

### TO KEEP CUSTOMER HAPPY IS BIG AIM OF LIVE CONCERNS

Many Automobile and Tire Industries Give an Excellent Example of Progress.

### REAL SERVICE RENDERED

Firms Seek to Satisfy Purchaser Not Only When Sale Is Made But Afterward, Too.

The efforts which big industrial concerns make to keep their customers from friends is reflected by the establishment of service departments in most lines of trade, the closer cooperation between the buyer and seller, and the fair-minded adjustment of the many petty difficulties that arise every day between the man who pays for something and the merchant who sells him the article.

Whether it is under the name of sales promotion or service, the work of these various departments is the same—to keep the customer happy by giving him the greatest value both in the original sale and subsequent service for every purchase he makes.

The automobile and tire industries are splendid examples of how well organized in modern business in this respect. The first sale of these products is but the first step to a business relationship which in most cases extends over many years.

**Policy Carefully Planned.** The service department of the auto and tire maker is in every city where there is a distributing point, which insures rapid and efficient service.

Clear policy in respect to service and adjustments has been carefully thought out, stated W. J. Rouse, manager of the Portland branch of the Columbia Rubber Company of California, "and we are sure that in every case the consumer is not only given an absolutely fair and honest adjustment, but in addition he gets the long end of the deal, for we have so long insisted on adjusting our service to always lean a little to the customer's side of the case in any difference of opinion in regard to the amount of mileage he has secured or the amount he should pay on an adjustment."

**Many Troubles Adjusted.** "Through this long experience has shown our adjusters pretty expert in their ability to pass judgment on the various cases that come under their respective jurisdictions, still, the consumer's word is always taken at a full value, and we are sure that in every case the greatest consideration is given where every day many novices go out and run cars without the proper training to take care of either the machine or its tires. It is only natural that a great amount of abuse is given the car and its equipment, and it is here that we try to make the path of the motorist smoother by showing him how he can get the greatest amount of mileage out of his tires and keep away from the repairman by using a little care and forethought in his treatment of car and equipment."

### FEAR OF GETTING A LICKING MADE HIM TRY RACING GAME

Ralph De Palma Recalls an Incident of His Early Life—When He Was a Boy.

Ralph De Palma owes his entry into the automobile racing game to the fact that he borrowed a bicycle something like 20 years ago, used it for the first time while out delivering a mess of groceries and bumped the machine—and nearly lost his young frame—by getting into a smashup while coasting down a hill.

When Ralph returned to the owner of that bike the fragments of his machine, the owner wanted to assassinate Ralph, but Ralph saved his hide by agreeing to pay the bike owner for the damage done as soon as he could gather in the mazzina through the medium of his weekly stipend as a grocery boy.

However, the bike owner became impatient because payments were slow, and he approached Ralph on the subject.

"I'm doing the best I can," explained Ralph.

"Well, your best don't suit me," responded Ralph's creditor. "You gotta come through faster. If you don't, I'll bust your head." See?"

Ralph sees the "point."

Ralph gazed upon his creditor, noticed that he was four or five years older, four inches taller and about 35 pounds heavier—and Ralph immediately "saw."

"Gimme a few days to think this over," asked Ralph. He got it. During those days the fellow cracked his brain for some plan whereby he could raise funds quickly, but none came forth until one day he saw a bill-board telling about a bicycle race to be held in Buffalo, with cash prizes for the first eight men finishing.

"See Whizz?" ejaculated Ralph. Now, it may be explained that after that smashup Ralph had decided never to do any more riding. But sometimes circumstances alter cases—and cause a change of mind. That's what the circumstances did for Ralph, and he quickly hunted up his creditor.

"Say, didja get that bike fixed up yet?" he asked.

"Yes; but she ain't as good as she used to be."

**Ford Car Owners!** We have equipped a special department with Ford rapid tools and Ford parts and have placed this department in the hands of experienced Ford mechanics who are now ready to give you first class Ford repair service—Get our prices first.—Phone East 4614 or C-1148.

