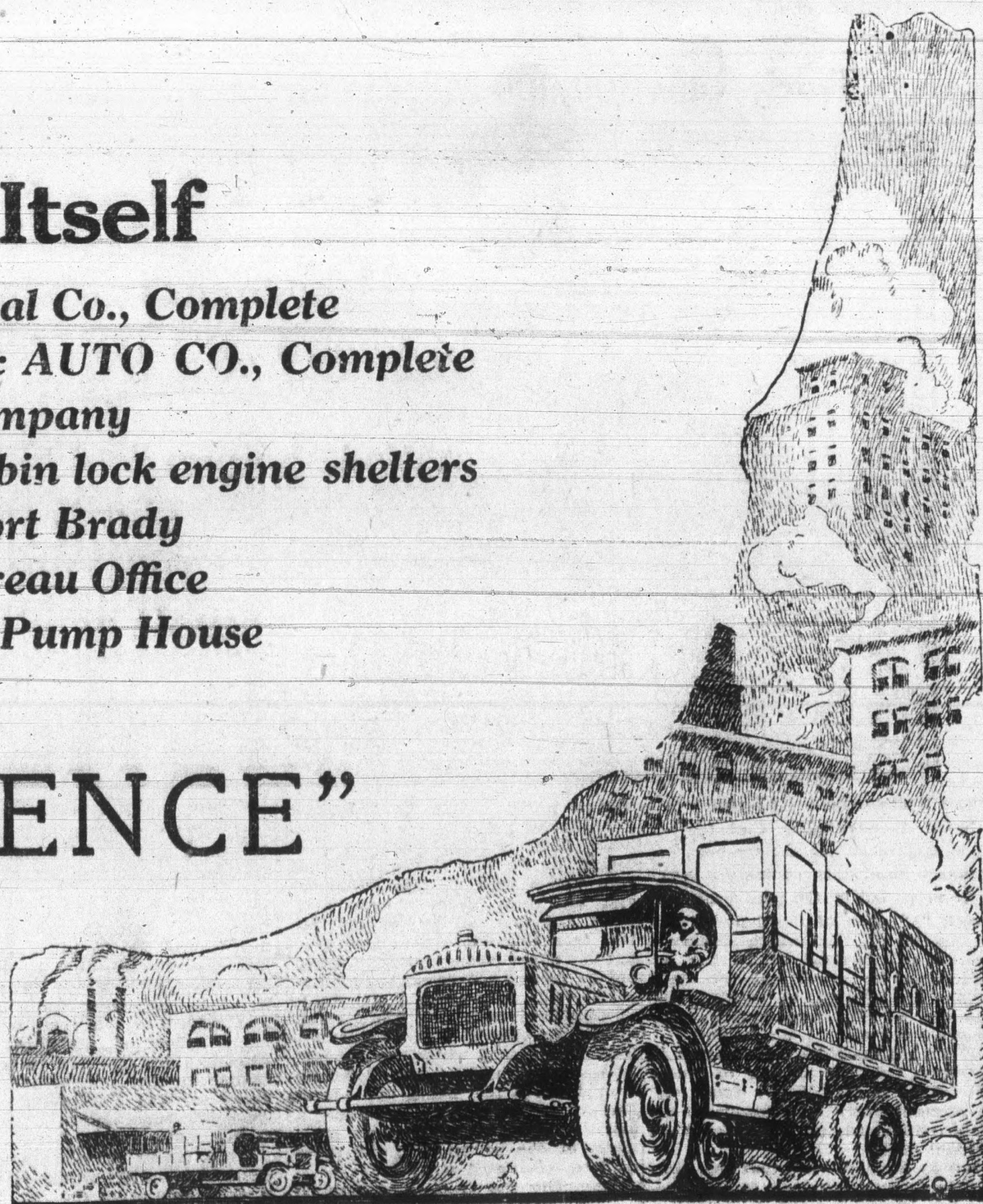
10 Buildings at Fort Brady

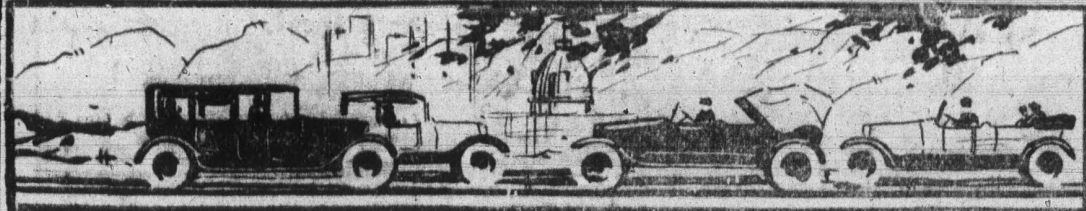
U. S. Weather Bureau Office

U. S. Government Pump House

“KNOWLEDGE” “EXPERIENCE”

‘DEPENDABILITY’





SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



Many Novel Features in 1920 Models Carried by Soo Machine & Auto Co.

OVERLAND, REO, CADILLAC, BUICK, IS SAULT 'BIG 4'

Overland Model 4 is Marked by Special Features of Value.

MANY MODELS WILL BE HERE FOR INSPECTION OF CALLERS

When the Sault Ste. Marie public avails itself of the opportunity to look over the 1920 models in the standard lines of cars handled by the Soo Machine & Auto company, this opportunity to come Friday and Saturday of next week at the Auto Show and Reception, some new departures and especially interesting features will be noted.

