

AUTO SECTION

# THE EVENING NEWS

AUTO SECTION

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 half dozen 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 carferry at the straits delayed shipments of cars, which have been held up at Mackinac City ever since the strike tied up the big boat. 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 automodelling 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 "cold" 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.

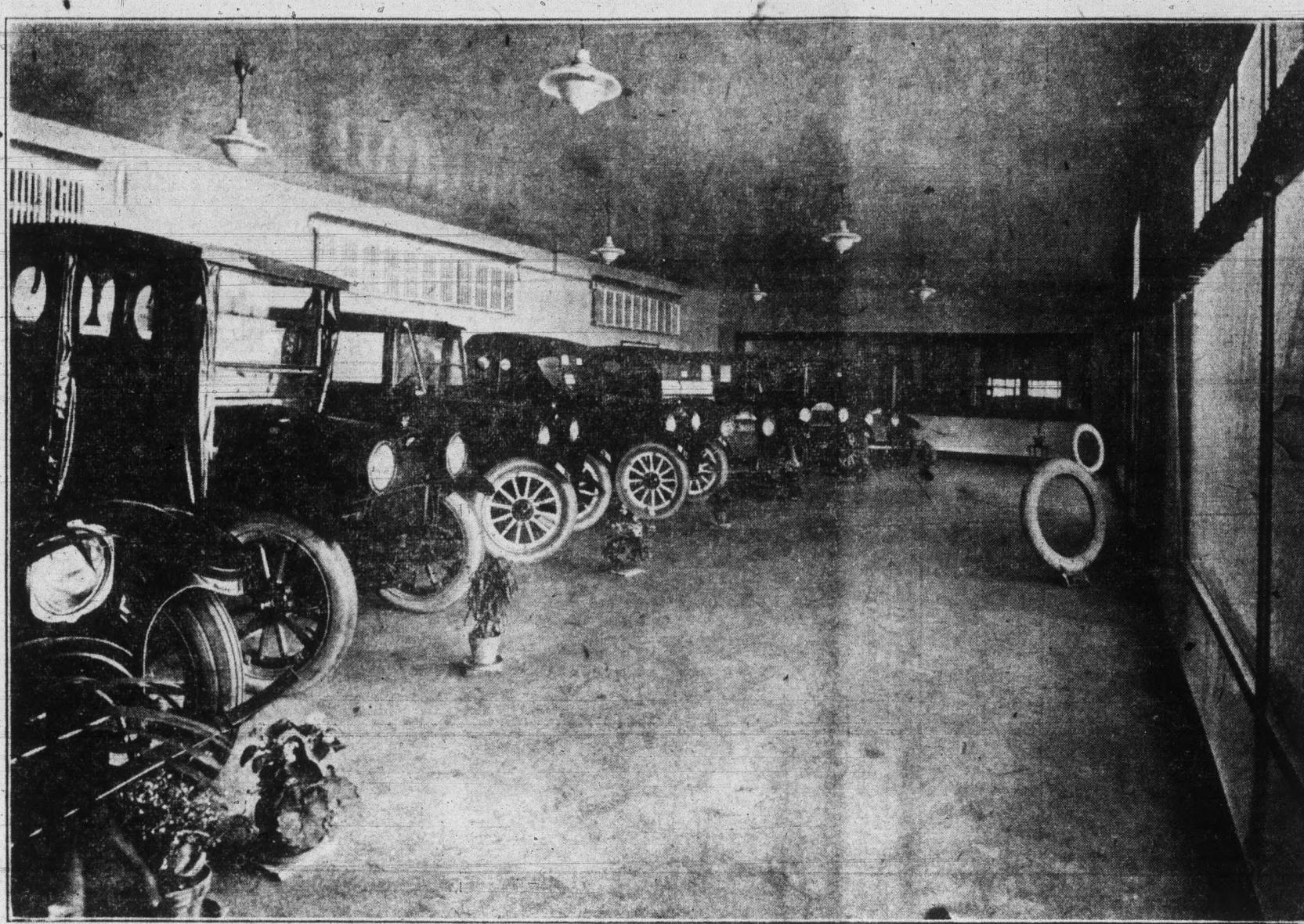
### MODERN EQUIPMENT OF NEW PLANT AID TO EFFICIENCY

#### ELECTRIC DOOR DEVICE AND SWITCHBOARD EXAMPLES

Two strictly modern labor-saving devices have been installed in the new establishment of the Soo Machine and 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 of the two main trunk lines, No. 570 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 shops, 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.



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.

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 1913, 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.

ROBERT A. MORRISON

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.

#### Work on New Establishment

#### Was Begun Last May, Being

Practically Completed in December of Last Year.

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 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.

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.

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Credit to the Soo.

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, 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 pur-

poses; 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 showroom. 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 terrazzo construction, woodwork 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.

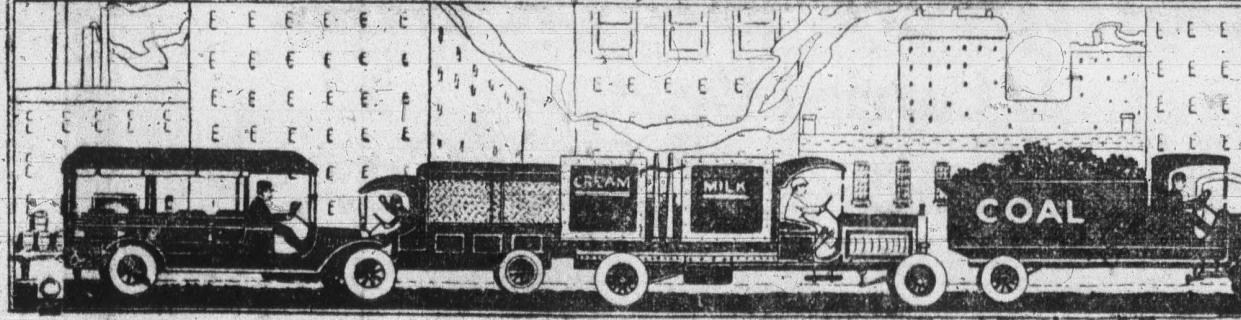
The main doors through which cars enter and leave the garage are operated by electricity from the office, making it unnecessary for the patron to wait until someone comes to open them for him. All that is necessary is the pressing of a button, and they slide open noiselessly.

