

**QUALITY OF SERVICE
RULING PRINCIPLE IN
REPAIR DEPARTMENT**

Ballou & Wright Employ Ten
Mechanics to Care of In-
creasing Work Offered.

There are two big reasons why Ballou & Wright maintain a mechanical department in connection with their establishment. These are to provide "Indian Motorcycle Service" and "Bosch Magneto Service." The rapid growth of the department from a one bench, one man affair to a large shop, representing an investment ranging high into the thousands, indicates just what quality of service is rendered.

The department, which occupies the greater part of the second story of the building at 80-82 Broadway, is busy; nor without reason, for it is the place where riders of the "Indian" and motorists who use "Bosch" magnetos look for repairs and new parts to replace broken ones. It is, in short, the central distributing point for three states, Oregon, Washington and Idaho, the supply depot for the 3000 riders of the "Indian" and the shop wherein mechanics employed in "Indian Service" in this section of the world are educated for their jobs. Tools designed especially for the work of repairing the "Bosch" magnetos and all makes of motorcycles form part of the shop equipment. Each shop man is a specialist in some branch of his profession.

Ten Men Are Employed.

There are ten men employed, all of whom work under the personal supervision of Edward Greeshamer, the superintendent, who has been with the firm for 10 years. The shop foreman is C. W. Miller, a recent arrival from Los Angeles, where he was employed in the largest motorcycle repair shop in the United States.

"With us service means the very best we can do," declared Mr. Greeshamer. "Indian and Bosch" service means that the men who do the repair work are factory trained especially for the repairing of these particular mechanisms.

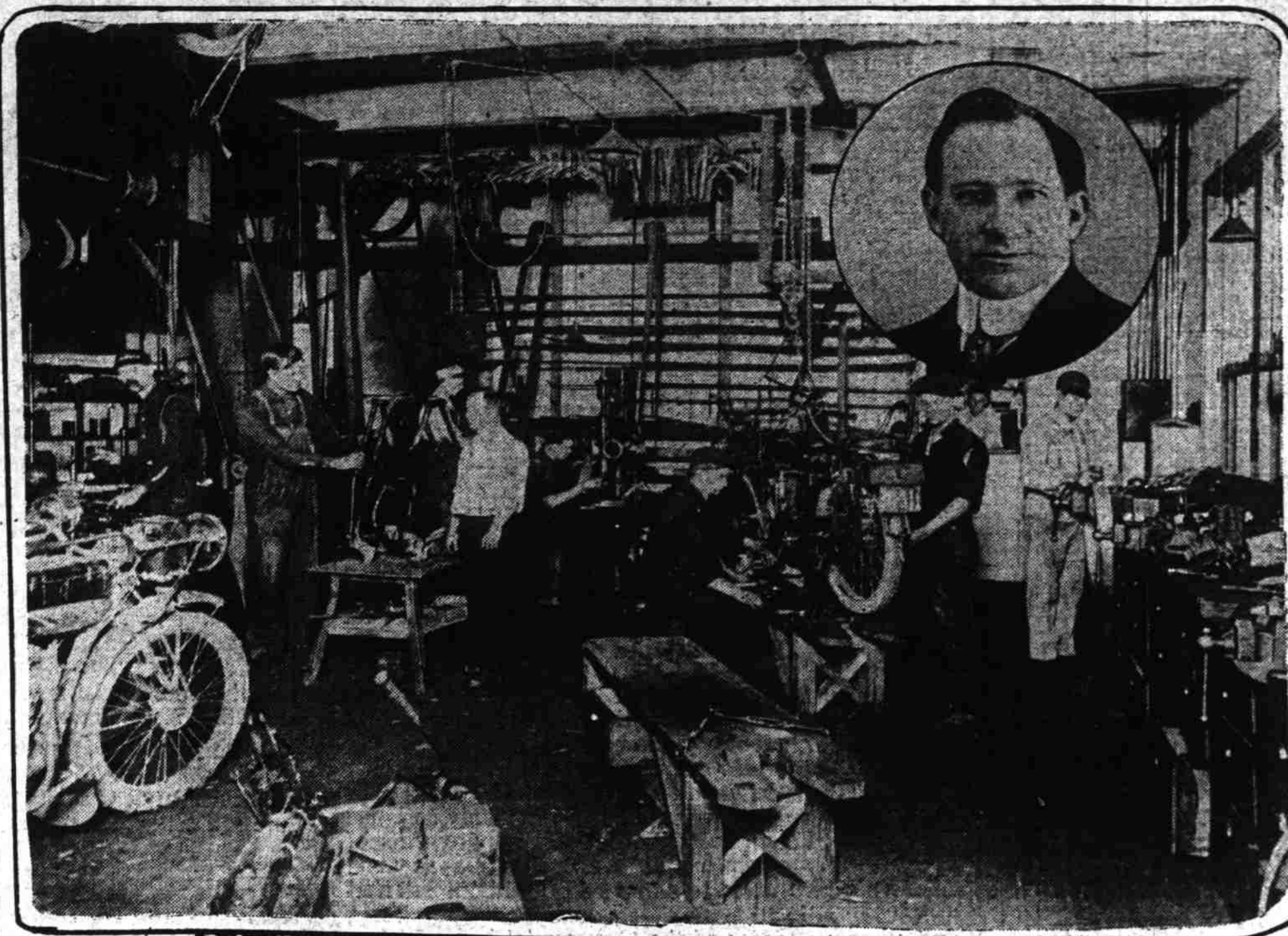
"A magneto is in a way much like a watch. They are made to work and to stand up under terrific odds. But still they are delicately constructed, and an all round mechanic has no more business trying to repair them than he has to work on a clock.

