

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 standardized makes of cars owned 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

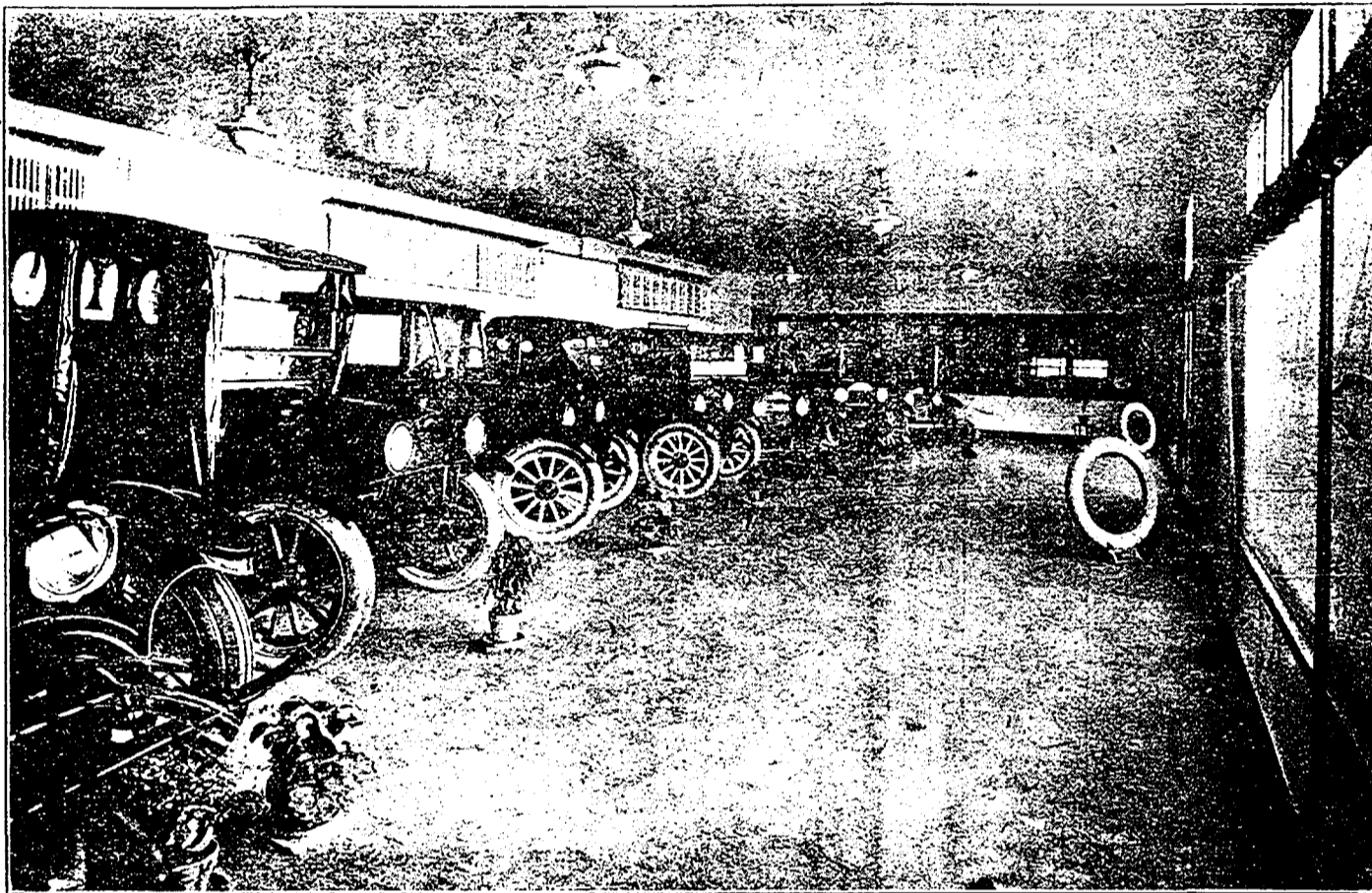
ELECTRIC DOOR DEVICE AND SWITCHBOARD EXAMPLES

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.

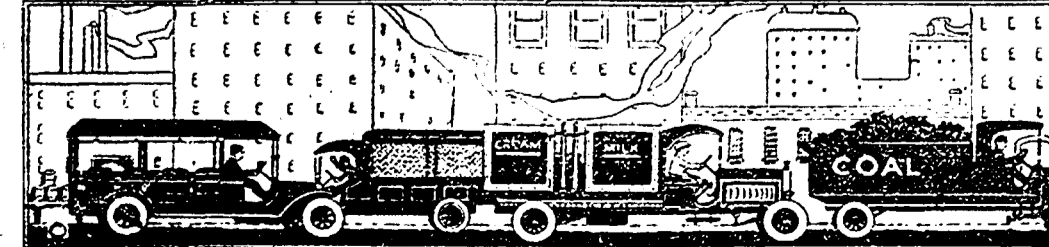
Salesroom—Finest of Its Kind. The salesroom, 66 feet by 30 feet, or about 2000 square feet, is the finest thing of its kind built today. Natural light floods it from the south through more than 60 feet frontage of plate glass, set in copper; artificial light, when needed, is furnished through the most 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 press 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.





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

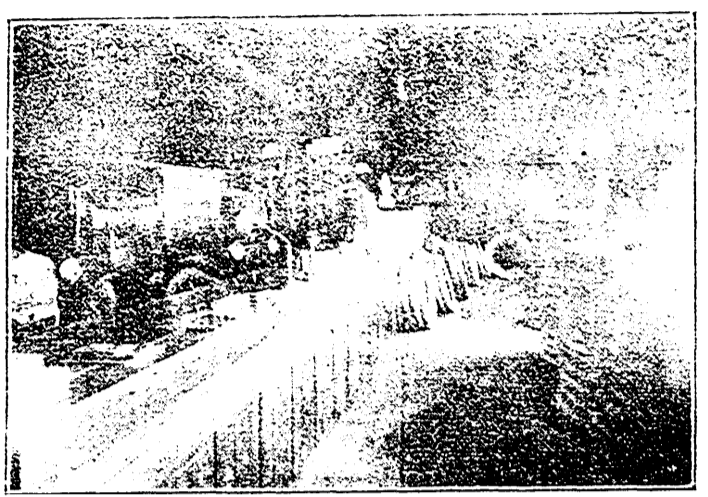
A completely stocked store, dealing in automobile accessories exclusively, will be maintained and operated by the Soo Machine & Auto company. This accessories store, or department, already installed in the Portage avenue end of the building, occupying the space formerly used as office and salesrooms. 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 "frills" 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.