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 its 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 shop. The Parts Room is an innovation that will be of great benefit to the automobilist 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

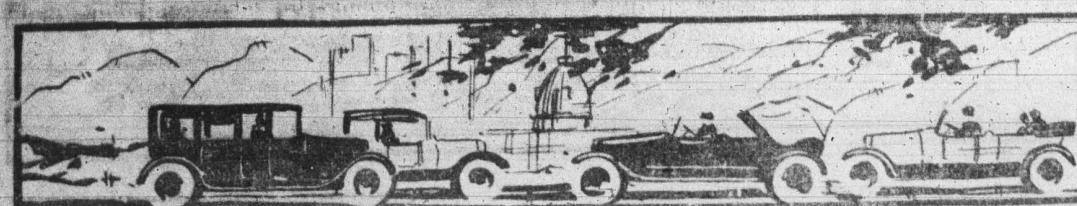
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#### THIS SETS A RECORD

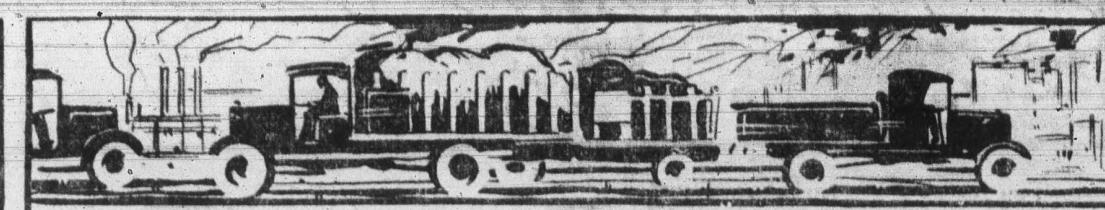
The Soo Machine and Auto company, in authorizing the publication of this 8-page supplement to The Evening News, sets a record, this being the largest paid advertisement ever published in the NEWS. We believe the enterprise shown by the company will be rewarded, and we know the community will be benefited 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.





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.

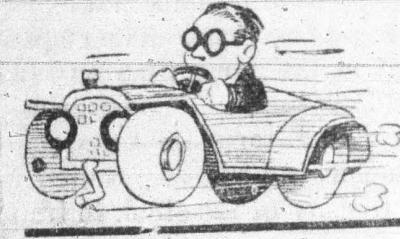
**VULCANIZING OF "CORDS"  
TO BE A LEADING FEATURE**

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. H. 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 item 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 199 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, polishers, car heaters, woolen dusters, 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 cords. Realizing the increasing vogue of cords the company had had the foresight to install this extra equipment.

**Will Study Latest Methods.**  
Mr. 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.

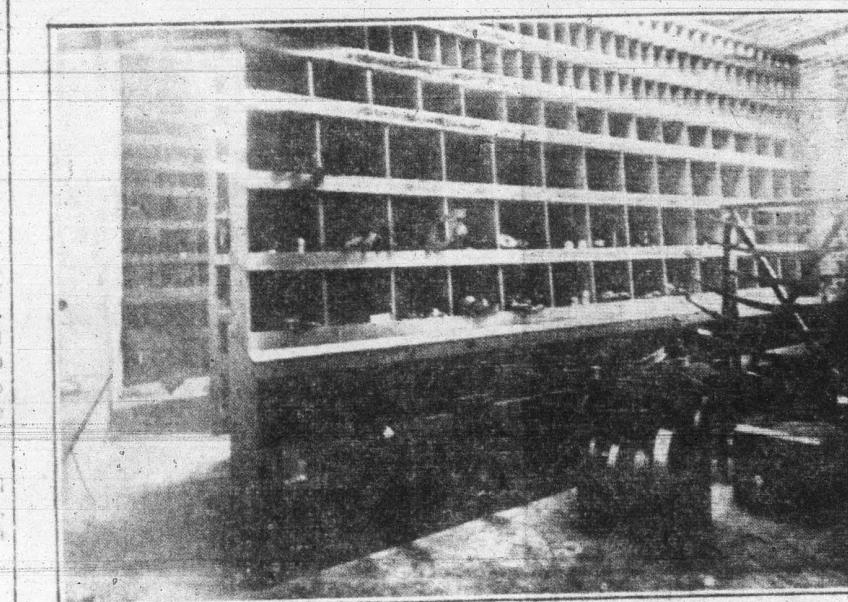
THE MACHINE SHOP IS COMPLETELY EQUIPPED



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 Sault for the auto show and opening reception of the Soo Machine and Auto company, which will be held March 23rd and 25th, Friday and Saturday. These busy men are going to have their offices in the same time of the year, in the midst of their plans and preparations for the season which is just opening, and travel hundreds of miles to show their appreciation of the enterprise of the local promoters.

**Mitchell to Be Here.**  
One of the visitors who will be on hand two weeks from Friday or later if the show has to be put off a few days, is Charles Mitchell, veteran tourist with the Michigan Pikes' association. He will probably be accompanied by his brother "Bill" pathfinder for the Pikes. They are the Cadillac dealer in control of the Michigan territory including and other Bay City, where their offices and showrooms are located. They are sure to receive a warm welcome from the men who have made them here on file tours.