Of particular interest, it is believed, will be the Overland Model 4, a car of wonderful performance for 12 1/2 tons. Although the car is light it is not considered in any sense a cheap car, nor is it advertised as such. The workmanship, finish, class of the same quality that goes into the heavier cars. The fenders and body are constructed of very heavy steel, making the car noticeably rigid. An especial feature is the 'spring suspension' of this machine which furnishes a 'spring base' of 130 inches of wheelbase of 100 inches. This length frame enables the builders to produce a light car with ample room for five passengers.

Gets Extraordinary Mileage.

The oiling mechanism is exceptional, inasmuch as the oil used in the motor is the oil that lubricates clutch, transmission and universal joint. This is not only convenient, but certain and a constant insurance that these vital parts are being steadily lubricated. Users of the Overland Model 4 are getting as much as 26 miles on a gallon of gas. The car, weighing only 1825 pounds, produces extraordinary mileage running on 20x3 1/2 tires.

It is often remarked that the Overland '4' with the four cantilever springs is the easiest riding car of its size in the world. The '4' is made in four models, Sedan, Coupe, Roadster and Touring.

Another product of the same company, which is sometimes preferred by those who wish a more expensive four-cylinder car of special features is the Willys-Knight, utilizing the famous 'Silent Knight' motor, of sleeve-valve design, universally accredited the most silent running motor in the world.

Reo is Lighter.

The Reo, Buick and Cadillac, other standard makes handled by this company, are so thoroughly known, having been built for so many years, that almost everyone is familiar with these steering machines. The company handles these lines of 'sixes' and 'eights' because they passed the experimental stage of manufacture years before a great majority of others had been placed on the market. A few words in regard to them will not be out of place, however.

It will interest the local public to know that the Reo is lighter this year than has been the custom in the past. Difference in construction has cut down the weight fully 500 pounds. A most noticeable feature is one that has long been characteristic of the Reo, namely the smoothness of operation of the motor, and its remarkable freedom of vibration at every speed. The Reo is noted for its long life and economy of operation and owners of the 1920 models will find this even more a part of the car than in the past. The motor is enclosed, keeping out all dirt and dust and water.

The Reo is made in four models, open roadster, Touring car, four passenger Coupe and five passenger Sedan.

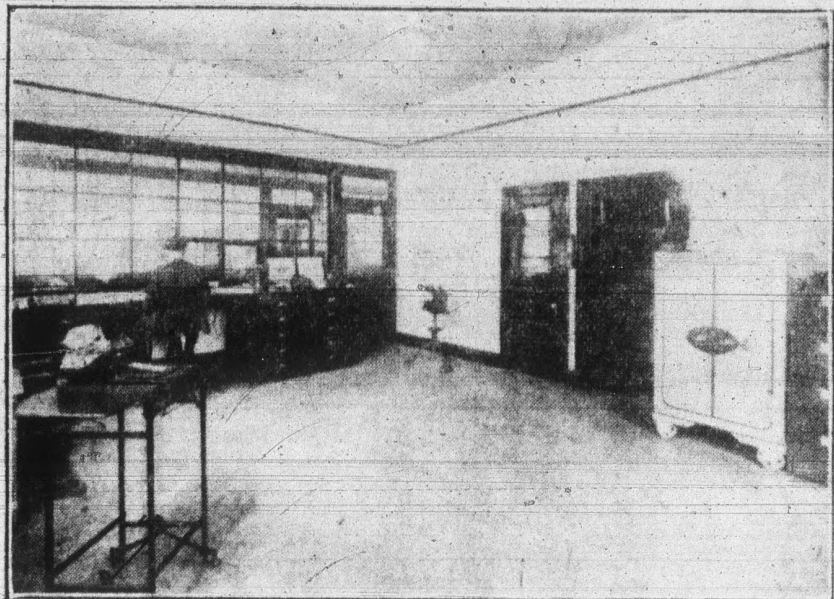
Quick Bodies Beautiful.

It is not necessary to enlarge to any extent on the features, superlative qualities and models of the Buick. As has been the case in the past, the Buick's wonderful working parts are surrounded by bodies of beautiful and efficient design, very similar to that of the Cadillac closed car. The oiling device has been improved in the 1920 models and the motor is entirely enclosed in sheet iron to prevent dust and water from affecting the machinery. Five models of Buicks in the 'K' series are carried, the K-45, a five passenger Touring Light '62', the K-46, two passenger Roadster Light '62', the K-47, five passenger Sedan Light '62', the K-48, seven passenger heavy touring '62', and the K-50 seven passenger heavy Sedan '62'.

Show Two Cadillac Models.

Only two models of the famous Cadillac, considered by many experienced motorists the 'king of them' will be stocked here in time for the opening reception and show, but they will be shown by the company when shipments arrive, and any model can be secured as soon as they can be turned out. Needless to say, the demand for Cadillacs is such that the factory is far behind its orders and is hard to guarantee deliveries. The Cadillacs which will be here for show next week are the Four passenger Victoria, which is of course, closed car, and the big and beautiful seven passenger Touring model.