"At all times we try to impress this on users of magnetos. A thorough overhauling at least once a year will do wonders. Most autists let the magnetos run and run, month in and month out, and the first thing they know there is trouble, which a little care would have avoided.

"Ballou & Wright have the northwest territory for Indians, and for this reason we are constantly enlarging our service work. In various towns we have established sub-stations. Men whose duties include motorcycle repair work come to our shop during winter months and learn the work under our own direction. We do this because 'service' is something that must follow a motorcycle sale to create a satisfied customer.

"When you stop to consider the fact

MACHINE AND REPAIR SHOP OF BALLOU & WRIGHT AND ED GREESHAMER, ITS SUPERINTENDENT



that we repair anywhere from 600 to 800 machines a month, an idea of what service means can be gained. It is a great thing for Indian riders, and the fact that we carry a big stock of parts saves them from being compelled to put away the motorcycles for long periods of time while waiting for the arrival of some essential part from the factory.

"Our magneto department is similarly provided with a stock of parts. Besides we have all the special tools for testing and repair on hand.

"In addition to these departments we manufacture a number of accessories for motorcycles, automobiles and bicycles, such as tandem attachments, crossbars, clutch adjusters, trunk racks, etc. This is one of the growing phases of the business, and with it increasing along with the other work of other departments, makes it probable that we will need more room soon."

**MEND BROKEN PARTS
IN UP TO DATE SHOP**

It is a busy crowded place. In every available spot are motorcycles in various stages of repair while nearby big machines, especially patterned to care for this sort of work, revolve under the propulsion of electric motors.

Ballou & Wright have maintained a mechanical department ever since they have been in business in Portland, and at the present time their shop is considered one of the best of its kind in the Pacific Northwest. It is the home of "Indian" and "Bosch" magneto service. A similar shop is also operated at the Seattle branch house of the concern and the policy of

employing only high-class men is followed there as here.

The local mechanical department is complete in itself. Just how complete can be appreciated when it is known that Ballou & Wright manufacture many automobile and motorcycle and bicycle accessories and novelties in it. These include for motorcycles such things as tandems, luggage carriers, handle cross bars, clutch adjusters, auto truck racks and bicycle tandems.

Floor space, 50 by 100 feet is given over to the shop and there is no waste space. Here is a great lathe, nearby a punch machine, beside it a huge contrivance used for boring steel. To the lathe there are specially made attachments for boring cylinders among other things.

Behind the lathe is the brazing department where broken frames of bicycles and motorcycles are joined together by fire and made new again. There are plenty of big windows on the north which light the big benches and "jacks" where the skilled motorcy-

cle men perform their work. Hanging to walls, in drawers, on benches everywhere are the tools made for their work.

In the rear is a small room where the brazed parts are made to shine anew in enameled coats.

In another room, to the front is the office of the superintendent where the machinery for repairing and testing the Bosch magneto is located. The supply of motorcycle, bicycle and magneto parts are kept here also.

The men work under the time check system, a method by which the work they do is at all times on record and an absolute check on the articles used, is kept.

The shop is complete in every respect, and represents an investment of thousands of dollars, but to quote Ed Greeshamer, superintendent, "The people have got to have service and when they want it, they want it quick, without sacrifice of quality in workmanship." And there, too, is the reason

**DESIRE TO GO FAST
BUSINESS ASSET FOR
MACHINE SHOP HEAD**

Ed Greeshamer, Superintend-
ent for Ballou & Wright,
Formerly in Racing Game.

One of the reasons for the high efficiency of the mechanical department of Ballou & Wright's is none other than the head of the department himself—Ed Greeshamer, one time professional motorcycle racer and a prominent figure in the development of the "power bike" in the Pacific northwest.

Mr. Greeshamer has had a thorough schooling in the niceties of his profession. Last year the firm sent him on a tour of the east inspecting and visiting the big automobile, motorcycle and bicycle accessory factories, and when this was done hurried him to San Francisco, where he was given an exhaustive course from the Bosch magneto experts stationed there. While in the east he put in some time at the Hender plant, where "Indian" motorcycles are made at the rate of 75,000 yearly. Thus he gained first hand knowledge of the Bosch and Indian for which Ballou & Wright maintain service departments and a supply depot. This knowledge has been used by him in building up a high class organization of skilled workmen and has put the department well to the fore in the eyes of the owners of automobiles and motorcycles who have had need of service.

Greeshamer began his business career at Walla Walla, Wash. in a bicycle shop. But he always liked to go fast. Bicycles were too slow, and when the motorcycles came into the field he got one. He had in the meantime entered the employ of Ballou & Wright, and is, in fact, one of their oldest employes in point of service.

When he was not creating new motorcycle records he was with them. In 1907 the first twin cylinder motorcycle was brought to Portland, and Greeshamer was the man who brought it. With it he entered the racing game in earnest, and at the Irvington track that same fall raced against Barney Oldfield, who drove an auto. First the motorcycle would win a heat, then the auto.

Greeshamer was on hand at virtually every racing meet for the next three years and was popular. While in a contest at the Rose City track in 1908, however, he sustained a fractured ankle, which laid him up for nine months. It also ended his career as a racer and since then he has confined his activities to the office.

The ankle even yet gives him trouble, and when he gets out on the road and speeds up a bit it always reminds him of his accident and he slows down to a jog again.

But he loves the racing game and enjoys nothing better than to stand by and watch the youngsters let go and travel at better than a mile a minute.

Why the shop has grown from a one bench affair with one workman, to a complete plant.

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