A. T. Atwood and D. R. Slaughter of Escanaba, Buick representatives in the company.

## 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 Joe 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 in 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 arranged and stocked, which will be in several weeks, as fast as the work can be done, there will be between 50,000 and 75,000 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 Rico strings.

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 shopworn. Just about everything else, the lack of which would cripple the car and render it hors du combat, is stocked. Special attention is paid, of course, to the line of cars handled by the company. How big a proposition it is as 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 are 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

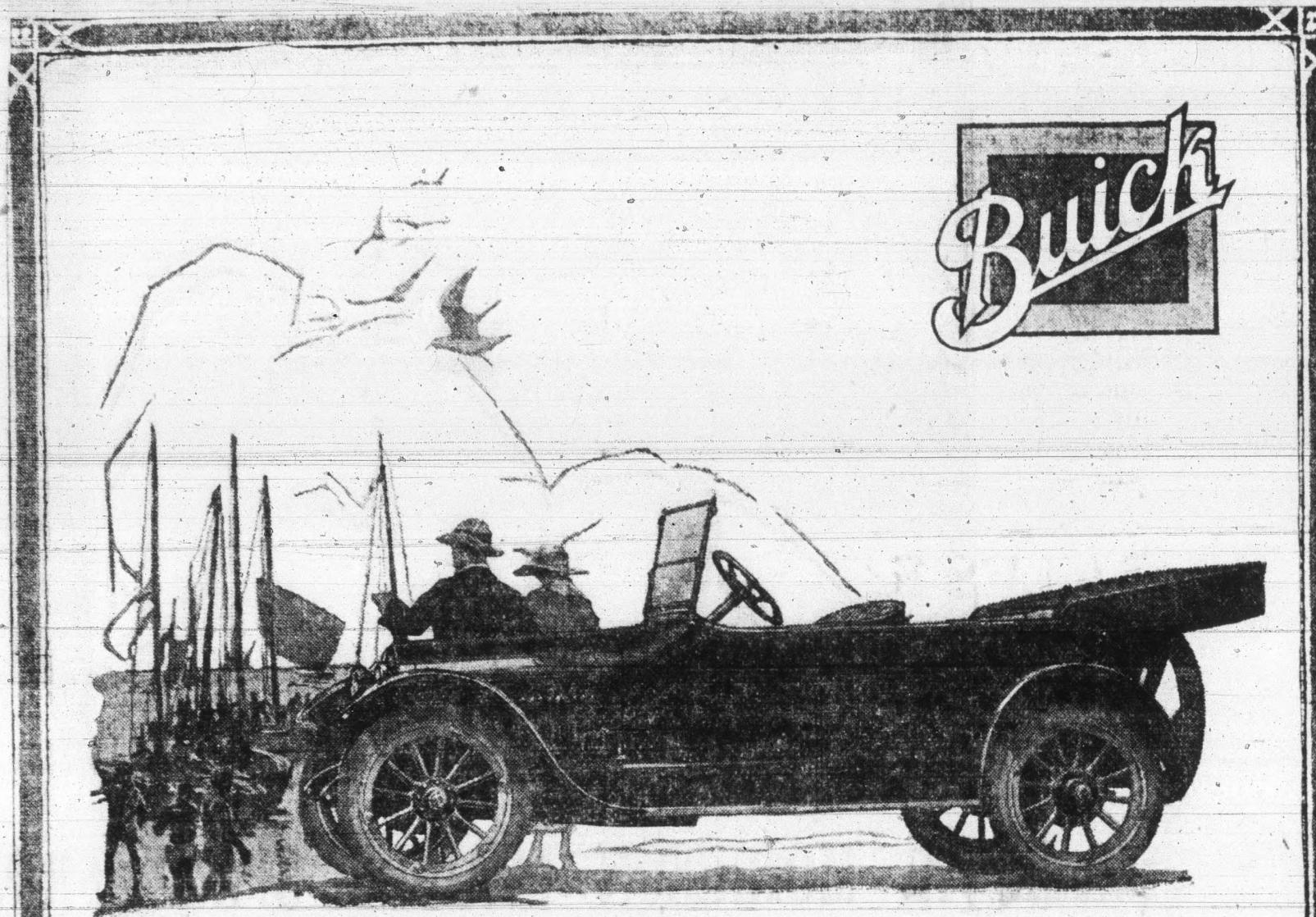
even larger scale than before, during the coming season. The company represents in this territory the John Deere company, famous makers of farming tools, and will specialize in handling binders, mowers, plows, wagons, buggies, wheel harrows and in fact all equipment that is necessary to the equipment 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 in the present its practice of storing its stock of farming tools in a warehouse in Rudyard, where it has a subscriber 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 Distel wheels.

Brooklyn has nearly 40 motor trucks 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 FINEST GARAGE, SALESROOMS, AUTOMOBILE REPAIR SHOPS AND SERVICE STATION IN MICHIGAN

**T**HE 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 terraza 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 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 shop 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 We Handle the Leading Lines of the Day.  
Cars—Reo, Buick, Cadillac, Overland, White Trucks, Case Tractors. All we Need to Do is to Name Them.

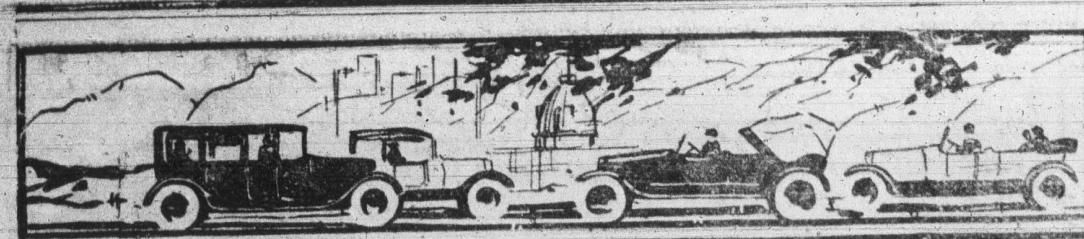
Tires—Firestone and Goodyear. Batteries—Exide.