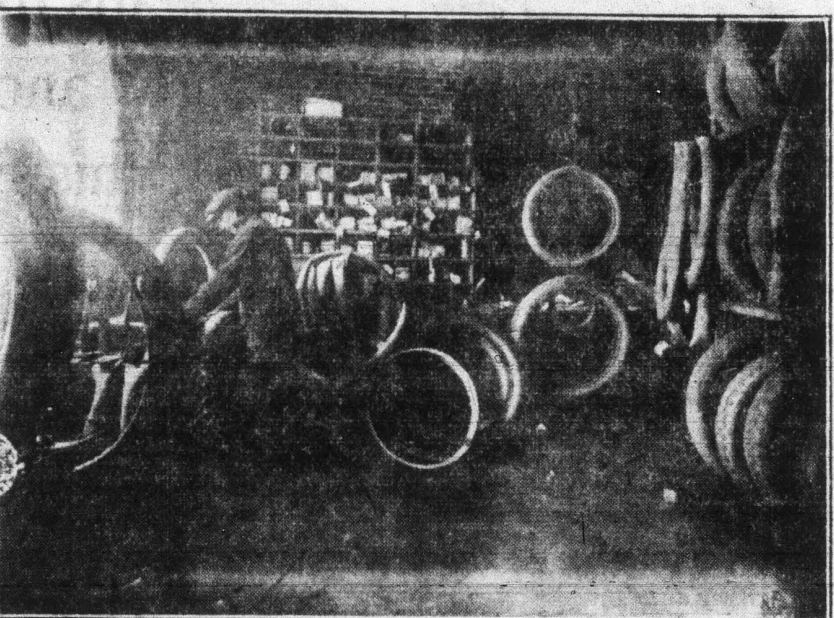
NEW OFFICE OF THE COMPANY



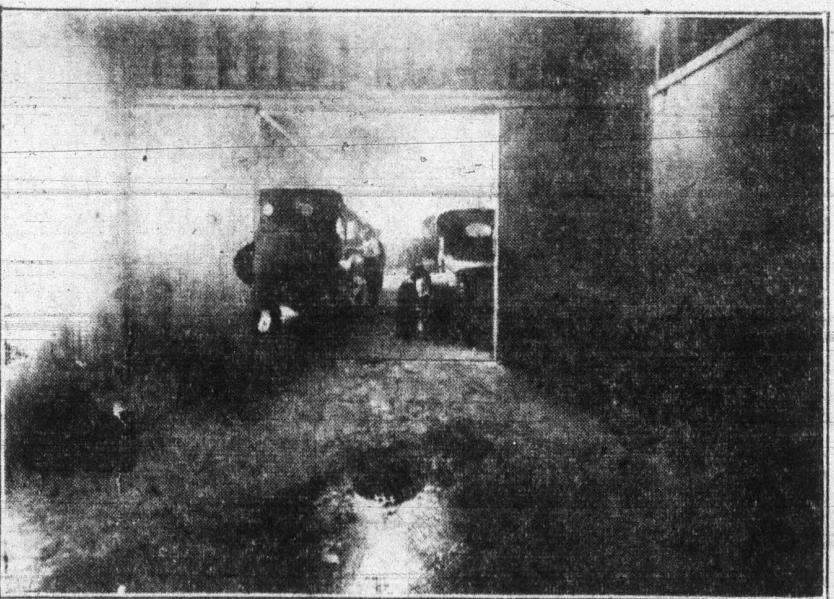
EXPERT PAINTERS MAKE AN OLD CAR NEW



UP TO THE MINUTE VULCANIZING DEPARTMENT



HERE'S WHERE YOUR CAR IS GIVEN A BATH



WHITE TRUCKS SELL READILY BECAUSE OF LASTING QUALITY

ABILITY TO GIVE LONG AND CONTINUOUS SERVICE MEANS MUCH.

That truck buyers are coming more and more to make their purchase not on the basis of initial cost but on the prospect of long, continuous service, is the assertion of R. A. Morrison of the Soo Machine and Auto Co., distributors of White trucks in this territory.

"An important question to ask is 'How long has the truck been built?' Until a truck has been operated a number of years it has had no chance to prove its life. It is still experimental. There are Whites eight and nine years old, which have run 200,

and 300,000 miles and are still in the running.

"It is important to consider, too, what a truck has actually done, over a period of years in the hands of thousands of owners. The steadiness with which it works, its ratio of days in active service, is an important factor in low cost of hauling. All records of which we have any knowledge show that White trucks have an unusually high operating percentage.

"Who are the owners? is another question that demands answering. If large fleet users, governed by comparative cost records, buy a certain make, year after year, in ever-increasing numbers, their choice is a pretty safe guide. There are over 3,000 White fleets in active service, totaling more than 25,000 White trucks, exclusive of all single-truck installations.

"These are matters that every prospective truck buyer should settle to his own satisfaction before he closes with any dealer."

Sixty-three million dollars worth of passenger cars and motor trucks were exported in 1918, despite the greatly curtailed production.

DO NOT FORGET BATTERY, ADVICE

Morrison Urges Regular Inspection by Men Who Know.

Exide Dealer Declares It Will Save Users Much Money.

While all motorists may not be in the class with the chap who takes an actual delight in spending all his spare time tinkering about the garage, most of them have some knowledge of the inner and outer workings of their cars. They know that spark plugs must be cleaned, valves must be ground, that carbon should not be allowed to accumulate in cylinders, that the gear box must be kept filled with grease, and that even so matter of fact a thing as a tire appreciates an occasional change of air. But according to R. A. Morrison, manager of the local 'Exide' Service Station, the average motorist knows practically nothing of his battery, except that it is there to furnish current for starting and lighting.

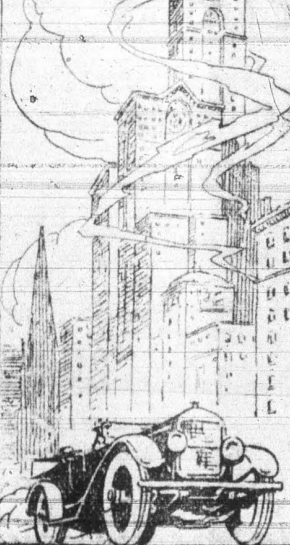
"A mighty wise man" said Mr. Morrison, "asserted years ago that few people realized they had a stomach unless it gave them trouble, and a similar statement would apply equally well in connection with starting and lighting batteries." With the battery's a matter of 'out of sight, out of mind'; the battery works on incomprehensibly until the last corner of strength is exhausted; then comes trouble and a big repair bill.

