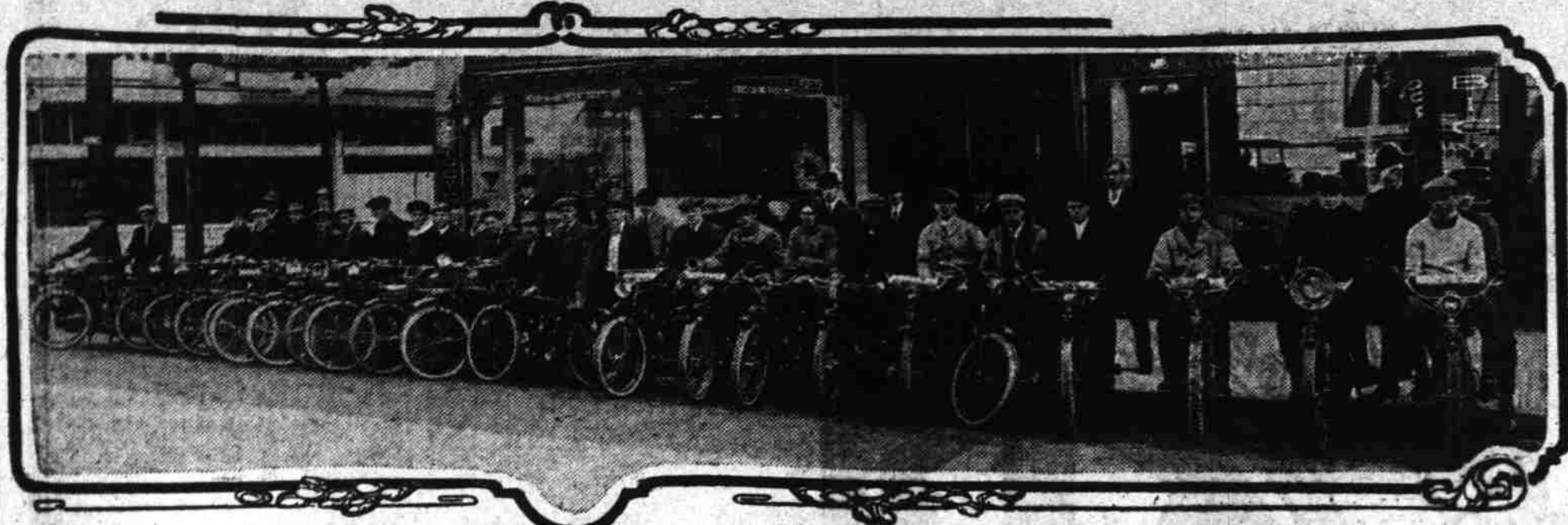


MOTORCYCLISTS LINED UP IN FRONT OF BALLOU & WRIGHT STORE FOR A RUN INTO COUNTRY



LARGE SUPPLIES OF MOTORCYCLES ARE KEPT IN STOCKROOM

Orders for Two Wheeled Gasoline Vehicle Can be Filled Promptly.

From Fairbanks, Alaska, south to Lakeview, Or., east to Bloomington, Idaho, and west to Cape Blanco, in southwestern Oregon, can be heard the merry chug of Indian motorcycles. These are the outermost points of the territory controlled by Ballou & Wright, northwest distributors of the popular two wheeled machine, which is manufactured at the Hendee plant in Indiana.

More than 2000 of them are in use in this big district and at the present time an average of 1200 a year is being sold by the local company in Oregon, Washington, Idaho and Alaska.

Since 1907, when Ballou & Wright took over the Indian agency, they have developed it until they now sell just 100 times as many Indians as they did the first year. The original order was 12 motorcycles, and they arrived in Portland and were put on sale seven years ago.

Territory Well Covered.

A splendid system of handling the Indian in this territory has been developed by the company. In addition to regular traveling salesmen who make the territory, 200 agents, one in virtually every town of any size, represent Ballou & Wright and the Indian. Here in Portland and at the Seattle branch the company carries a full line of Indians and a big supply of parts, making it possible to deliver within a very few days any type of motor desired by out of town clients in case the sub-agent has not the kind of car desired on hand.

