Two historical Articles Describing the Ford Building:

Article in St. Paul Pioneer Press February 1, 1914

New Ford Plant Will Be Ready for Occupancy in March

New retail and service building of the Ford Motor Company at University Avenue near Rice Street, which is nearing completion. It is if reinforced concrete and the largest building of its kind in the city.

[Picture – see attached images]

The above cut shows the new St. Paul retail store and service station, located near the new Capitol building, just off University avenue, which will be completed in March.

It is of reinforced concrete construction, 100 by 150 feet, with three stories and basement, and contains a total of 60,000 square feet of floor space, being the largest of its kind in the city. A unique feature of this newest of automobile branches is a tile roof constructed in such a way that cars can be tested, and worked out on top of the building, the walls extending nine feet above the tiling.

The output of this company in St. Paul alone for 1914, is estimated at 500 cars.

The local plant is but one of many. The Ford plant at Detroit alone would support a city of from 75,000 to 100,000 people. Branch assembling plants are located at Buffalo, Cambridge, Chicago, Columbus, Dallas, Denver, Houston, Kansas City, Long Island City, Los Angeles, Memphis, Minneapolis, Philadelphia, Pittsburgh, Portland, Ore.; San Francisco, Seattle and St. Louis in this country. Besides those there is the Ford Motor Company, Ltd. of Canada with a factory at Ford, Ont., across the Detroit river from Detroit, and Canadian service stations at Montreal, Toronto, Vancouver, London, Ont.; Calgary, Montreal, Hamilton, Saskatoon, and Winnipeg. Then there is the Manchester, England, factory, and service stations at Hamburg, Germany, and Paris, France.

The whole purpose of this gigantic system of branch plants is to facilitate manufacturing and shipping and to assure Ford owners in every part of the world the highest type of service after they have purchased their cars.

But not only do these branch factories, each of them a great institution in itself, perform this function, but they are backed up by the selling and distributing organization of the company, which includes individual dealers in every community, from the cities down to the hamlet.

Every cog in this wheel of industry works to perfect this service. Every Ford dealer, no matter how few cars he handles, is required by his contract to carry a supply of Ford

parts, so that Ford owners never have their cars out of commission, except for a few days, or generally only hours, unless the car has met with a serious accident.

If it were not for the branch assembling plants the Ford company could not market its enormous output, because railroad facilities could not be provided for shipping the cars if they were all assembled at the Detroit factory. But shipped in knockdown form a single freight car will carry as many motor cars as could be carried in a train if the cars were shipped in the ordinary fashion. Of course, all the parts are tested before shipping and standardization has made it easy for the assemblers, and when these parts arrive at the assembling plants here and in the various other cities it requires but little labor to put the cars together, and they are soon in proper running order.

Article in St. Paul Pioneer Press, February 13, 1921

AUTO SCHOOL WILL OPEN

Schmelzel Company to Offer Course Free to Ford Mechanics

A course of instruction for mechanics in charge of Ford cars and trucks for commercial houses has been started by the W. H. Schmelzel company, and the first session of school was held Friday at 7:30 P.M. at the Ford building, 117 University avenue. The subjects to be dealt with include front system, motor, transmission, rear axle, starting and lighting and general care and operation. The course may be taken free of charge by any mechanics handling Ford cars and sessions will be held at the Ford building, February 18, 25 and March 4. The Schmelzel Company has made 1800 hundred feet of animated film showing the operation of motor, cooling system, etc., to illustrate the points that will be made by the experts in charge of the course. The first session was attended by about 75 mechanics.