All large battery troubles are small at the beginning, and small battery troubles can be readily avoided if the battery is looked over regularly by competent experts. Some motorists unfortunately take the attitude that 'the battery is there to start the car, and start the car it must, without realizing the neglected battery, no matter how well constructed, loses efficiency under the tremendous strain that is put upon it. Others feel that it would be 'too much trouble' to have the battery inspected at regular intervals yet these same men would not think of allowing their watches to run down before rewinding them.

"When motorists thoroughly appreciate the great saving of time, money and annoyance which follows the regular inspection of their batteries, we will see a remarkable, country-wide increase in starting and lighting efficiency. Many of the best informed motorists in town now come to our service station at least once a month and have their batteries thoroughly looked over. We take care of all makes of batteries in this way. In times gone by, these same men brought their batteries to us only when something was wrong, but they have learned that the power and punch originally built into their batteries can best be kept there by expert inspection at regular intervals."

Rio de Janeiro's taxis are the finest in the world. They were the private machines of the wealthy who had to give them up during the financial depression of 1912.

The Biggest Thing in Town



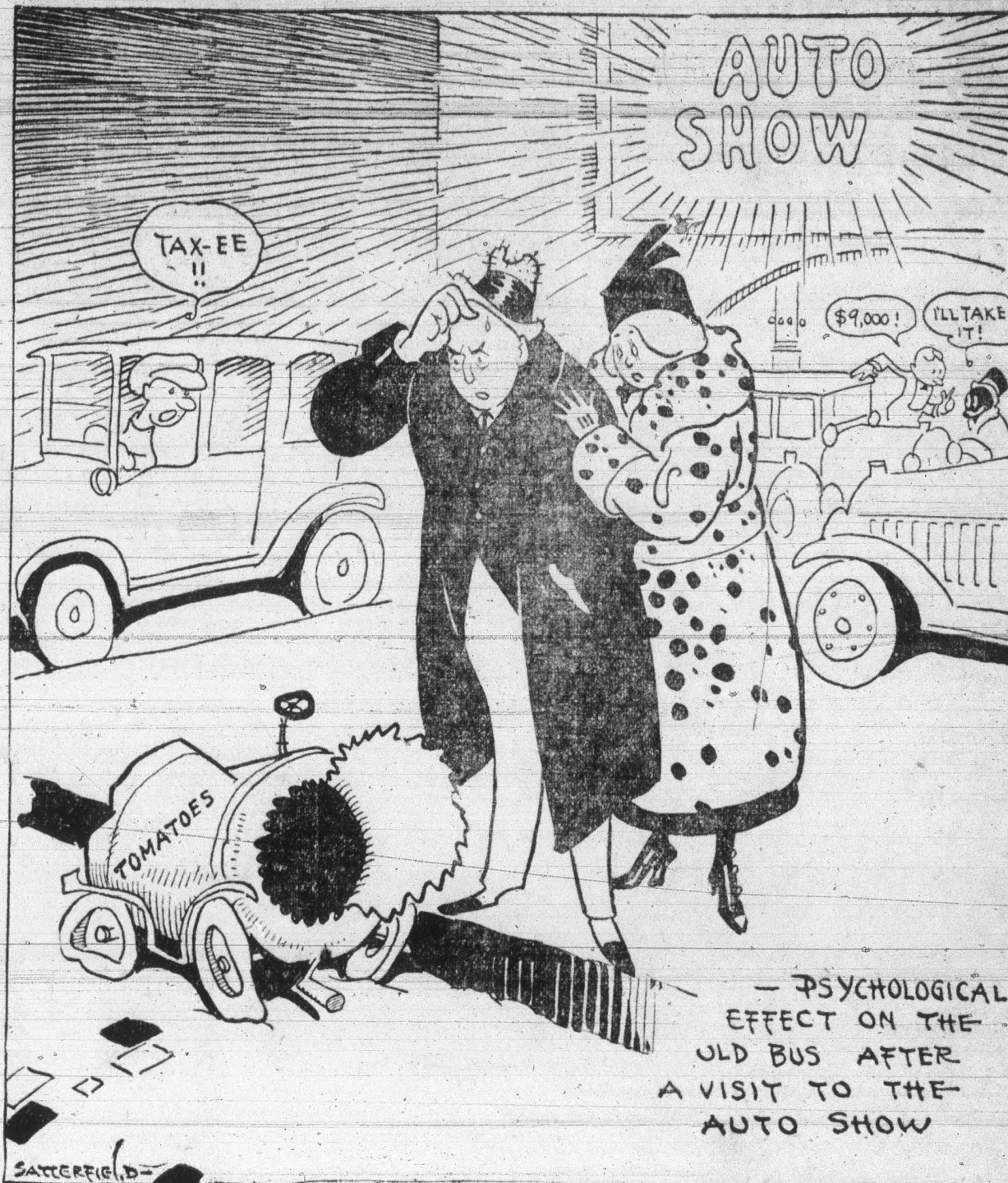
AUTO SHOW

The public is cordially invited to attend the Automobile Show and Opening Reception to be given at our fine new establishment.

FRIDAY-SATURDAY
March 26th and 27th

Soo Machine & Auto Co.