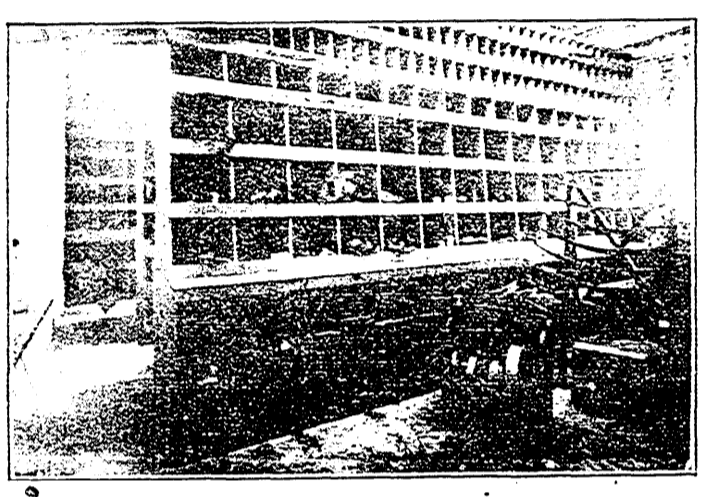
Primary Purpose is Service

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

ACCESSORY DEPARTMENT AND TIRE SALESROOM



THOUSANDS OF PARTS ARE STORED HERE



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 needs 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 each one of them at a moment's notice.

In addition to the parts stored in the bins or compartments, all of which are scientifically tagged and cord 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 Reo 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 shopworn. But 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 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 are out of town for placement of parts now," says Joe.

DEERE FARMING IMPLEMENTS ARE CARRIED BY COMPANY

COMPLETE LINE IS HANDLED BY BIG LOCAL CONCERN

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

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 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 10 automobiles are now equipped with Distel wheels.

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

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.

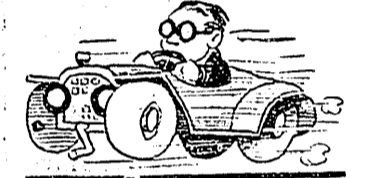
Twenty or more of the leading auto companies of this territory, J. J. Hageman, of Detroit, Michigan, Wisconsin, Waterloo, branch manager of the Fire and Minnesota will be in the Soo Machine and Auto company; S. C. Baeh, also of Milwaukee, vice of the Soo Machine and Auto company; P. C. Kilpatrick, branch manager of the White Motor Truck company, who travels out of the Minneapolis branch of the White company, and at least a dozen others. And even more would be present had it been possible to hold the opening and show on or about February 1, as had been planned, and as would have been done had it been possible to secure cars.

Gilbreath May Come

It is expected that an expert in mechanical work will be on hand from Detroit, Michigan, the famous Captain W. S. Gilbreath, manager of the Detroit Automobile club, if it can be arranged. Captain Gilbreath and others have said word that they would be on hand if unavoidable circumstances prevent.

The opening is a special occasion, and the company is expected to be in a position to handle a large volume of business.

A. T. Atwood and D. R. Shandley, of the Michigan branch, are expected to be present.



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, pelisses, car heaters, wicker dusts, 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.

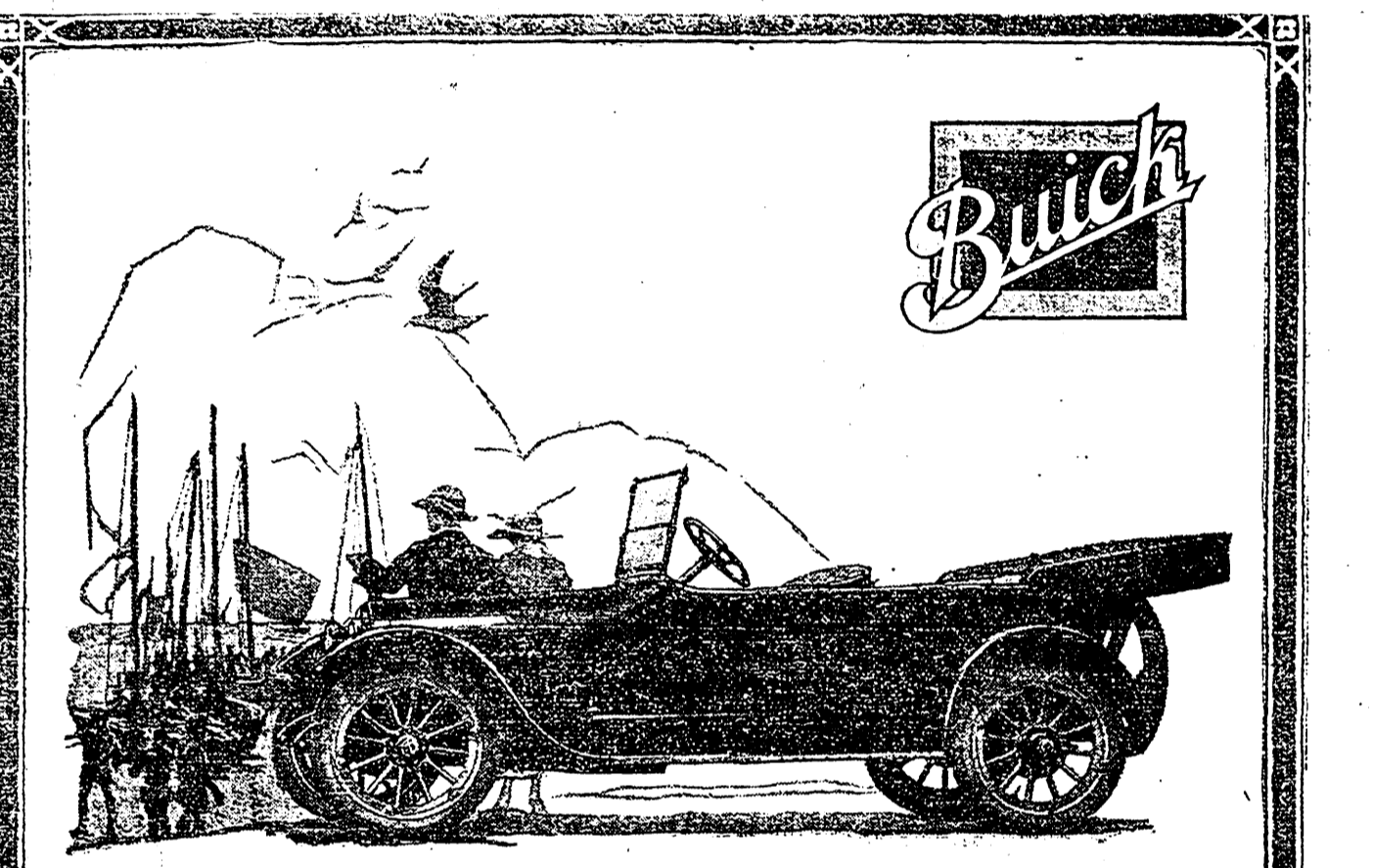
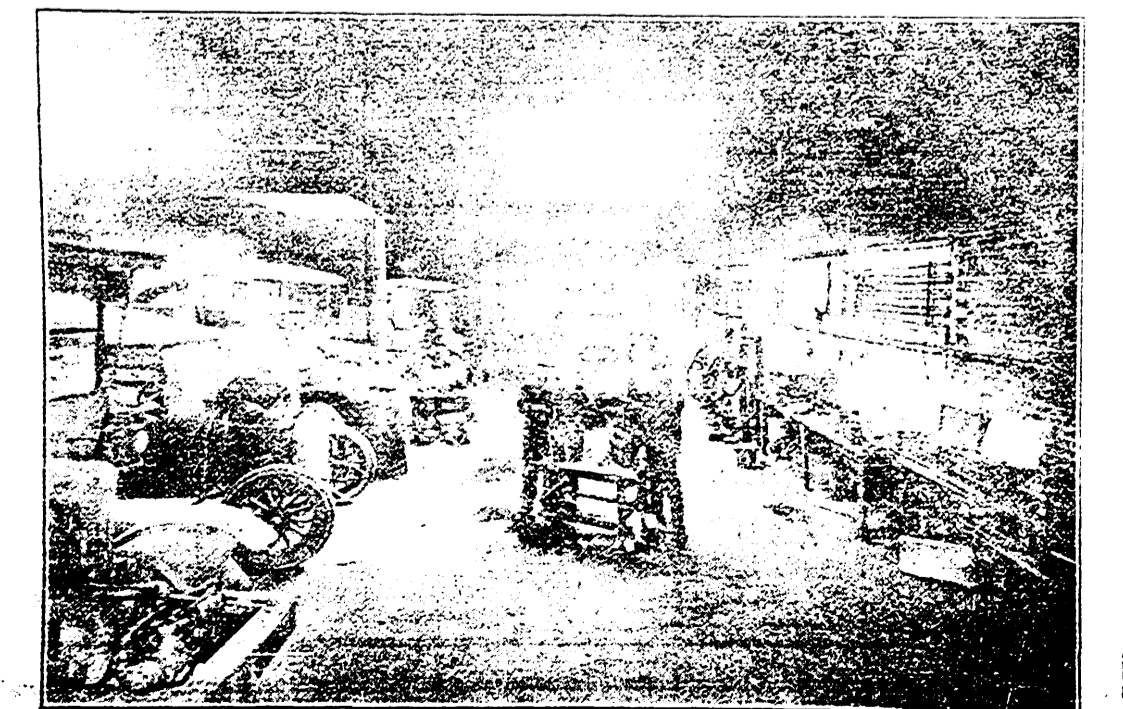
Needless to say tires will be a leading article handled, especially the Goodyear and Firestone lines, best and finest on the market. In this connection it is appropriate to note that the Soo Machine & Auto company has recently ordered at heavy expense a complete new vulcanizing outfit that will accommodate 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 fabricating 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, the company will be in a position to handle them the proper treatment and care, and thus guarantee the autoist the best in influence.