# 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, 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 company. 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.

If one were to sum up the reasons for the success of Marshall Hunt, it could be done in the two words—"Knowledge—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, 1881, 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 than going into the lumber business, and removing to Manitoulin Island in 1874, to take charge of operations for the Henry Lumber company.

Mr. Hunt well remembers that twelve families went to Mudge 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 'Marsh' 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 the craft, and having always taken to carpentry, set out to learn his trade when he was 18 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 clear 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, although some believed it was rather a needless precaution.

Starting at 10 a. m., they got to Dufferin the first day, his chief moment of the trip being blistered feet and bites by black flies and mosquitos. 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 week's 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 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 was he 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 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-

MARSHALL N. HUNT



## AUTO FEATURES ARE OFTEN BUNK

Public Repeatedly Galed-Bricked on Specialties.

Buick Sales Manager Has Decided Ideas on Matter.

This is an era of catch-penny devices. The market is flooded with schemes and contrivances boldly advertised to change the face of conditions that are supposed to exist," says F. E. Strong, general sales manager of the Buick Motor company. "Fraudulent stock issues that have gone extant been suppressed. Yet the innocent catch-penny game exists undeterred. A man may buy a new device. A man may make something herald it as a great money-saving device and reap in the profits that come before the public finds that the revolutionary invention is worthless.

"Automobile owners have not been gullible by these get-rich-quick inventors. Numerous devices and appliances have followed on the wane of successful products in much the same manner that wildcat miners and oil stock managers after original enterprises passed profitably. Every attempt is made to place the imitation appliance 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 credibility of the prospective buyer and the outlaw usually disappears in a short time."

### Often of No Value.

"In this fight, 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 method 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 mechanical value in improving performance, making for more power or comfort, it is discarded. Later, if it falls into the hands of a promoter and is introduced as the owner as the most remarkable invention in automotive history, 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 these devices are not incorporated in the car as it leaves the Buick factory, the owner may be assured that the appliance, 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, durable and economical.

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

Kemp Brothers Coal Company.  
Soo Machine and Auto Company.  
Union Carbide company.  
(Continued on Next Page)

## THIS IS THE BATTERY SERVICE STATION



THOUSANDS OF SQUARE FEET OF STORAGE SPACE IN THE NEW GARAGE



## AUTO TIPS

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 short cut to low operating expenses in certain driving, watching carefully the performance of the engine, and giving it immediate attention if anything goes wrong.

Tests conducted by the B. F. Goodrich Rubber company expel 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 of sufficient size from the battery to the motor there will be a considerable gain in power output.

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 channel or other parts. An easy way to remedy this is by wrapping soft 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 accompaniment 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 cylinders to cause misfiring, 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 magneto 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.

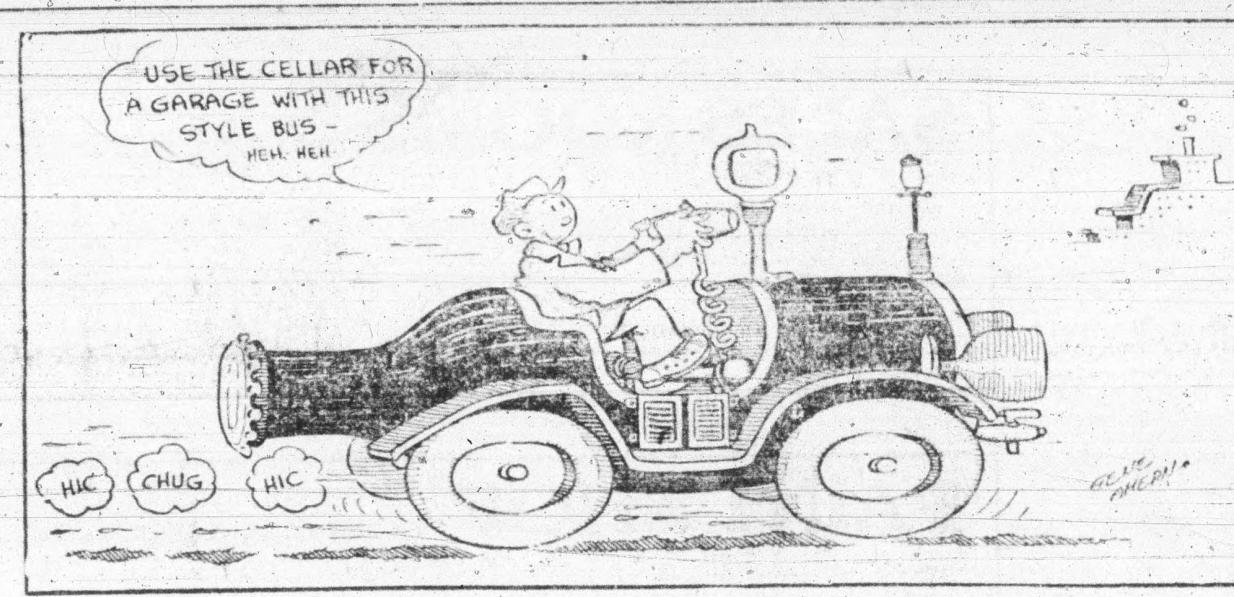
In driving on clay or muddy roads, or on wet asphalt, care must be taken in turning corners, and the car should always be driven cautiously to avoid dangerous side slipping or skidding.

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 higher ratios, 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 horsepower. One of the latest features of this model is the 15th amendment that keeps the engine throttled down to a speak-easy, er ah, we mean a whiskey den.