HIS CAR



PSYCHOLOGICAL EFFECT ON THE OLD BUS AFTER A VISIT TO THE AUTO SHOW

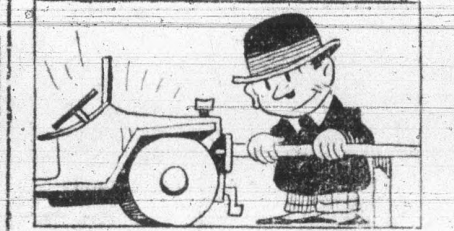
PNEUMATIC TIRED TRUCK FACING BIGGEST YEAR

PERFECTION OF CORD TIRES GIVES BIG STIMULUS

"The pneumatic tired truck faces its biggest year in 1920 as the most practical power vehicle for all lines of industry," says R. A. Morrison, of the Soo Machine & Auto company, local agents for the Goodyear Tire & Rubber Co.

"Millions of dollars are to be spent building thousands of miles of new roads this year," he says, "and this activity recalls to mind the pioneering work done by the Goodyear for the motor truck industry as far back as 1907 when few people believed that a pneumatic tire would ever be perfect for heavy trucking duty."

The company persisted in its experiments when many others gave up the work as impractical. Success crowned its efforts in 1917 when the



cord tire was brought out. It was a year of the war and the company tried out the first cords on the Akron to Boston motor transport line.

"The trucks of this unique line have since become famous the country over. Two of them were sent on a transcontinental trip to the Pacific coast when thousands gazed in wonder on the huge pneumatic tires. Other trucks of this line are now giving demonstrations in all parts of the country.

"Perfection of these cord tires within the short space of three years has given wonderful stimulus to the motor truck business and their sturdiness to stand wear and abuse was recently brought to light when a large oil company testified that one tire delivered 20,000 miles. Other testimonials show these tires delivered 45,000 miles and more, under the most adverse circumstances."

Due to the recent war England is overstocked on heavy trucks, while demand is pronounced for light trucks of one and one and a half-ton capacity.

The Haynes, America's first car, now exhibited at the Smithsonian Institute, was designed and built by Elwood Haynes in 1893.

American manufacturers have practically controlled the South African automobile market for the last four years.

Since March, 1918, the Japanese government has actively encouraged the manufacture of motor trucks in Japan.

An inventor has patented a double nowplop to be fastened in front of a automobile to clear tracks for its wheels.

In the first year of the production of automobiles 16 motor cars were turned out.

There are 2,478,562 miles of public roads in the United States, yet only 12 per cent of this total of 299,125 miles, are improved with some form of surfacing.

A motor truck has been invented for farm use that loads, hauls and scatters fertilizer, using the same power for all three operations.

Motor trucks in Central Asia will replace a caravan camel company now operating between Tienstin and Kulja, China.

There are 7,000 concerns in the United States making automobile parts.

Despite the restrictions imposed during the war period, the motor car industry has averaged a production of 1,500,000 cars every year during the last three years.

There are 1,101,402 persons engaged in the production of automobiles. This does not include accessory manufacturers, garages, repair shops or sales establishments.

Approximately 250,000 motor trucks were produced in the United States during 1919. This brings the total number of trucks in practically 1,000,000.

THEY STAR IN PNEUMATIC TIRE FIELD



What Murray & Mack and Weber & Fields were to the theatrical world, Gast & Moye are to the pneumatic tire business.

They play leading roles as builders and finishers with The Goodyear Tire & Rubber Co., at Akron, Ohio.

Jake Gast is 'four' eleven and one quarter."

Ed. Moye is 'six' four nine."

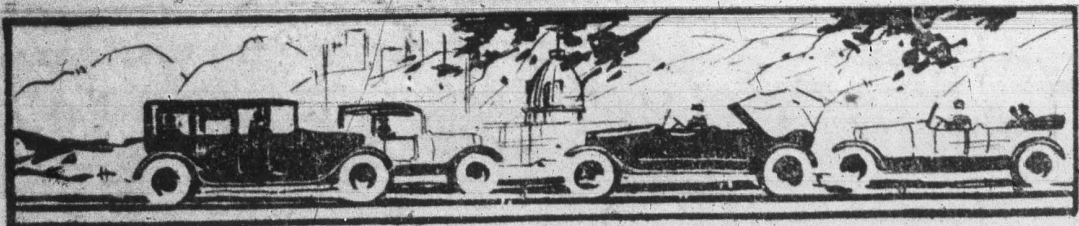
Barring Sundays and holidays they give a continuous performance the year round in the Goodyear industrial theater.

There are 50,000 people in the supporting cast. The production has every day.

been applauded throughout the world and there have been so many encores that the company has grown to be the largest and most musical of its kind in existence. Capacity houses great every performance. The seat sale has been sold out three years in advance.

Figuratively the company has never taken the road. In reality it travels over every road in this country and abroad.

Gast & Moye and supporting company bring a wealth of joy and happiness to thousands. They turn out 23,000 finished tires and 34,000 tubes every day.



SOO MACHINE & AUTO CO.
SUPPLEMENT TO THE EVENING NEWS



Garage Will be Used by Big Touring Party From Detroit and Toronto

MAKE IT THEIR
HEADQUARTERS
ON TRIP IN JULY

Soo Machine & Auto Company
Management Boosts for
the Pikers.

TRIP WILL BE GREATEST
OF ITS KIND EVER HELD

SCENES IN THE SYLVAN VALLEY AND OTHER POINTS NEAR SOO, ON ROUTE OF BIG INTERNATIONAL TOUR.



When the big touring party of the Michigan Pike association, composed of 40 passenger automobiles, 40 trucks, and 40 camp trailers, leaves for the Soo, Ont., on July 14, it will make the first new summer trip of the Michigan Pike association since the first trip in 1918, when the Michigan Pike association was organized. The trip will be the greatest of its kind ever held.