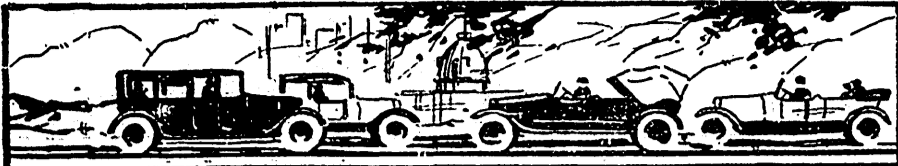
THE MACHINE SHOP IS COMPLETELY EQUIPPED



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.



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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

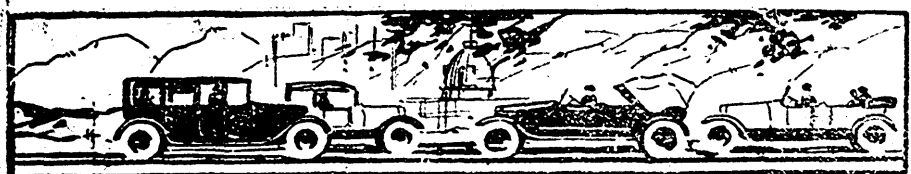
The Nation's Standard Cars and Equipment We Handle the Leading Lines of the Day.
Cars—Reo, Buick, Cadillac, Overland, White Trucks, Case Tractors. Tires—Firestone and Goodyear. Batteries—Exide.

Soo Machine & Auto Co.

E. J. FRENCH, Escanaba, President

R. A. MORRISON, Vice-President

W. J. ATCHISON, Secretary and Treasurer



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 the community have given Sault Ste. Marie many of its finest residences, business blocks, factory structures, schools and churches.

It is one more to sum up the reasons for the success of Marshall Hunt, it could be done in the two words: "Knowledge—Ability."

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 outdoors, 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 Saginaw, Michigan, 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 Duffer the first day, his chief moment of the trip being his first rest 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 two 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 to 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 necessary 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 these 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 \$2 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.



found out of debts, experience learned the building business, and started at Hamilton, from city to city, and was soon earning \$2 a day. Not long after he was sent to St. Louis as a foreman at \$7 a day, in charge of a gang of carpenters employed on an order for the National Hotel, and not long after was sent to Chicago.

Back to the Sault Again.

He worked for the same concern until 1886, when he went to Toronto in charge of a veneer plant, went back to Chicago to engage in the contracting business in '89, staying there until 1893, the year of the financial panic, when things went awfully, so to speak, a far as Chicago was concerned, and he saw an opportunity to better himself by going to Detroit in the late summer of that year. Having married a Sault girl in '92, he decided to go to Detroit by way of this city and visit here for a time on his route.

And the Sault looked so good to him when he had an opportunity to look things over that he decided to stay. One circumstance that influenced his decision was his experience in connection with some work he did in connection with the building of the Park hotel, then under construction. The contractors were at a loss as to how to construct the stairs. They offered him the job at \$125. He finished it to their entire satisfaction in some weeks, and decided that if he could make that much money in a week, the Sault was a pretty good place to be to. He also worked as a journeyman on some of the Fort Brady buildings for Westlake, Vogel and company. On that job he found that to do a satisfactory day's work he had to hang three doors and as the Chicago minimum was ten, he got away with ease and profit. Eight cash was paid for a day's standing there, while it was twenty-five in Chicago, by the way.

