

S. J. McKee Archives



Murray's Garage (Neepawa) - exterior

<http://archives.brandonu.ca/en/permalink/descriptions14338>

Part Of: CKX fonds
Creator: CKX
Description Level: Item
Series Number: M
Item Number: 11-2010.M7a
Accession Number: 11-2010
GMD: graphic
Date Range: 1954
Material Details: Negative

History /

Biographical:

Murray's Garage opened in 1932 by Melvin Earl Murray. Before it's opening in 1932 the building was used as a truck and storage facility, the business opened for automotive sales after Earl Murray had recieved a contract by General Motors in 1932. The first sale of a vehicle occurred in 1933 when a customer from Winnipeg bought a Pontiac vehicle. During the first few years of operation Earl Murray served as the Office Manager, Parts Manager, and Salesman but in 1934 an additional contract with the International Harvester Co. giving license to the additional sale of farm equipment. This new expansion resulted in the hiring of other staff to handle Parts and Service while the sales of the farm machinery remained Earl's responsibility.

The business aquired many contracts over the course of its existence as such new propoerties were aquired to allow for this expansions and new additions were added to the original building. When the new addition was near completion an explosion occured which resulted in 100% loss of the original building as well as all the contents it enclosed. Luckily, the fire department was able to save most of the new addition. A sizable loan was required for the buisness to rebuild after this disaster. Once the business was open again, car sales, need for parts, and service volume increased resulting in the complete recovery of the buisness.

In 1940 due to the war the purchase of new vehicles was limited to emergency service. It was at this time that General Motors added the Cheverolet-Oldsmobile to their contracts. Shortly after this a tornado hit the building causing substantial damage however it was soon repaired and business resumed.

Earl's son, Gerald, had worked in the business since his return from the war in 1945. He schooled in in Flint Michigan at a General Motors Business Institute to assist his father with the business. In 1960 Gerald took a course in Detroit Michigan in a Post Graduate School of Modern Merchandising and Management. After his completion of this course Gerald moved back to Neepawa and took of the position of Sales Manager at his fathers garage. The business was later renamed Murray's of Neepawa in 1964 when Earl handed the keys to the business over to his son Gerald.

Custodial History:

See Fonds level description for custodial history

Scope and Content:

Image is of Murray's Garage exterior view. The photo was taken from across the street. There are a series of signs on the building "Firestone" on the peak of the building, "Murray's used cars" on the roof, and "Murrays Pontiac, Buick, GMC, Trucks" down the front of the building above the main entrance. Murray's Garage appears to be next to a Texaco station.

Notes: Description by Jillian Combs. Information from Manitoba Historical Society

Name Access: Neepawa

Subject Access: building exteriors
downtown
Rural

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Storage Location: CKX fonds - 2010 accessions

Arrangement:

Original order maintained. Series arranged alphabetically by letter (A-Z) but negatives not alphabetical within each series.

Images