The first trip of the Michigan Pike association was made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back. The trip was made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

The trip will be the greatest of its kind ever held. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

An Excellent Route. A path-finding trip was undertaken last autumn and the route was found to be excellent for touring. The route was found to be excellent for touring. The route was found to be excellent for touring.

It is expected that the international tour will open the way for thousands of tourists who will follow to see for themselves the scenic beauties of Northern Ontario. The highway passes through the famous Muskoka Lakes region, which has for years been a resort for American and Canadian summer tourists.

Even Shower Bath Provided. As stated the expedition will consist of 40 passenger automobiles, 40 trucks, and 40 camp trailers. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized.

Shape of a Triangle. The shape of the route is in the shape of a triangle. The route will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized.

Overnight at London. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

Big Welcome at Toronto. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

Speakers Accompany Journey. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

Becomes Subject of Comment. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

Reach "Soo" July 24. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

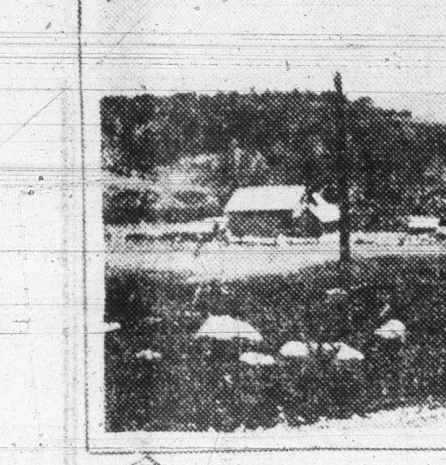
The scene of a veritable portable village of tents. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

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In Highlands of Ontario. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

On the morning of July 19 the tourists will proceed from Bracebridge to Burck's Falls, where they will stop for lunch. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized.

Reach "Soo" July 24. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.



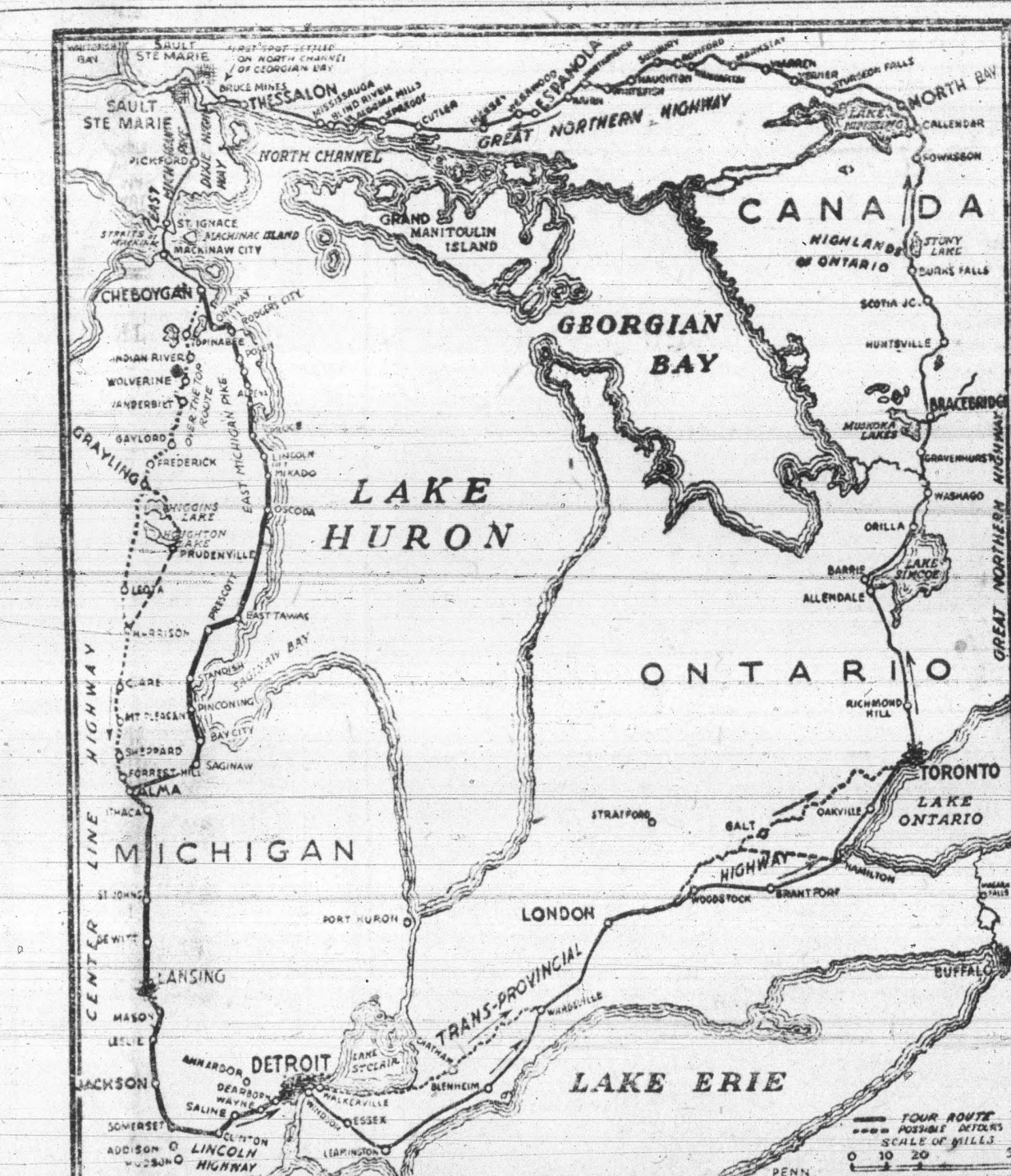
These scenes were snapped by Fred S. Case, first appearing in the Detroit News.