Knowledge Counts. Soon he branched out as a contractor on his own hook, one of his first jobs being the construction of the Washington school. "I had a little trouble at first to get the requisite amount of work out of the men," he said, "but that didn't matter in a week, the Sault was a pretty good place to be to. He also worked as a journeyman on some of the Fort Brady buildings for Westlake, Vogel and company. On that job he found that to do a satisfactory day's work he had to hang three doors and as the Chicago minimum was ten, he got away with ease and profit. Eight cash was paid for a day's standing there, while it was twenty-five in Chicago, by the way.

Only Encumbering Car. "In the first place, if these devices are not incorporated in the car as it leaves the Buick factory, the owner is to be congratulated in possessing a car 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 manufacturers, is constantly in search of devices that will actually improve the quality of its product. As a rule, however, as the Buick Valve-in-Head motor is, though it is such work is constantly being carried on in an effort to find ways of making our motor more powerful, quiet, 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 also being tested, and the 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, it is the record of the Buick cars, seen in maintaining the lead which Buick has secured. Hence, "When Better Automobiles are Built Buick Will Build Them."

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

Record in This City. Ever since he landed his first job he has kept an exact and minute record of every single item that went into construction, down to the last nail and the last half pound of nails. These records look, strange to say, exactly like the following business card: 107 residences, 1 school, 2 churches, 10 houses, 100 Northwestern Leather Company goods, 100 wooden signs, 1000 pieces of iron pipe.

Keap Brothers, Coal Company, Soo Machine and Auto Company, Union Carriage Company. (Continued on Next Page)

AUTO FEATURES ARE OFTEN BUNK

Public Repeatedly Cold-Bricked on Specialties.

Buick Sales Manager Has Decided Ideas on Matter.

The Buick Motor Company has decided that it will not continue to make special features for the public, unless they are of real value. A man has but to make something "bunk" as a great many buyers do, and soon in the hands of the public, the public will find it is not worth the money paid for it.

Automobile owners have not been misled by the so-called "bunk" features. Numerous devices and appliances have followed in the wake of a "bunk" product, in which the assurance that will do nothing and of which no one is aware, except the salesmen, is placed upon the market. Every attempt is made to place the "bunk" appliances in the same class as the "bunk" 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 actual utility disappears 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 features of the market have at some time or another been submitted to motor car manufacturers for their consideration. When the new method is found practical and of value, it is designed to work in harmony with the car as a whole. When it is found without advantage or of no practical 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 public as "the most remarkable invention in automobile 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.

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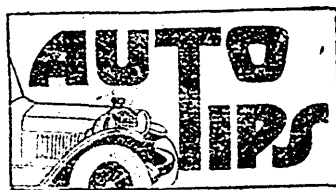
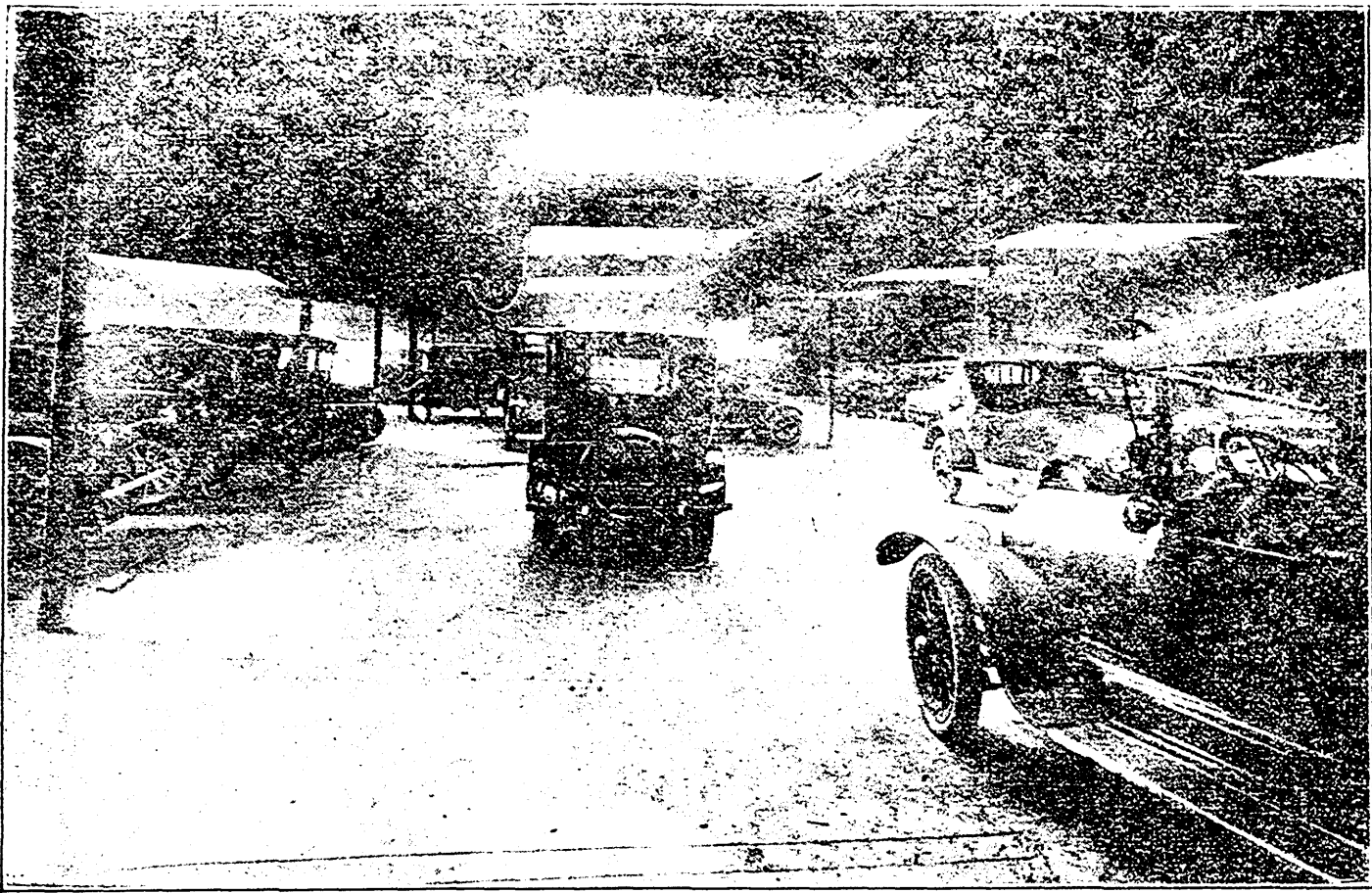
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Keap Brothers, Coal Company, Soo Machine and Auto Company, Union Carriage Company. (Continued on Next Page)

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

Tests, conducted by the B. F. Goodrich Rubber Company, expound 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 parts in your car. It takes little mechanical knowledge to tighten a bolt here and there.