In Portland and Seattle all a purchaser has to do is to make his choice and ride away. Wonderful development has marked the growth of the Indian. In 1907, when the first models were made, the Indian was a horsepower and a quarter proposition. Today the popular make is a seven horsepower, two cylinder machine, capable of climbing the steepest hill and reliable in the last degree.

The factory turns out about 70,000 machines a year, of various designs, and the northwest supply is bought in carload lots.

One thing that has contributed much to the popularity of the Indian in the northwest is the presence of a supply depot and service station in Portland and sub-service stations in the principal communities, where factory trained experts are in charge.

This has proved a great boon to Indian riders who, in case of breakdown, have not far to go for new parts and efficient repairs.

In Portland, for example, the supply depot carries a stock of 74,000 parts ready for instant delivery, and also maintains a large force of repair experts to give prompt service.

BICYCLE REMAINS IN STRONG DEMAND

Silent, unobtrusive, the bicycle glides along its way, unharmed by the noise of shrieking horns and gasoline exhaust, and the citizen, unseeing, has come to believe that the bicycle is dug for a place in the museum as a relic of bygone days.

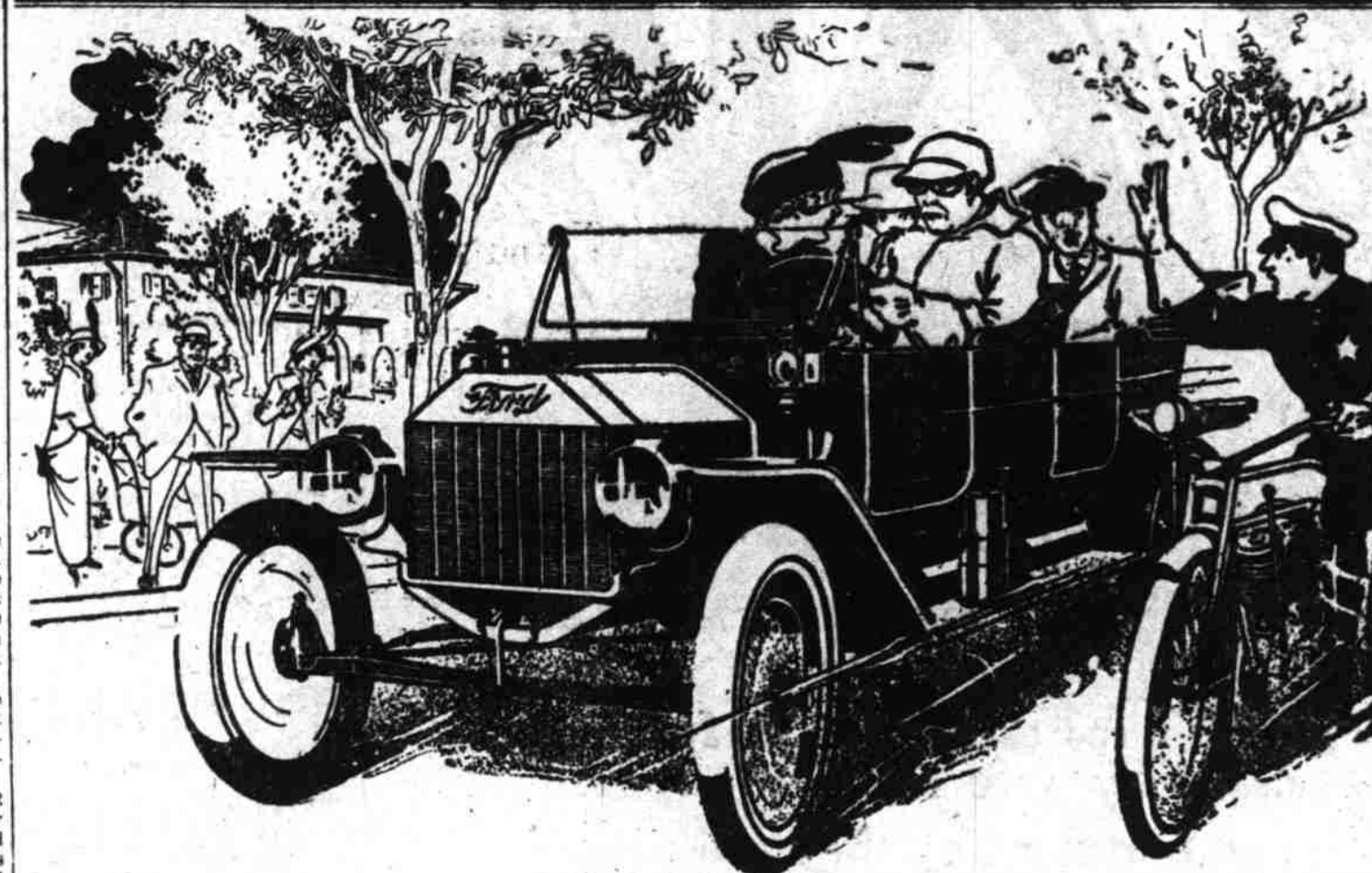
It is true that the bicycle is not the universally used transportation vehicle it once was, neither has it passed its true position is about midway. It has come to be a staple article of trade, like canned peas. Once, and that not long ago, it was a craze.