The tourists will remain there until business and professional men of the state of Michigan, and is not limited to the automobile industry or trade. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized.

List of the Officials. The trip will be made from Detroit to the Soo, Ont., and back. The trip will be made in 1918, when the Michigan Pike association was organized. The trip was made from Detroit to the Soo, Ont., and back.

The membership is made up of the State Senator H. A. Penny, Saginaw.

INTERNATIONAL TOUR TAKES EAST MICHIGAN PIKE ROUTE.



U. S. IS WORLD'S 'AUTO FACTORY'

America Produces Nine-Tenths
of Globe's Automobiles.

And Foreign Orders are far
Ahead of the Supply Now.

Nine-tenths of all the automobiles in the world were built in the United States. We exported 563,000,000 worth of passenger cars and motor trucks in 1918, despite our greatly curtailed production. Of these 11 went to Iceland and the Far Islands. In the first nine months of 1919 motor car and truck exports exceeded \$15,000,000, at which rate the year's exportation will be above \$100,000,000, or an increase of nearly 60 per cent over 1918, as will be shown when the figures are compiled. The authority for these interesting facts is J. Walter Drake, chairman of the Foreign Trade Committee of the National Automobile Chamber of Commerce.

"In spite of the increasing foreign business," said Mr. Drake, "the demand is still gaining in its long lead over supply."

"The home demand also is so great that buyers could have nothing, if we were not arbitrarily setting aside a certain percentage of our production for export, regardless of our unmet domestic orders. We appreciate that although we do not need the foreign business now, we will, later when it will be harder to get. Now is the time to establish ourselves in those markets. Every day requests come to our New York headquarters from those wanting to represent American cars in foreign territory. Just now, as show time approaches, a great many are here from abroad looking for connections."

"American makers set the standard in quantity production. Of all our achievements the one of outstanding appeal to experienced buyers is our superior service. Owners realize that the best constructed car or truck is not immune from wear and mishap. Therefore, they demand that they buy those makes for which they can most quickly secure parts and service."

"We American makers are very jealous of our reputation in this regard and are conscious that in entering the foreign markets we must insist that our representatives immediately establish service stations and stock parts."

In California an automobile license of any other state is good for three months.

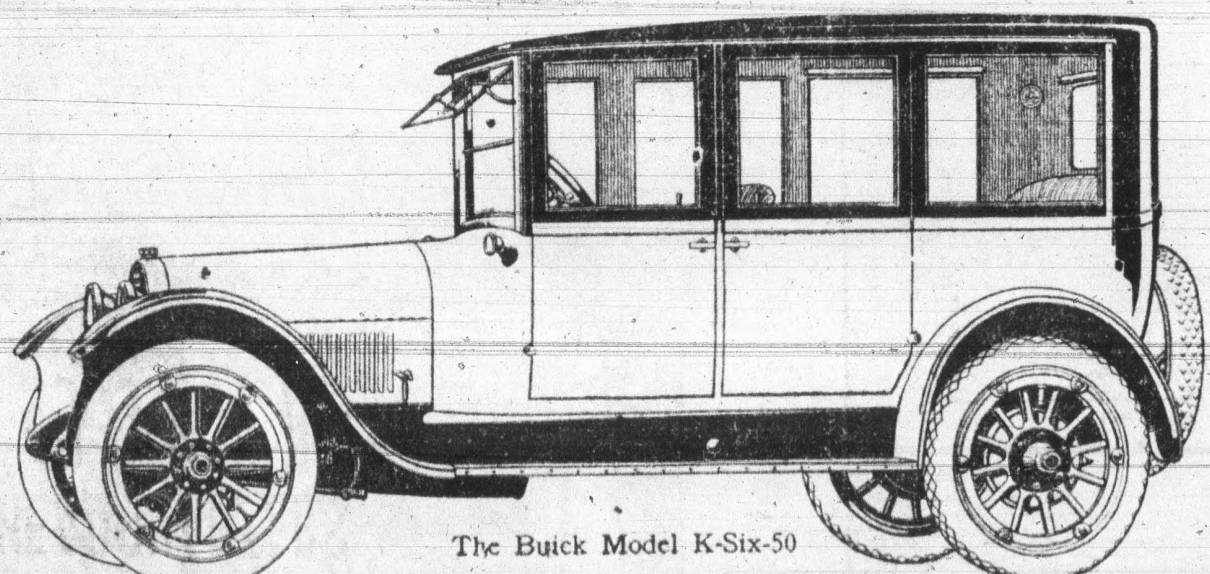
Several times of motor busses are now operated in Tokyo, Japan.

Waterproof lap-rols have been invented in England for automobile drivers that remain in place should a weather leave his car.