Gasoline lines sometimes leak because of dirt that clogs the joints of the pump, or other parts. An easy way to remedy this is by wrapping and wire tightly about the tubing, washing it by a small distance each side of the leak and then going over it with a solder.

When two of the wires of the lighting or starting system are pushing a short circuit on an unfavorable account, the condition is best. The operator can usually detect the presence of a short by the heat that is being generated.

Air leaks are a common cause of misfire, though they are often overlooked. A worn valve guide allows enough air to be sucked into the cylinders 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 ingested into the fuel charges.

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

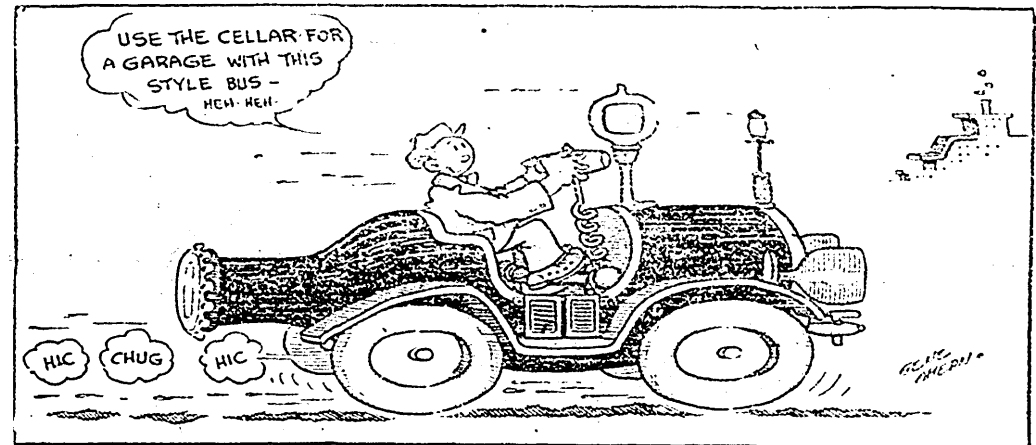
Always drive your car slowly and cautiously until you are thoroughly familiar with its control mechanism and the methods of stopping it.

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

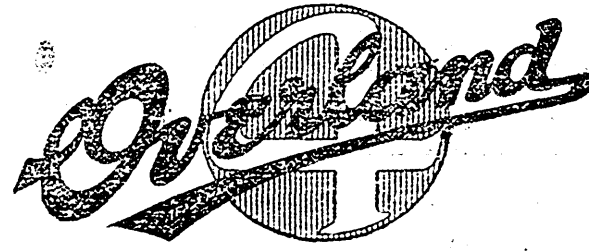


The above model is the 1920 Prohibition Six, capable of making 275 h.p. power. One of the latest features of this model is the 18th amendment that keeps the engine throttled down to a speaky, er ah, we mean a whisper.

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

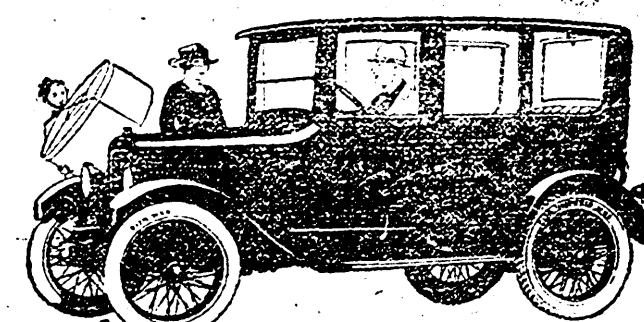
More speed can be obtained by using wood alcohol but as this model isn't equipped with shock absorbers it makes the running harder over granite headstones.

Among the novel features of this car as will be noted are the countershaft drive, bottle opener wind shield, brass rail brake and clutch, swinging doors, family entrance on the immovable body, 182" Mile head lights, lamp post radiator cap and spring starter. The body is finished in nose-red, with blue towel upholstery.



35,000 Owners Praise The New Triplex Springs

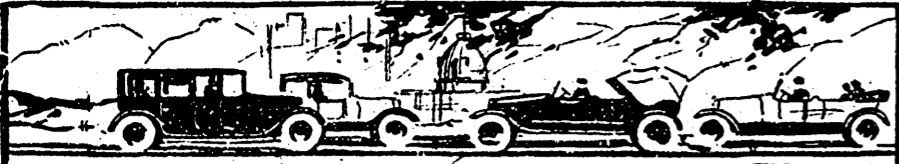
MORE than 35,000 owners of the new Overland 4 are enthusiastically telling their friends of the wonderful riding qualities of this car. "It would be an insult to put shock absorbers on this car." "The most advanced piece of work yet produced in the motor car line."—These are some of the sincere compliments paid Overland 4 by proud owners.



Soo Machine & Auto Co.

THIS IS THE BATTERY SERVICE STATION





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

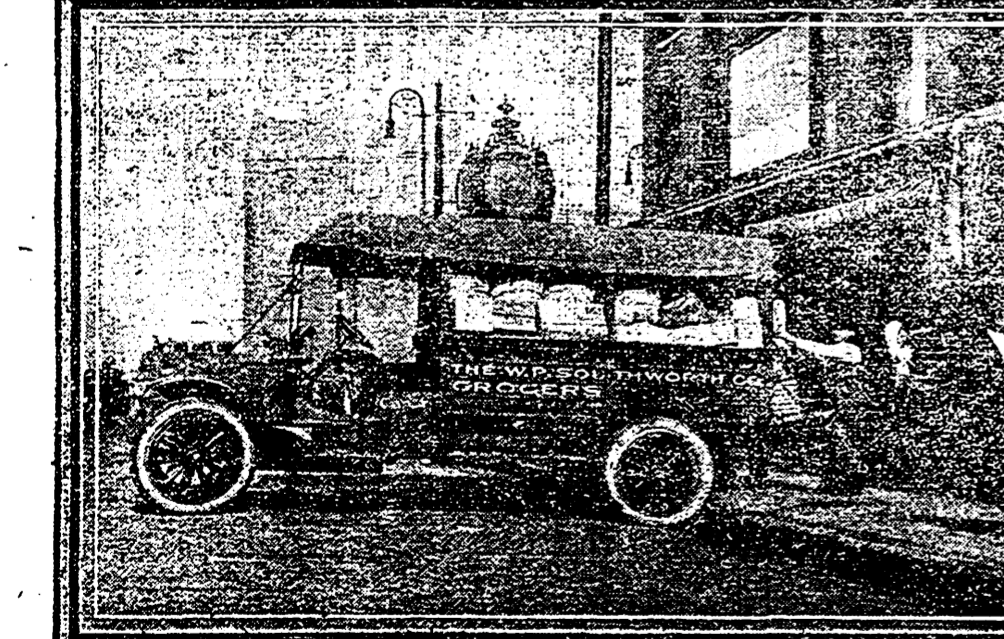
The enterprise and progressiveness shown by the Soo Machine & Auto company in standing sponsor for the finest garage, automobile repair, and equipment shops and salesrooms in Northern Michigan...