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

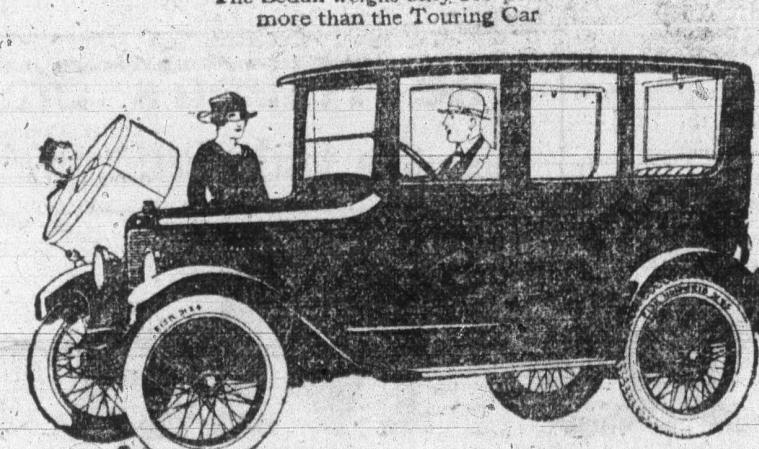
*Overland*

## 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.

"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.



**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 best 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 pays annual visit to the Soo, sends congratulatory message through its president G. Edward Bleil; a strong letter of good wishes comes from W. D. Edensburn, automotive editor of the Detroit News, and official manager of the Michigan Pikes association; another comes from Captain W. S. Gilbreath, manager of the biggest 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.

**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,  
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. Edensburn 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 "Pike" 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

FURTHER extend to the officers and stockholders their most sincere wishes for future prosperity and their ability to assist in every way possible the growth and prosperity of this enlarged industry which promises in such a large way to benefit the people of Sault Ste. Marie.

W. M. SNELL,  
President,  
CHARLES E. CHIFLEY,  
Industrial Secy.,  
From Auto Club President  
March 4, 1920.

Soo Machine & Auto Co.,  
R. A. Morrison, Manager;

In my capacity as president of the Chippewa Automobile club I congratulate the Soo Machine & Auto company upon its enterprise in placing Sault Ste. Marie and vicinity with its very fine new establishment.

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

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

Held the Chippewa Automobile club 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 the like of which few cities of twice the size in America can boast. Its automobilists boast good roads and is in every sense a fine and progressive achievement.

Young for success,

FRED S. CASE,  
President Chippewa County  
Automobile Club.

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. Tenenson's well-known brood and run on forever.

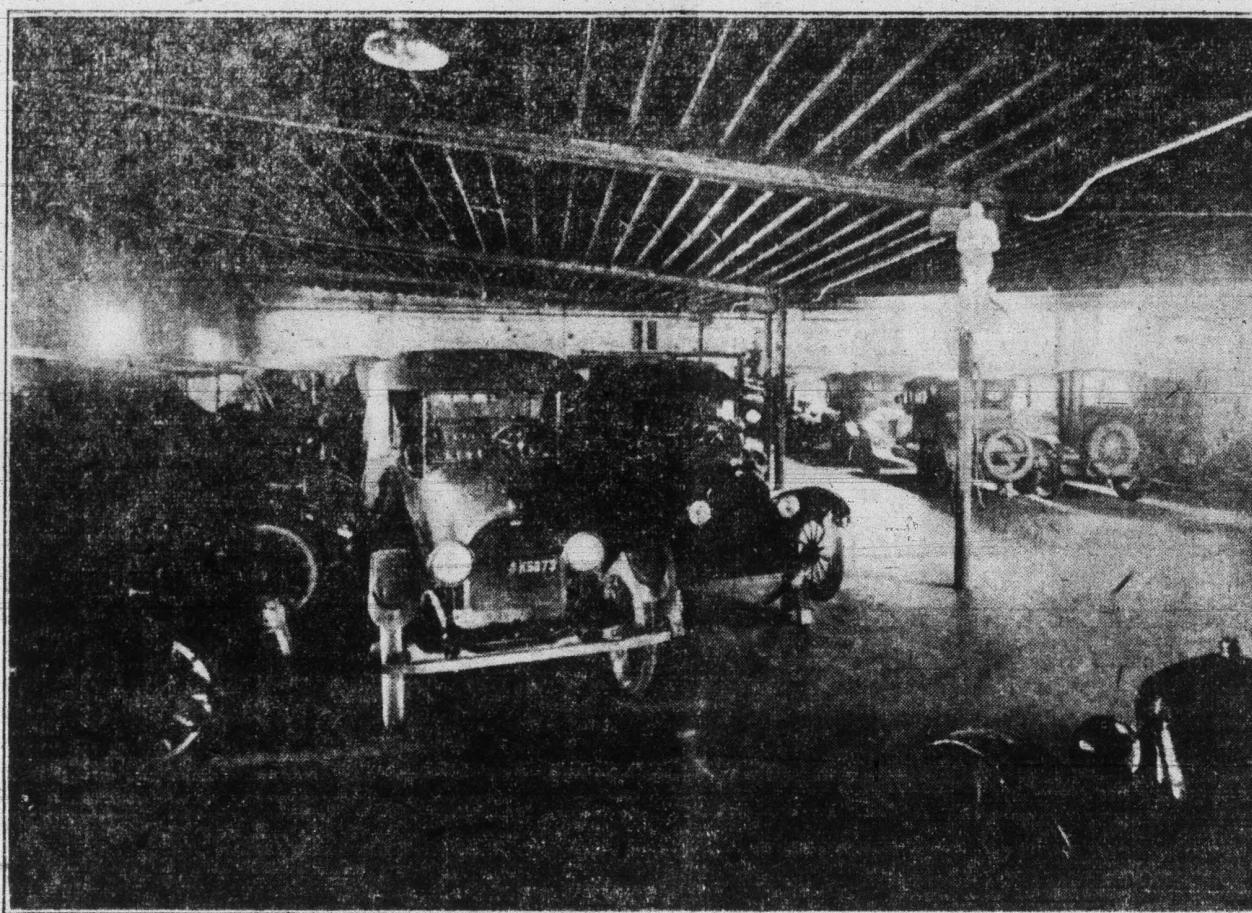
While not the oldest White truck in operation today, a number of trucks antedating it in delivery, Truck "A" is unquestionably the veteran to remain continuously in the service of its original owner.

