

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 interfere. The company will put on a combined Automobile Show and Reception, at which the people will be given an opportunity to view the latest models of the best, most standard makes of cars available by the company, and to inspect the new and enlarged plant of the company.

It was planned to hold the housewarming and reception the first week in February, but the negotiable strike on the railway at the same time delayed shipments of cars, which have been held up at Mackinac City ever since the strike put up the big bar. 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 stage the affair after the automobilizing 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

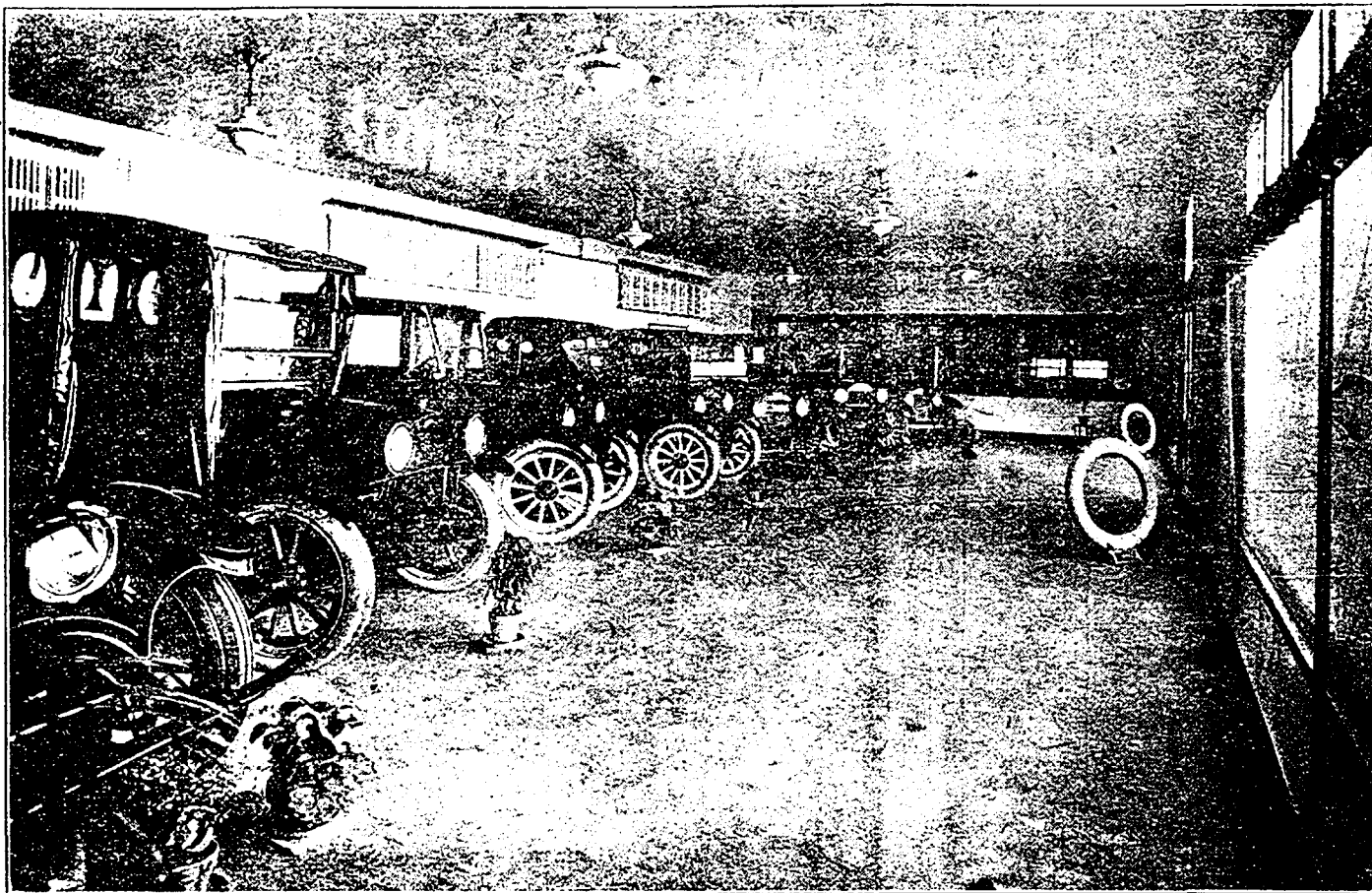
ELECTRIC DOOR DEVICE AND SWITCHBOARD EXAMPLES

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 one 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 engagement.

INTERIOR VIEW OF THE BEAUTIFUL SHOW ROOMS ON MAPLE STREET



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

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 organization of the company was 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 accommodate the present structure a dozen times, with plenty of ground space left over.

Soon Outgrew First Home. In 1917 the garage, office and machine shop on Portage avenue, between Ashmun street and Ingham, 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 larger 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 had 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 1918, 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 Mewo 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,

ROBERT A. MORRISON



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

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.

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 fold 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.

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 went 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 elbow 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 2000 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.

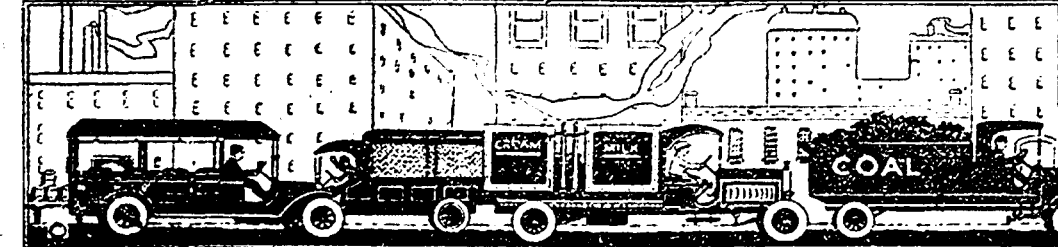
It should be stated, parenthetically, that the exterior of the Maple street frontage is of white Bedford cut stone and a special grade of tapestry brick, so that the exterior is as much of an ornament and credit to the city as the interior.

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 frame 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 automobile public of this district. 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

(Continued on Page Five)



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.