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 paid an annual visit to the Soo, sends congratulatory message through its president...

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. "Heartiest 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."

Truck Runs 300,000 Miles in Grocery Service

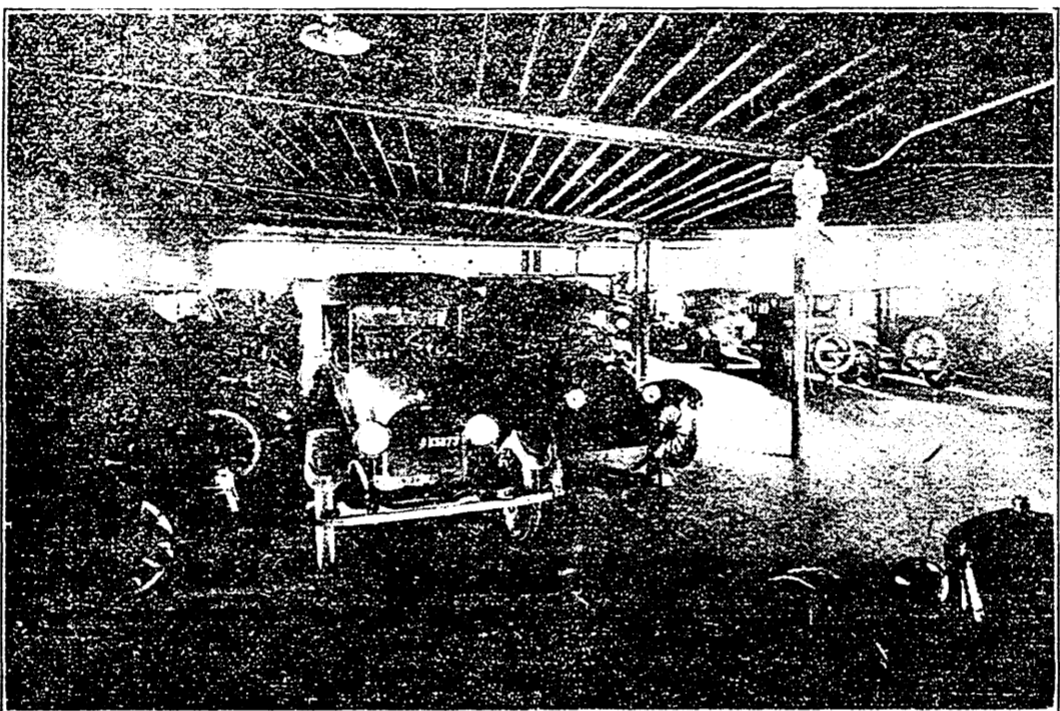


The White Company frequently has said, in its advertising, that the life of White trucks has not yet been determined, and this statement seems to be borne out by the performance of Truck "A"...

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



THIS OLD GARAGE IS BIGGER THAN MANY NEW ONES



building of better roads into Northern Michigan. I know the manner in which you preserved the first Pikes Forest last summer and I also know that each and every one of the "Pikes" will come on coming year and your establishment on them...

WHERIANS, This association realizes the very large benefit that such a plant will be to the people of this city, and...

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...

The Finest Automobile Plant in The State

(Continued from Page One) all ways by constant replenishment. Two Service Stations Gasoline service stations will be in constant use on both Maple street and Portage avenue...

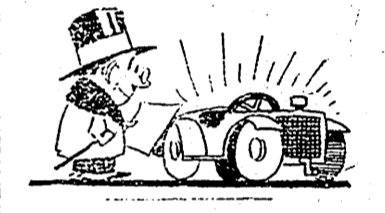
SAULT CONTRACTOR TAKES PRIDE IN HIS ACHIEVEMENT (Continued from Preceding Page) For Davis and Sabin lock engine shafting. 10 buildings at Fort Brady. U. S. Weather Bureau office. U. S. government pump house.

Quite Different Today. If there is anyone in this section of the country able to speak with authority on building costs a they are today 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 \$2,100. That same residence duplicated today, in 1920, just one decade later, would cost, according to careful estimate exactly \$3,200, or \$60 more than twice as much.

CASE TRACTOR IS BOON TO FARMERS

This Fine Machine Handled by Soo Machine & Auto Co. Does Maximum Amount of Work With Minimum Expense.

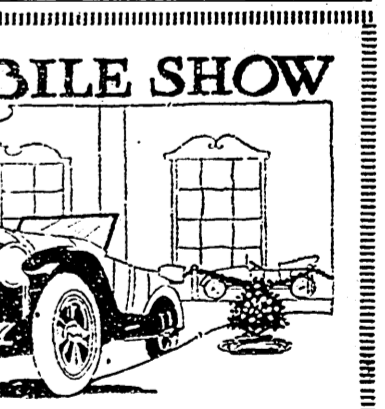
Although making a number of claims for the Case Tractor, the fact is that it is not in any way overrated regarding the utility and the business. It handles the White Motor Tractor, which is conceded to be one of the very best on the market, and for the up-to-date farmer it carries what it claims to be the very best tractor made in this country, which means in the world.



SURE, IT CAN GET DONE, BUT IT VERY OFTEN ISN'T Can your worn or injured tires be successfully repaired? To this vital question experts of the H. P. 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.

SALEMEN USE TRUCKS TO COVER TERRITORY

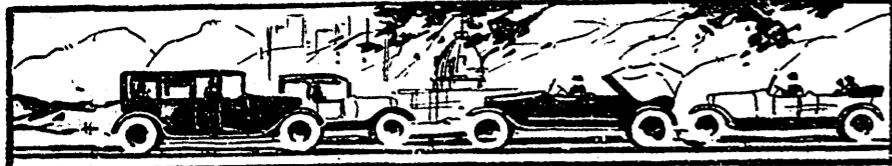
The Lexington Dry Goods Company, of Lexington, Ky., wholesale dealers in dry goods, have found White trucks dependable allies of their salesmen. One truck, purchased in 1911, has joined the honor roll of trucks with a mileage record of more than 100,000 miles.



