

MANAGERS OF PURCHASING DEPARTMENTS



Left to right—Fred Nowotny, purchasing agent of Portland headquarters; G. Gray Lemley, assistant manager and purchasing agent of Seattle branch.

**PURCHASES ARE MADE ON IMMENSE SCALE**

**FROM OFFICE BOY TO PURCHASING AGENT**

Large Stock of Supplies Carried to Meet Purchasers' Immediate Demands.

Fred Nowotny, Entered Employment of Firm as Errand Boy Several Years Ago.

The operation of a purchasing department of a big establishment such as Ballou & Wright's is science plus experience and foresight in regard to what will be in demand.

When Fred Nowotny, manager of the purchasing department of Ballou & Wright, started out as a youth to learn the plastering business, constant elevation of his arms above his head made them ache.

With the company in question the purchasing department has been so perfectly systematized that a casual inquirer watching it work, would get the idea that he could step in and run it himself.

"This is no business for a man of my temperament," he said. "If I stick to this, I'll lick something."

The system is simplicity itself. That is one of the reasons it operates so successfully. But back of the method is the experience of years with a buying public, a thorough knowledge of what will meet with favor and a determination not to put on the shelves any article for sale that appeals to the "fadist" but has no real use.

"So," he explained, "I decided I would lick stamps," and got a job with Ballou & Wright, as general office boy, errand boy, and everything else.

Three big lines are handled by Ballou & Wright—automobile and motorcycle accessories and supplies, motorcycles and bicycles, and the work which the purchasing department must do is not small.

That was some years ago. He grew up with the firm, so to speak, and when the business got so large that a separate purchasing department was organized Nowotny was placed at its head, which position he has since retained.

Each year almost \$1,000,000 worth of goods are purchased. This means that articles are bought from virtually every state of the Union and some from Europe. Something over 20,000 requisitions are made and hundreds of factories are called upon to fill them.

He was born in London in 1884, but arrived with his parents in Portland when a year old, and has lived here ever since.

C. F. Wright, vice president of the company, supervises the purchasing departments of both the local store

and the Seattle branch. In Portland Fred Nowotny is the head of the department and G. Gray Lemley, assistant manager at Seattle, takes care of the requisitions there.

Advertising is not a new art but is a new emphasis to the old art of salesmanship. Emphasize your business in your local newspapers, and they will reciprocate by accelerating your sales.

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**F-N COMBINATION TANDEM SEAT**

**\$10.50**

We Recommend This Tandem



FURNISHED TO FIT ALL MAKES OF MOTORCYCLES

THE BEST SEAT IN THE WORLD REGARDLESS OF PRICE

FENTRESS-NEWTON MFG. CO., Detroit, Mich.

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**BALLOU & WRIGHT**  
Broadway at Oak, Portland, Oregon 817 East Pike St., SEATTLE, WASH.



**Monarch Diamond Oils and Greases**

Guarantee Satisfaction Absolutely



**A Paraffine Base Oil Why Have Carbon Deposits ?**

Then use Monarch Diamond Oils—they do not cost as much as some other oils, but give the maximum power and absolute satisfaction.

Do you know you can avoid deposits of carbon in your cylinders by using an oil of the proper tests? Don't overfeed your oil, but get an oil which will hold its body even in extreme heat.

MONARCH DIAMOND MOTOR OIL is the result of years of experimenting and study by Mr. Eugene Smith, President of The Monarch Oil Refining Company, and his efforts have been rewarded by this, a Perfect Motor Lubricant.

MONARCH DIAMOND MOTOR OIL will hold its body and will keep a film of oil between your pistons and cylinder walls, which will assure you of perfect lubrication and at the same time will hold compression. It's not only the saving in oil you accomplish, but also you keep the gas charge from leaking past the pistons.

We have made arrangements with automobile dealers and Supply Houses in the Northwest, to handle MONARCH DIAMOND OILS AND GREASES. Look for the "MD" sign over the door or in the Garage. Why not buy an oil that gives absolute satisfaction and the price right.

**Ballou & Wright**

DISTRIBUTORS

Broadway at Oak  
Portland, Oregon



817 East Pike St., near Broadway  
Seattle, Wash.

Our Volume of



**V-Ray**

Spark Plug Sales Is Proving Conclusively That No Better Plug Is Made, Regardless of Price, Brand or Claims.

**One Quarter Million**

In Use on the Coast Today



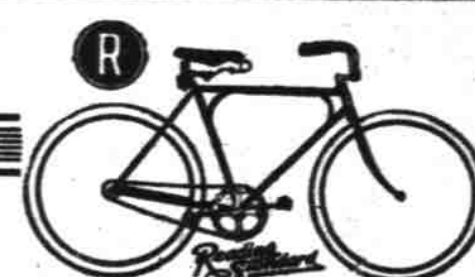
The V-Ray Company's service station—The V-Ray Company, 701 E. Pike St., Seattle—replaces gratis all instances of porcelain breakage. Made in porcelain and "Mika" types to fit every motor known. "Mika" is not ordinary mica. It is a treated insulation that is guaranteed to be positively impervious to heat and oil. The ideal marine spark plug. Mika type, \$1.25. Porcelain \$1.00. Include V-Rays in your next order.

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**Ballou & Wright**  
Broadway at Oak Portland, Ore.  
817 East Pike St., Seattle, Wash.



SHOWING THE V-RAY "MIKA" PLUG



Our Motto:

"Not How Many, But How Well"

BICYCLISTS are of two kinds—those who want a good bicycle and are willing to pay a price consistent with quality; the other, those who want a bicycle at the cheapest price they can find.

**Reading Standard Bicycles**

are built for discriminating riders. They never have and never will be sold on the consideration of price. In their construction SAFETY comes FIRST, and each machine is built to provide a margin of safety ample to meet the most severe service—abuse even. Style and finish are, of course, apparent in every detail and there is also a quiet distinctiveness in Reading Standard Bicycle design that enhances their more intrinsic value.

THIS line is one of the oldest lines on the market and made by one of the most substantial companies engaged in the bicycle industry. Reading Standard Bicycles have won the most enviable reputation for satisfactory service in use. The 1914 line is complete—styles and prices to accommodate the greatest number of riders. Each year the practical betterments of Reading Standards give them the higher relative second-hand value. And, finally, the excellent service Reading Standards give their owners adds regiment after regiment to our already overwhelming army of enthusiastic boosters. You can cash in on all this. Write and we will tell you how.

Reading Cycle Mfg. Company, Reading, Pa.

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Broadway at Oak, Portland, Oregon

817 Pike Street, Seattle, Wash.

