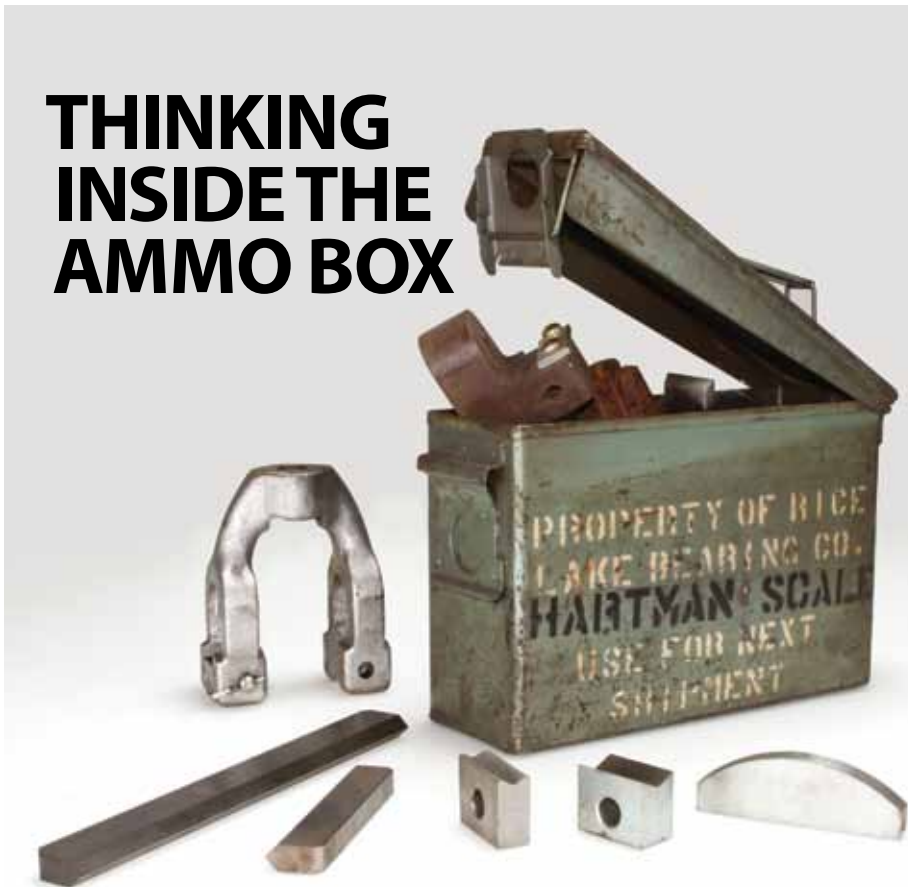


THINKING INSIDE THE AMMO BOX



EVERY MECHANICAL SCALE CAN BE REPAIRED AS LONG AS GOOD PARTS CAN BE FOUND. But what's a service shop to do when the parts shelves go empty?

That's exactly the problem that faced Rice Lake founder Donald B. Johnson in the 1950s. Troops had been home from World War II only a few years when suddenly something was brewing in Korea. Resources were strained. Materials like copper, zinc, and steel were all needed elsewhere. To be sure, the war effort was putting a big kink in the scale-parts supply chain.

But Donald was determined. He wasn't about to let this setback affect his customers, and his scale service shop was busier than ever. He needed parts. So they made do by taking old, worn pivots and bearings and grinding them back to their original knife-edge condition, making them as good as new. It was a solution that others didn't have the equipment to provide. Though Donald Johnson may not have known what opportunities the future held, one thing he knew for certain—the solution at that time was in refurbishing.

The same military conflicts that had caused so many shortages had also created odd surpluses, for example, army green 30-caliber ammunition boxes. The Rice Lake founder bought a truckload of them, turning them into shipping containers for worn scale parts. Donald sent them out across the country, starting with people he'd met at national scale conferences, and he attached a very appealing offer. "Send us your scale parts. We'll refurbish them for a fraction of the cost of new, and we'll do it in just two or three days."

The rest, as they say, is history. With customer after customer, Donald kept his promise and marked the beginning of a strong future for his company. ■

TELL US YOUR STORY

We are looking for great stories about Rice Lake equipment and service for this magazine.

Have you recently made an interesting install or service call? Even a funny thing that happened on the way makes a good read. Do you have a customer using Rice Lake equipment who would welcome your story going to more than 60,000 readers?

Please email a brief summary to rlmagazine@ricelake.com.

It was a dark and stormy night...