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

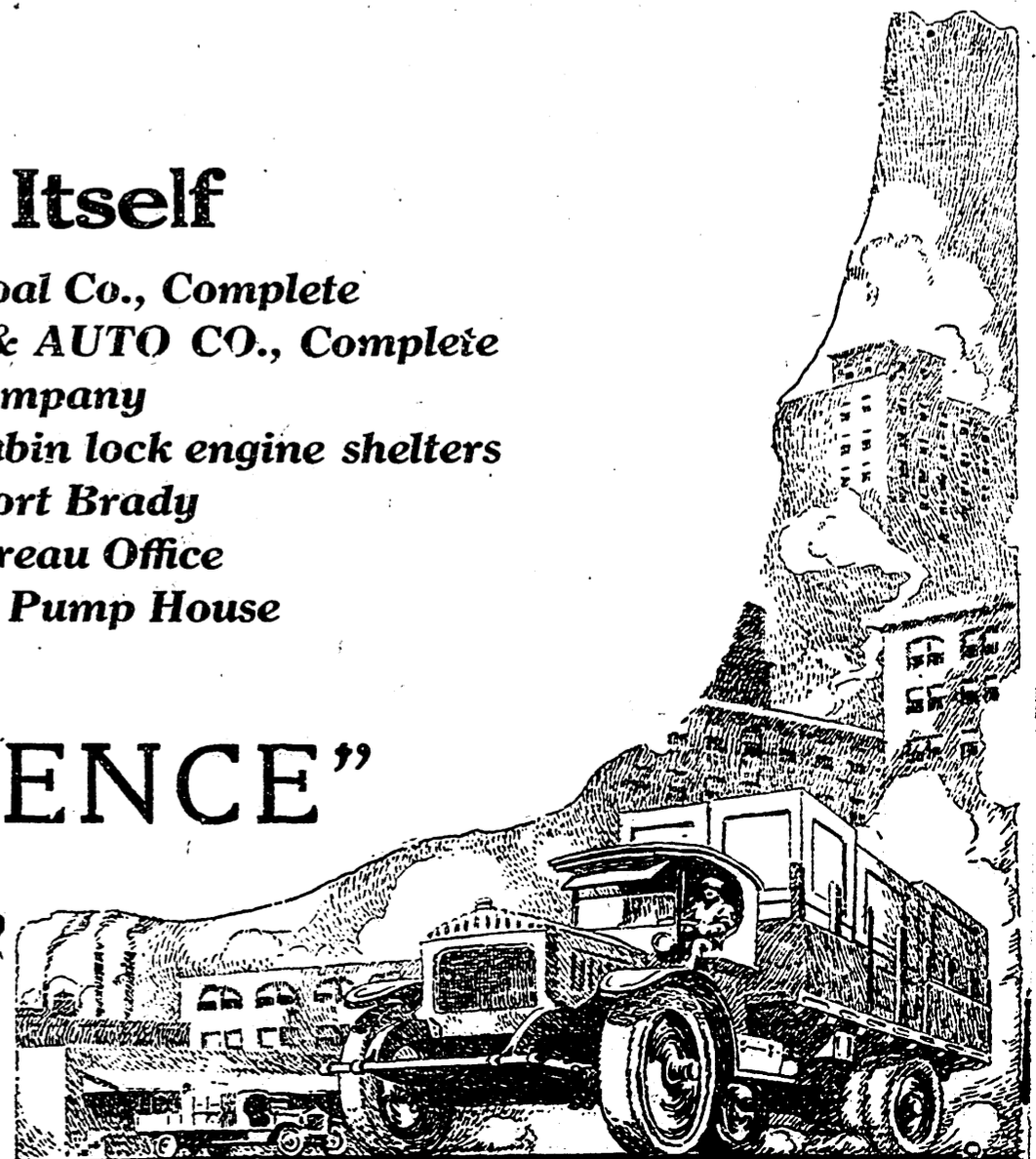
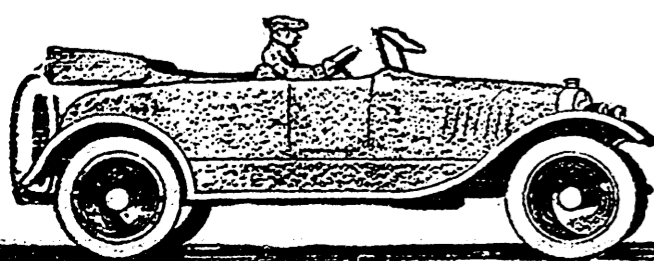
U. S. Weather Bureau Office

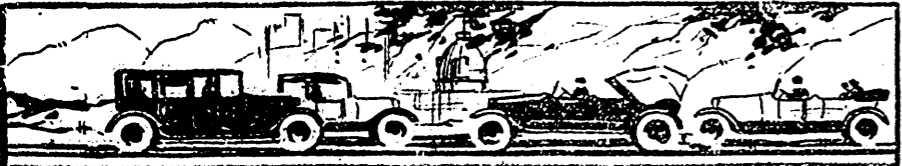
U. S. Government Pump House

“KNOWLEDGE”

“EXPERIENCE”

“DEPENDABILITY”





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 1825 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 120 inches on a 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 25 miles on a gallon of gas. The car, weighing only 1825 pounds, produces extraordinary mileage running on 25x3 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 sterling 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 Coupe and five passenger Sedan.

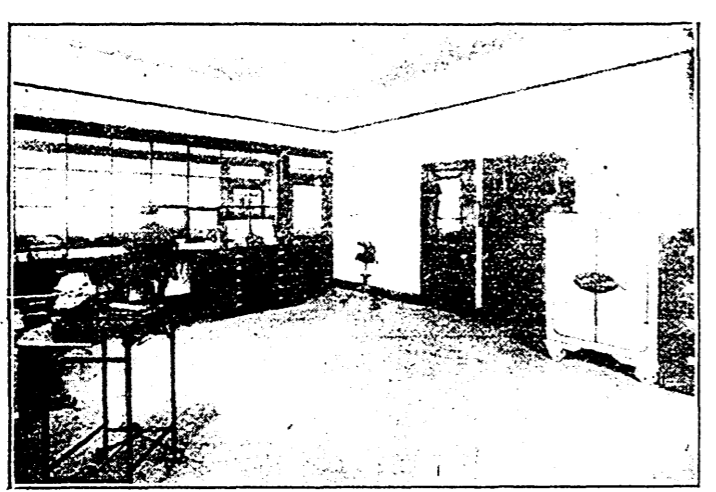
Buick Bodies Beautiful.