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

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



THIS OLD GARAGE IS BIGGER THAN MANY NEW ONES



## The Finest Automobile Plant in The State

(Continued from Page One)

all ways by constant replenishment.

### Two Service Stations

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 plus of office and special construction have been built from plans to suit with 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 4,500 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, and keep them completely closed 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 trots through the room. Thus the necessity 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 declared 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-round 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 greatly 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

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 ago, 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.

## CASE TRACTOR IS BOON TO FARMERS

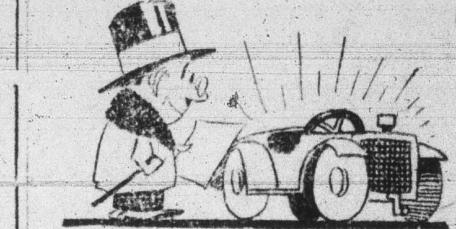
This Fine Machine Handled by  
Soo Machine & Auto Co.

## Does Maximum Amount of Work With Minimum Expense.

Although making up a majority of pleasure cars, the Soo Machine & Auto company is not by any means neglecting the utility end of the business. It handles the White Motor Tractor, which is conceded to be one of the very best on the market, and for the up-to-date farmer it carries what it claims to be the very best tractor 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 B. 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

## Personnel

American has Surrounded Himself  
With Experts Who Share His  
Enthusiasm: Result is SUCCESS.

One of the reasons for the success of the Soo Machine & Auto company under the capable direction of R. A. Morrison, vice president and manager, is the ability of Mr. Morrison to gather about him first class men, and to work harmoniously with them and inspire them with his enthusiasm.

This gift of his, which they say is possessed of the successful executives everywhere, is evidenced by the personnel on his plant. Roy D. Hollingsworth is in charge of parts room; John Armstrong has general supervision over the repair shops; Dan King is king of the storage batteries department; Mrs. Charles and has charge of the tire repair department, and A. B. Newton, a newcomer from Pontiac, and an expert in his line, has supervision over the accessory room; while the paint shops are in charge of Arthur Hawes and Charles Oremus, both of whom are experts.

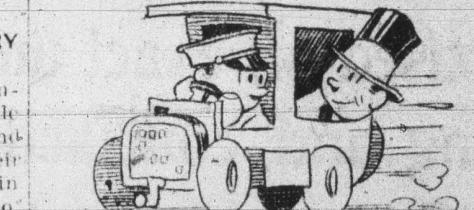
Working with the above named department heads are expert auto repair men, mechanics, etc., so that the company is able to boast of a corps of approximately 25 employees who know their business thoroughly and are keenly interested in it and in the company's success, which makes a combination hard to beat. Miss Nellie Gerrie is bookkeeper and office manager.

### SALEMEN USE TRUCKS TO COVER TERRITORY

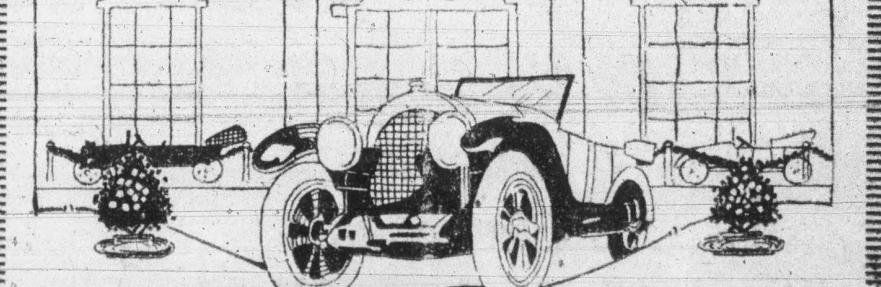
The Lexington Dry Goods Company, of Lexington, Ky., wholesale dealers in dry goods, have found White trucks dependable allies of their salesmen. One truck, purchased in 1911, has joined the honor roll of trucks with a mileage record of more than 100,000 miles. Two other closely approach it in total mileage. These salesmen using these trucks cover central Kentucky, and with the exception of a two weeks vacation period, are on the road all of the time. So dependable are the trucks that the men have lost very little time on account of repairs. The savings from these trucks has been substantial," says C. L. Thompson, president of the company.

out, is responsible for the loss of hundreds of dollars to American car owners each year. And to this should be added the loss incurred by neglected repairs—tires thrown away whose life could have been prolonged.

Motorists will save money and annoyance by investigating the method of repairs made on their tires and insisting on improved factory processes, such as taught in the Goodrich school.



