

# KLAMATH FEED COMPANY



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## Balsiger Motor Company is Operating In Its Thirtieth Successful Year of Sales and Service for Ford Automobiles

The most completely equipped mechanical shop in Southern Oregon or Northern California is maintained — Every repair or service job known to the automotive industry can be satisfactorily done — Now showing the 1953 model Ford cars

By R. KENNETH EVANS

It is with much pride that the executives and personnel of the Balsiger Motor Company, Main and Esplanade, in Klamath Falls, presents the new '53 models of Ford automobiles. This is the thirtieth time that Balsigers have introduced new model Ford cars to a discerning public, in the Klamath Falls trading area. Judged from every standpoint, in the opinion of everyone connected with Balsigers, the '53 Ford is the new standard of the American road. This new Ford offers more than an advanced automobile. It brings a wholly new standard of driving enjoyment and, is expressly designed for the modern tastes and the all-around needs of today's American family. It is, indeed, a far cry from the Model-T-Ford that was shown to the public by E. H. Balsiger and his associates away back in the fall of 1923. Even in those days Ford was recognized as the car of the American road which was enabling Americans to see America.

The Balsiger Motor company became an integral part of the Klamath commercial, industrial and economic structure in September 1923. The Ford sales and service agency which had been operated by Dene-Pattie Motor company for about five years, at 8th and Klamath avenue was purchased by E. H. Balsiger and associates. From that beginning the Balsiger Motor company has developed the best equipped automotive service plant in southern Oregon and northern California. Regular employment is given to 70 local people including 24 production mechanics, a parts manager with four assistants, three new car salesmen, two used car salesmen and 11 people in the clerical department along with service employees. This creates one of the larger payrolls which is permanent.

### OPERATES AS A CORPORATION

The Balsiger Motor Company is a corporation with E. H. Balsiger as president, E. E. Balsiger, a son, is vice-president, sales manager and assistant to the general manager, A. V. Moore is secretary and general manager. Mr. Moore has been identified with the Balsiger Motor company for 24 years. He started his service with the company doing part time work as inventory clerk in the parts department. He worked in various departments year by year, until he reached the position as general manager.

E. E. Balsiger, enlisted with the armed forces in 1941 just before the United States became involved in world war two, serving in the air corps. He served throughout the war as a captain seeing active service in the south Pacific theatre. He was honorably discharged with his grade of captain in February 1946, and, immediately became identified with his father, in the automobile industry as vice president of the company, sales manager and assistant to the general manager.

In addition to being active in the operation of the Balsiger Motor company as president, Elmer Balsiger has been active in the wild-life sports. Today, he is game commissioner of the state of Oregon. For many years Elmer Balsiger served as president of the Klamath Falls Rodde, and has taken a major interest in the organization and maintenance of the Sheriff's Poole in Klamath county. He lives five miles in the country and is a farmer. Every year Elmer Balsiger grows one of the best vegetable gardens in the county and does all of the work himself.

### BUILDING IS A LANDMARK

The building occupied by the Balsiger Motor company, located at Main and Esplanade, has been one of the landmarks of Klamath Falls for almost a quarter-of-a-century. The building is 131 feet in width and just lacks 50 feet of being a city block in length. It was built on the site of the famous "White Pelican hotel" which was well known throughout the Pacific Northwest and was destroyed by fire in the late '20's. The Balsiger Motors company operated in the original location of the Dene-Pattie Motor company for almost 20 years after the agency was purchased. The new building was completed and occupied April 30, 1930. Since that time no expense has been spared for the installation of new and modern equipment, year after

year, until today the plant has attained the distinction of being the best equipped for every type of automotive service.

Every department in this plant is operated as an entity. The mechanical department is equipped with analyzers, lathes, drill presses and all factory approved equipment of the latest design. The 24 production mechanics are all factory trained and can do any repair job from the installation of a cotter-key to the complete rebuilding of a motor. The Bear frame alignment equipment has been installed and two Bear frame machines make it possible to straighten damaged frames for passenger cars with one special frame machine on trucks. The Bear machine makes it possible to put the chassis frames back into their original condition without heating which retains the original strength. The large frame machine for trucks is one of the few in this section of the Pacific Northwest.

The layman is able to judge the planning that has gone into the equipping of this plant from the standpoint of efficiency of service work when it is stated that there are 17 hydraulic hoists in use in

### MORE MORE MORE

the various departments. Whether it is a mechanical repair job, lubrication, body rebuilding, testing of any one of the other many repair features, there is a modern hoist to place the car or truck in working position where the mechanic or service man can easily reach every movable part.

### BODY REBUILDING SHOP

The repair shop for rebuilding wrecked passenger car or truck bodies is also a department within itself with competent men in charge of the work. The working equipment that has been installed in this department is such as to make it possible to do custom body building to meet the specifications and plans of the customer. Much of this type of work that arises in the Klamath Falls territory is done in this shop because of this equipment and efficiency of the repair men. Likewise, the painting department is in a shop arranged for that type of work. One of the most experienced automotive body painters in this section of the Northwest is in charge of this department. From two to three experienced painters are always employed.

### The equipment used in the

lubrication department makes it possible to do lubrication that will meet the detailed specifications of the manufacturer's charts for individual passenger cars and trucks. The lubricants that are used also meet these manufacturer's specifications.

### SERVICE ALWAYS PARAMOUNT

Service to Ford car owners has always been paramount in the 30 years that the Balsiger Motor company has maintained the sales and service for Ford automobiles and trucks. The availability of genuine factory parts is one of the most important phases of service. To this end the largest inventory of parts is always carried in stock to be found anywhere between Portland and San Francisco. This includes the parts for Ford cars and trucks dating as far back as the Model "A" passenger cars which were introduced in 1928. There is more than \$100,000 invested in parts alone.

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- Be sure that your stop and waste valve is closed.
- Drain water out of toilet bowls and flush tanks, and off the electric or gas hot water heater.

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ALL REAL ESTATE AGENTS ARE LICENSED... BUT ALL AGENTS ARE NOT REALTORS!

The term "REALTOR" is a copyrighted word which identifies real estate brokers who are active members of the Klamath Realtors and the National Association of real estate boards. They use standard legal forms and ethical and approved methods with both buyer and seller. NOW, MORE THAN EVER BEFORE, YOU WANT A REALTOR!

KLAMATH BOARD OF REALTORS

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# BALSIGER MOTOR

Your Ford Dealer Since 1923  
Main and Esplanade