Its former devotees who, along in the nineties, pedaled their way through the countryside for pleasure, now ride either motorcycles or in automobiles. In this gasoline driven vehicles have superseded it, among city folk, and to a degree in smaller towns also.

But among children the bicycle still is a proposition for pleasure, and in the world of bargain and trade it finds thousands of patrons who look upon it from the cold business viewpoint. Ballou & Wright, who handle several lines of bicycles, report that they average 2000 bicycle sales each year, and the demand is increasing. Investigation shows that collectors, messengers, solicitors and others who have not the time to wait for streetcars nor the inclination to walk, use bicycles. In the smaller towns and rural settlements business men likewise use them to go to and from their homes and offices.

Among the youngsters it is in high favor. Virtually every child who can secure the money goes through the bicycle stage. First he is trundled about in a baby buggy; next he is found on a velocipede; after that comes the wagon and roller skate, then the bicycle. Follows the motorcycle, and then a grown-up, he purchases an automobile, if he can make the coin together.

There is a steadily increasing number of children in the northwest, and therefore the market for small wheels is on the increase also. With growing activities in the towns and cities comes a greater demand for "bikes" from men of moderate circumstances who do not want a motorcycle, but who do wish to save car fare.



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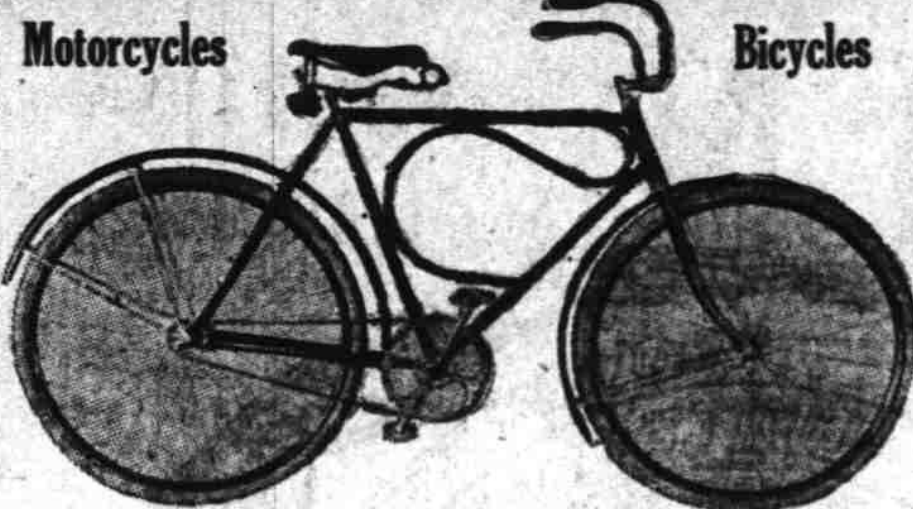
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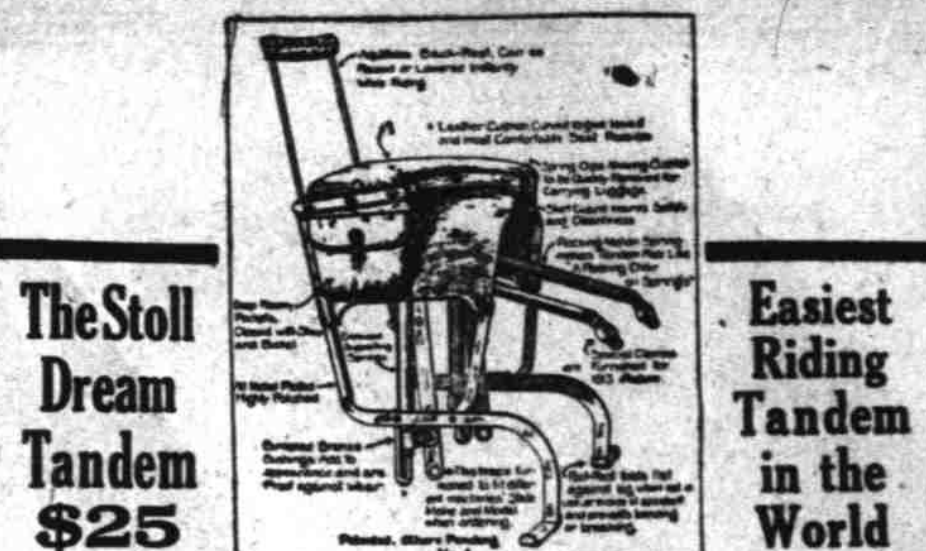
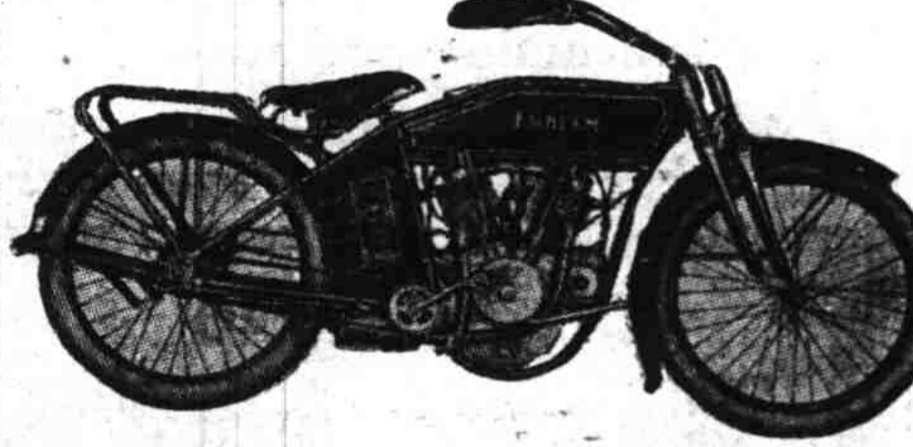


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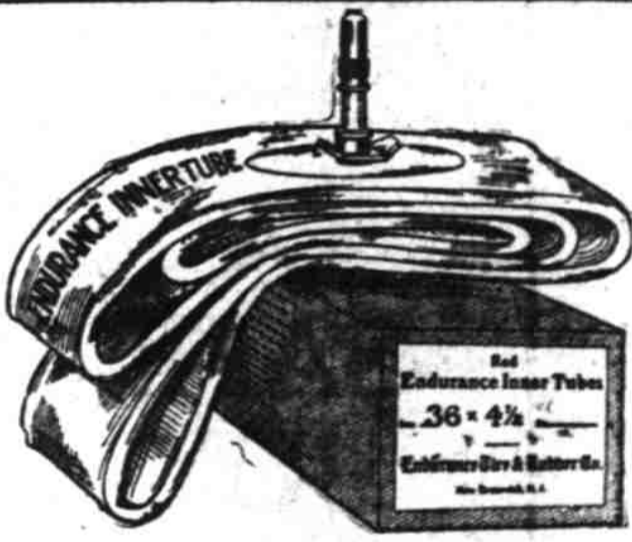
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