## 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 bat-  
teries

**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

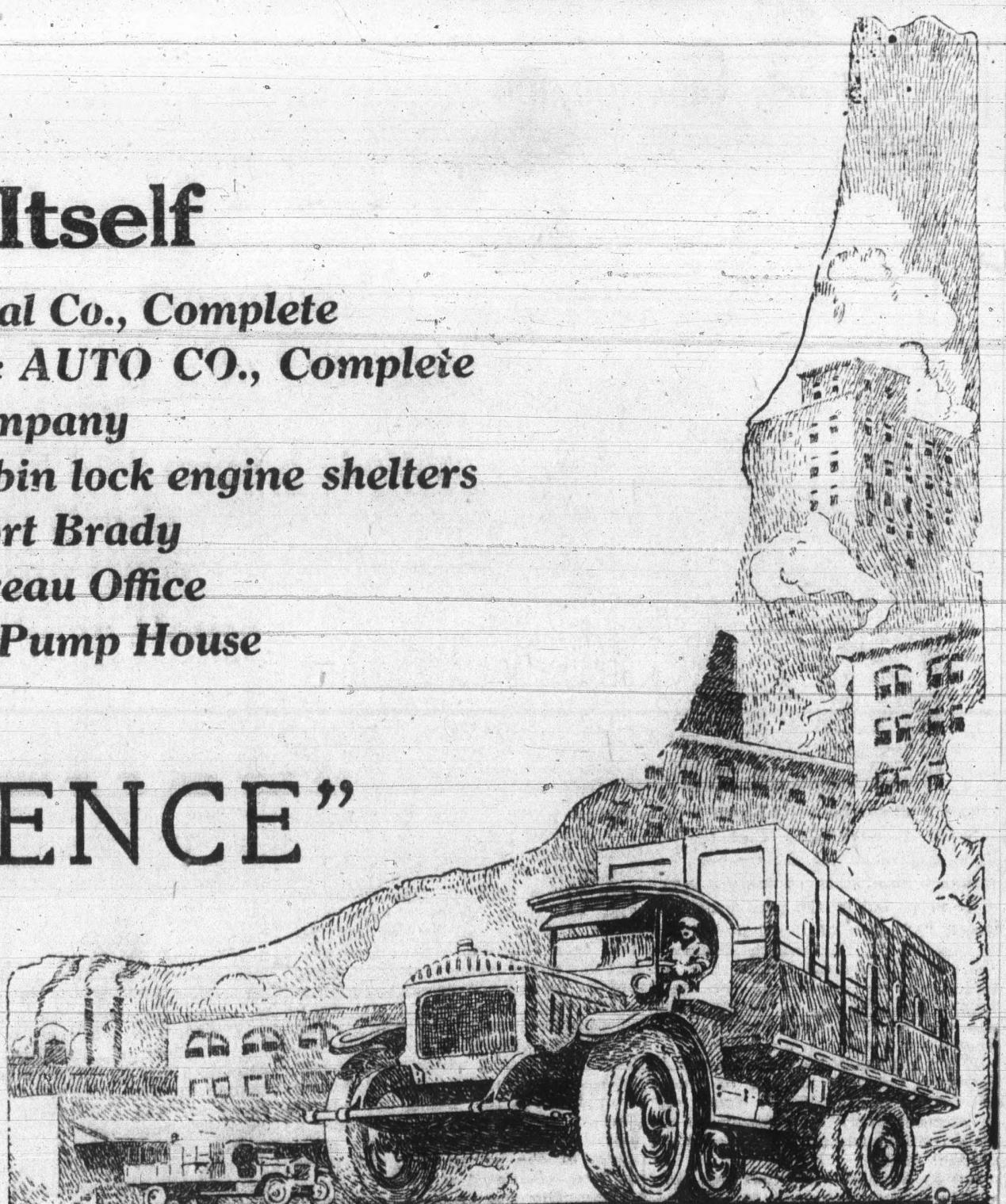
Soo Woolen Mills

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 its 1,825 pounds. Although the car is light it is not considered in any sense a cheap car, nor is it advertised as such. The workmanship, finish, etc., is 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 or a wheelbase of 108 inches. This length frame enables the builders to produce a light car with ample room for five passengers.

**Gets Extraordinary Mileage.**  
The running mechanism is exceptionally smooth 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 those 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 1,825 pounds, produces extraordinary mileage running on 30x3½ tires.

It is often remarked that the Overland "T" with the four cantilever springs is the easiest riding car of its size in the world. The "T" 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 machineries. 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. The most noticeable feature is one that is 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 economics 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 Coupe and five passenger Sedan.

**Buick Bodies Beautiful.**

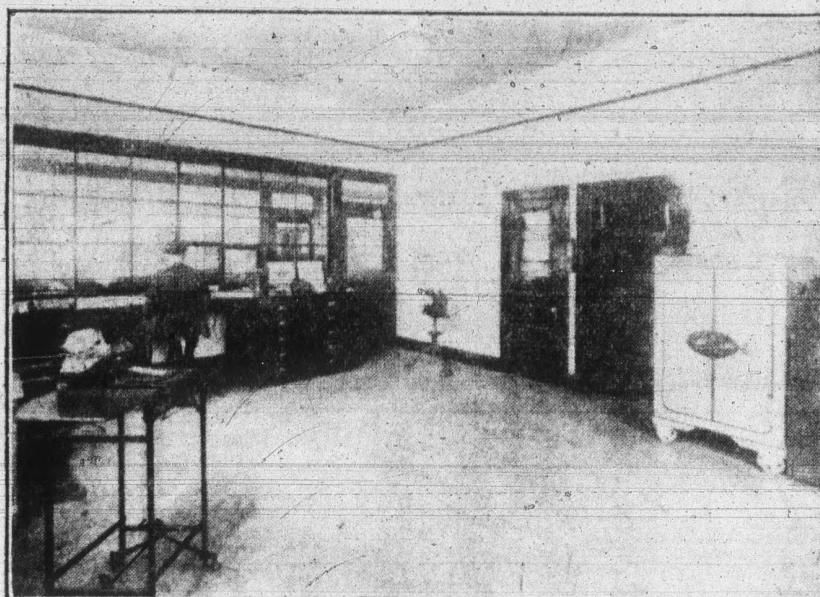
It is not necessary to enlarge to any extent on the features, surprising qualities and models of the Buick. As has been the case in the past the Buick's wonderful working parts are surrounded by bodies of beautiful and efficient design, very similar to that of the Cadillac closed car. The oiling device 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 "6"; the K-46, two passenger Roadster Light "6"; the K-46, five passenger Sedan Light "6"; the K-49, seven passenger heavy touring "6"; and the K-50 seven passenger heavy Sedan "6".

