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JANUARY 11, 2019

CIRCULATION 16,000

## Morrison's Auto Rite garage celebrating 50 years of service

BY PETER SHANLEY  
GAZETTE STAFF

Morrison's Auto Rite is celebrating a half a century of providing top-notch service to the neighborhood.

The business first began with Fred Morrison's uncles owning a gas station at the intersection of South Huntington Avenue and Centre Street, where 7-Eleven currently is located. A young Fred Morrison, who had a primary job at a phone company in Cambridge, would work at the garage as a second job. When the uncles decided to sell the business, Fred Morrison bought it and quit his other job to focus on being a full-time garage owner.

Fred Morrison now co-owns the business with Rob Morrison and Michael Gallagher. The Gazette recently spoke with the three through email about the business celebrating 50 years.

"Being in business for 50 years speaks of Morrison's Auto Rite's ability to grow and change over time," they said. "Neighborhoods have changed, social norms have changed and vehicles have morphed



*The Morrison's Auto Rite family.*

*Courtesy Photo*

into rolling computers. The automotive repair business has advanced over the last 50 years in many ways: reliability, longevity and most of all complexity.

"Years ago, you could have a passion for modifying and fixing cars and if this passion was strong enough you could figure out a way to make it work. The newer cars with multiple computer systems watching every aspect and function that the car has—starting, accelerating, braking, heating, and AC—are all monitored and con-

trolled by onboard computer."

Morrison's Auto Rite has also changed over the years, including its location before settling at its present site at 475 Centre St. The business expanded to four bays with a stock room repair facility in 1980 before expanding yet again 10 years later to add two more bays, a larger stock room, and adding an alignment machine. It has also over the years added a computer system for diagnostics and a separate system for inventory control and

writing invoices.

The owners said that some of the challenges of owning an auto shop over the past 50 years include "computers both in the vehicles and for the need of inventory control and invoicing. Next would be keeping up with regulation changes and necessary permits. Then adapting to the internet age would be a challenge. But the biggest challenge would be the dramatic increase of skill it takes to truly repair today's automobile. The technicians need a lot of

seminars and schooling to keep up with the leaps in technology."

The owners said they are celebrating the 50th anniversary by showing pride in how much support they have received over the years from neighbors, team members and clients.

"We cherish the family we have all become over the last 50 years," they said. "We have been fortunate to employ and maintain a great group of team members, which is a big part of why we have made it to 50 years."