It is not necessary to enlarge to any extent on the features, superior qualities and models of the Buick. As has been the case in the past the Buick's wonderful working parts are supported 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 "52", the K-46, two passenger Roadster light "56", the K-47, five passenger Sedan light "56", the K-49, seven passenger heavy touring "56", and the K-50 seven passenger heavy Sedan "56".

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 opening reception and show, but when shipments arrive, and any model can be secured as soon as they can be turned out. Needless to say demand for Cadillacs is such that the factory is far behind its orders and it 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.

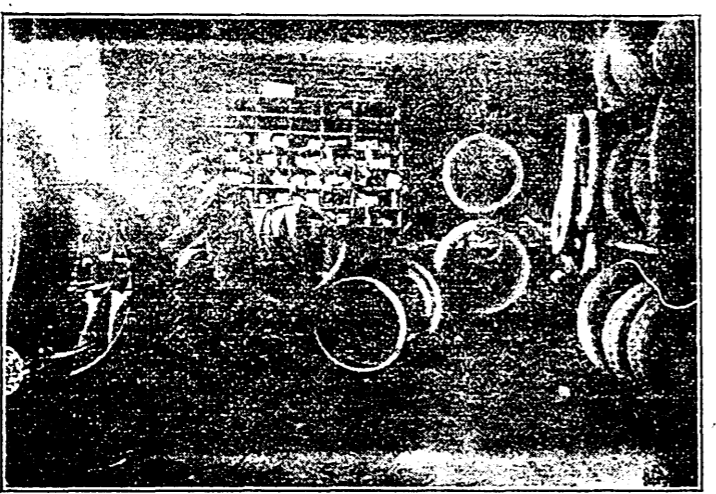
NEW OFFICE OF THE COMPANY



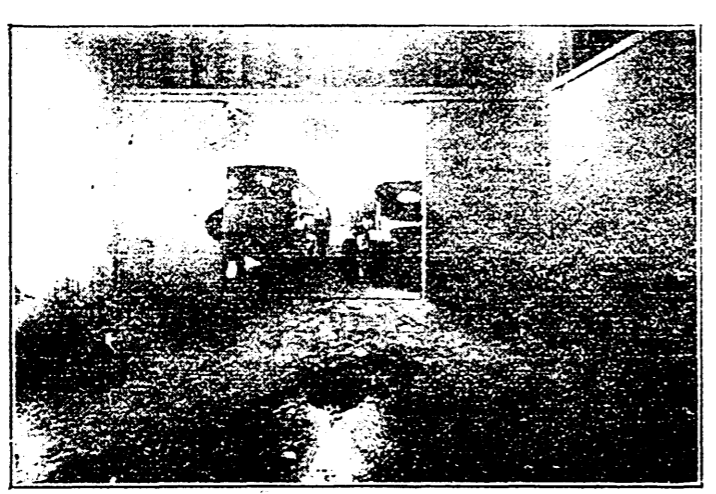
EXPERT PAINTERS MAKE AN OLD CAR NEW



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 the 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, time-tested, and reliable White 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 'hundreds 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 but 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 trucks in active service, totaling more than 35,000 White trucks, exclusive of all single truck installations. 'There 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 'foolish 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 "out of sight, out of mind"; the battery works on uncomplainingly until the last ounce of strength is exhausted; then comes trouble and a big repair bill.

All large battery troubles are simple in 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 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 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.

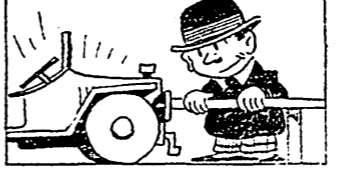
HIS CAR



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 1897 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 demonstration 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 of company testified that one tire delivered 30,000 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 1885.

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 explosion 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 2,478,552 miles of public roads in the United States, yet only 12 per cent of this total, or 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 Kalgja, China.

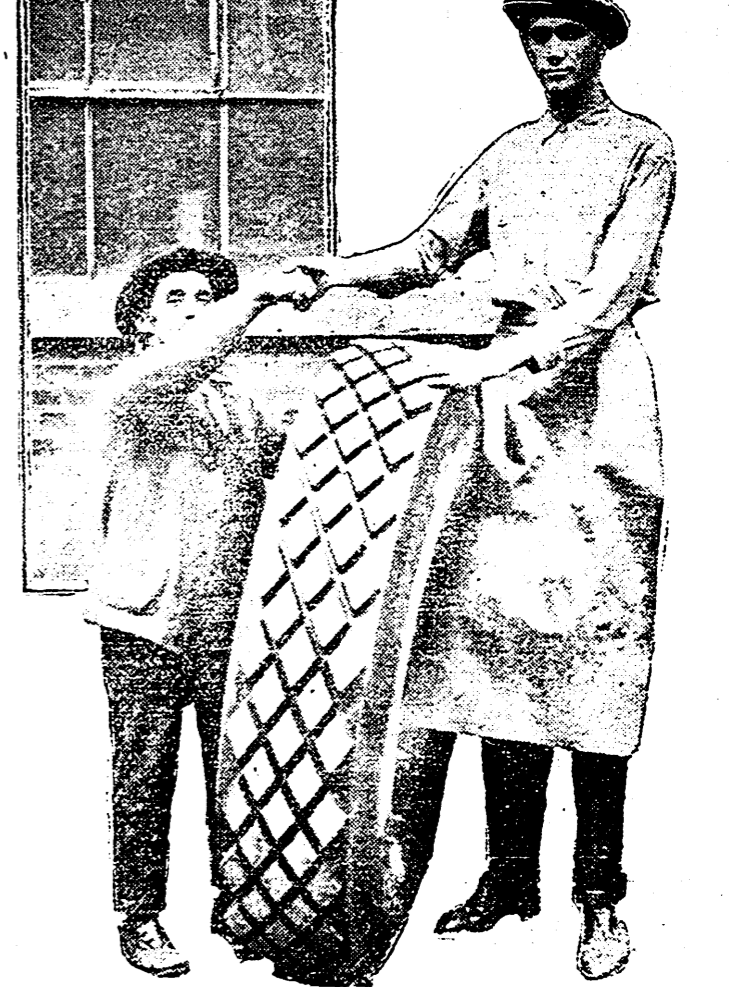
There are 7,000 concerns in the United States making automobile parts.

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 to practically 1,000,000.

THEY STAR IN PNEUMATIC TIRE FIELD



What Murray & Maek and Weber & Fields were to the tire 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 feet nine."

Barring Sundays and holidays they give a continuous performance, the year round in the Goodyear industrial theater. There are 20,000 people in the supporting cast. The production has

been applauded throughout the world and there have been so many encores that the company has grown to be the largest and most unusual 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 25,000 finished tires and 24,000 tubes every day.