**Show Two Cadillacs.**

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 others will be shown by the company later 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 delivery.

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.

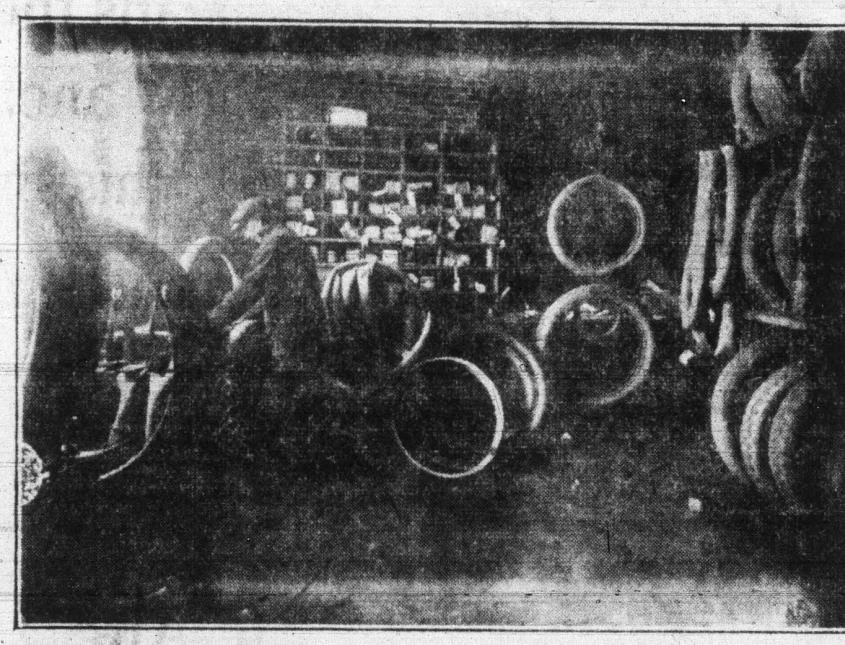
## NEW OFFICE OF THE COMPANY



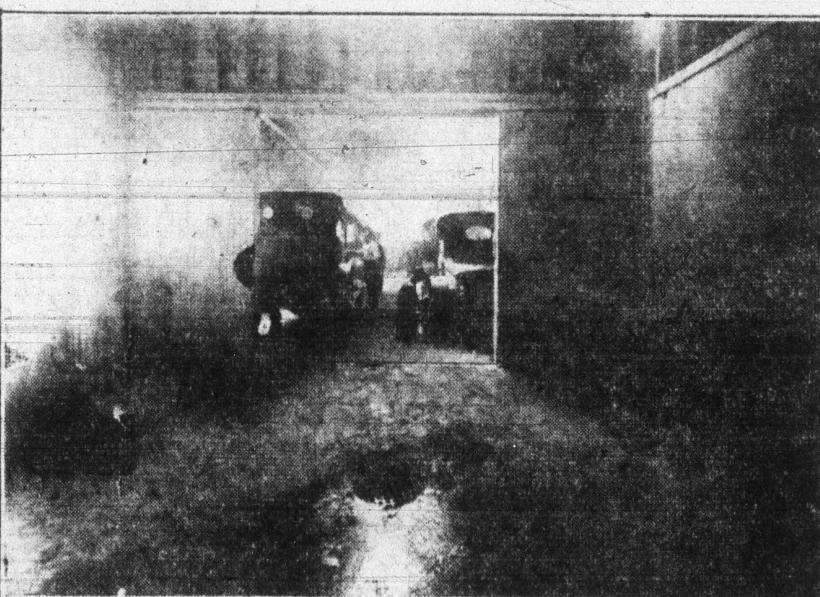
## EXPERT PAINTERS MAKE AN OLD CAR NEW



## 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., distributor of White trucks in this territory.

"Permanence is the important factor," declares Mr. Morrison. "So many different makes of trucks are being offered for sale for such a variety of reasons that the simple fundamentals of value in a truck are apt to be overlooked by the purchaser."

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,

000 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 35,000 White trucks, exclusive of all single truck installations.

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

The Cadillac 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.

## 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 working 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 if 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 it's a matter of "out of sight, out of mind"; the battery works on uncompromisingly until the last ounce 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 winding them. When motorists thoroughly appreciate the great saving of time, money and annoyance of which batteries, 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 kinds 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 live them up during the financial depression of 1920.

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

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

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

**PNEUMATIC TIRED TRUCK  
FACING BIGGEST YEAR**

## PERFECTION OF CORD TIRES GIVES BIG STIMULUS

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

Approximately 280,000 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**

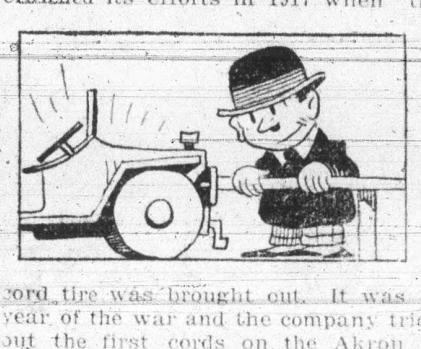
**THE BIGGEST THING IN TOWN**

**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.**



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 50,000 miles. Other testimonial show these tires delivered 45,000 miles and more, under the most adverse circumstances."

Due to the recent war England was 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 plow to be fastened in front of an automobile to clear tracks for its heels.

In the first year of the production of automobiles 15 motor cars were turned out.

**XOX**

**THEY STAR IN PNEUMATIC TIRE FIELD**

**THE BIGGEST THING IN TOWN**

**AUTO SHOW**

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 "our eleven and one quarter."

Gast & Moye is "six feet 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 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 33,000 finished tires and 34,000 tubes every day.