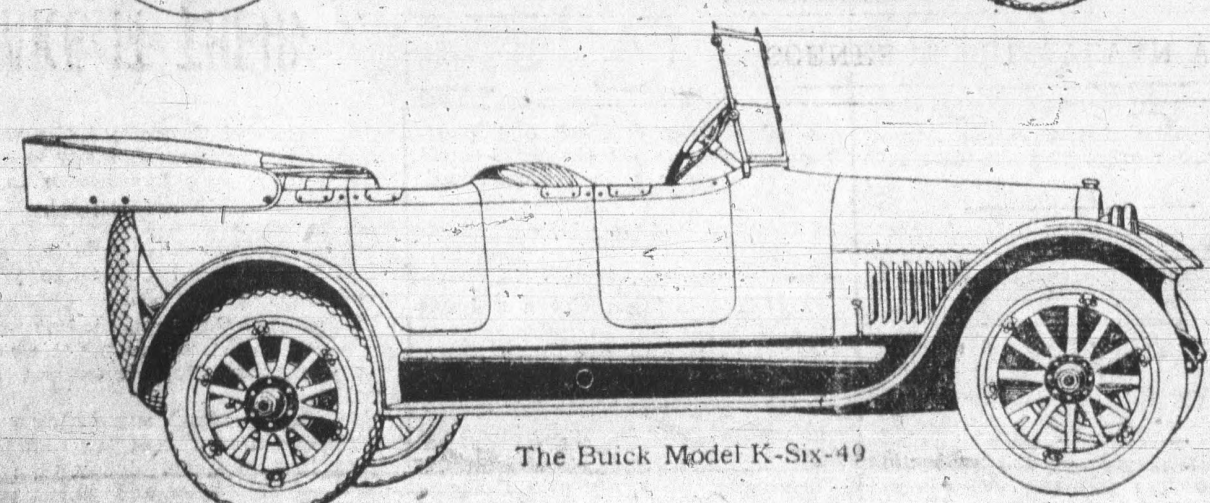
Fine mesh screen wire is so attached to a new automobile windshield as to exclude insects but admit air when the shield is open.

The state of New York has 80,000 miles of public highway.

NEW BUICK MODELS ON DISPLAY AT SOO MACHINE & AUTO COMPANY SHOW



The Buick Model K-Six-50



The Buick Model K-Six-49

President G. Edward Bleil, of the Michigan Pike association, announces that the route for the International Good Roads Tour of the M. P. A. next summer has been changed to meet road conditions in Michigan. As originally planned the route of the tour from Cheboygan to Jackson was over the new Center Line Highway, which will bisect the state from the Ohio line to Sault Ste. Marie. State Highway Commissioner Frank P. Rogers has suggested to the M. P. A. that it avoid the link of this highway, from Cheboygan to Grand Island, known as the "Over the Top" route, because of the amount of road construction to be under way in July.

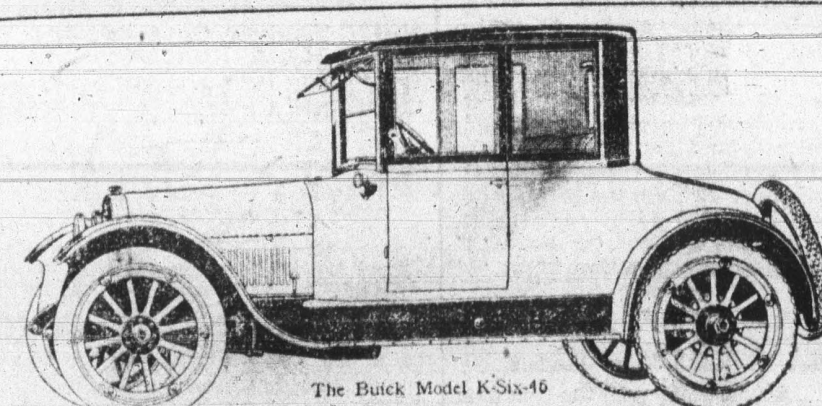
With this suggestion the M. P. A. executive committee has decided to continue on the East Michigan Pike from the Soo to Saginaw, instead of leaving the East Pike at Cheboygan. This will add in the neighborhood of

100 miles to the total mileage, but it is believed that the schedule can be manipulated so that it will not add any more days to the itinerary. The international event will leave Detroit the night of July 14 and finish here on July 29. The actual start will be made from Windsor the morning of July 15, the start being made the night before to avoid delay which ferrying the Detroit river would cause the first day. The tourists will camp in Windsor the first night.

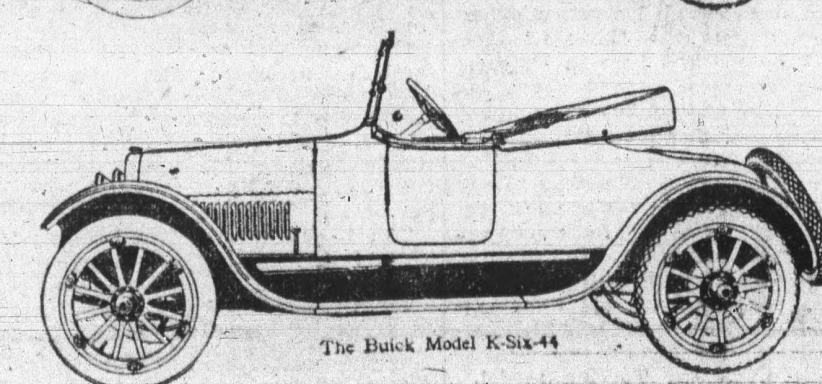
At the meeting of the M. P. A. executive committee last week it was also decided to leave the selection of the route between Windsor and London to the officers, who will make an inspection tour of the roads between Windsor and London this month. The party will drive to Toronto, covering both roads via Chatham and also via Leamington, to make comparisons. The Chatham Automobile club and other civic bodies are very anxious to have our tour routed via Walkerville and Chatham, instead of over the Talbot road.

Further plans for the tour were discussed at the meeting. The next executive conference will be held after the inspection tour in March. The change to the East Michigan Pike gives the tour a total mileage of approximately 1,350, for 15 days of good roads boasting.

MORE NEW BUICK MODELS DISPLAYED HERE



The Buick Model K-Six-46



The Buick Model K-Six-44