**COOK & GILL CO., Inc.** Oxyacetylene Welding—Motor and Gas Engine Repair—35 120 UNION AVENUE, NORTH PORTLAND, ORE.

### EAGLE CREEK BRIDGE ON COLUMBIA RIVER HIGHWAY



The Eagle creek bridge on the Columbia river highway near the Hood River county line, which has just been completed. It is a combination of the ancient stone arch and modern concrete construction. The weight of traffic is supported by the concrete and the stone veneer gives it its beauty. The span is a 60-foot arch and the length of the bridge over all, including abutments, is 140 feet. The bridge deck is 40 feet above the stream. The cost of construction was approximately \$10,000.

was when she was new." "Oh, that's all right," said De Palma. "I don't care much about that—just so long as she'll ride. Now, here's the scheme. You lend me that bike again and I'll practice up on it. Then I'll enter the races here, and if I grab off one of the prizes there'll be enough money in it for me to pay you what I owe you. And if I win one of the big prizes I'll buy you a new bike, in addition to paying you what I owe."

The creditor thought over the matter, deliberated on the wisdom of entrusting his bike again to the daredevilness of De Palma—but finally decided to take a chance.

**De Palma Wins Race.** Well, the De Palma kid entered that race a 12-hour affair—and won it.

"That decided me that there was money in the racing game," said De Palma. "I know there were places, too, but life is just as excitable. In racing, one runs a big risk but plays for high stakes. I liked the thrill of racing—and I stayed in the bike game."

Later, I got into the motorcycle racing game, and afterward graduated into the automobile game.

**Makes \$500,000 at Game.** "But I never would have become a racer if it hadn't been that I was forced to raise money quickly under penalty of having my nose busted. Sometimes accidents keep men out of the racing game. That first accident of mine got me into it."

De Palma entered the automobile racing game in 1907, and since then has won 275 races. He has finished in the money in something like 250 others, and his total winnings have been in the neighborhood of \$500,000.

"But, you know, I didn't get all that money," explained De Palma. "In many of the races I ran I had agreements with other drivers that we'd split what we made. That, of course, led to other fellows in on my share. Furthermore, I sometimes had agreements with the owners that would the cars that I drove that they were to pay me a regular salary each year, and I was to give them 50 per cent of my winnings. Another 10 or 20 per cent of the winnings went to my mechanics."

"It's a great game, this auto racing. It's dangerous, yes, but I like it—I like the thrill that comes through eating up space, and I hope that I can stick to the game for many years to come."

**Guns Heard 150 Miles.** Amsterdam, Nov. 20.—The guns on the Year, in Belgium, are said to have been heard in Luitelforster, Germany, a distance of 150 miles.

**Carbon Declared To Exist in Motor Oil to Two Forms.** Found First as Free Carbon and Second as in Combination With Hydrogen.

In a recent issue of an eastern journal a government gas engine expert, writing on lubrication in general, says, regarding carbon and its characteristics:

"So much misinformation has been published on this subject that it will be well to look into the conditions regarding carbon and its characteristics, in its formation. In the first place, what is ordinarily known as carbon in the cylinders nearly always contains something else in greater or less quantity. First and small particles of iron are nearly always found. In automobile motors a large percentage of dust (silica) is generally present."

**Found in Two Forms.** "Carbon may exist in a motor oil in two forms: First, as free carbon held in suspension, and, second, in combination with hydrogen forming the numerous hydro-carbon compounds which go to make up the oil. The amount of free carbon in a well refined oil is very small, and the objectionable carbon deposit is generally due to some other factor."

"Under the intense heat, in the absence of the air necessary for burning, three things may happen: "Case 1—The compounds may volatilize without decomposition. "Case 2—The compounds may decompose with the formation of free carbon and hydrogen. "Case 3—The compounds may decompose with the formation of other hydro-carbon compounds of a different nature."

**Carried Out in Exhaust.** "The products formed in case 1 give no trouble, as, being gaseous, they are carried out with the exhaust, whether burned or not. Of the products formed under case 2, the hydrogen would pass out of the exhaust, whether burned or not. The carbon

may be blown out with the gases, or may remain in the cylinder. Whether or not it remained in the cylinder would depend greatly on the condition of the oil film on the cylinder walls. Some oils form a thick viscous, gummy deposit, which retains the carbon formed on its surface and prevents it from being blown out through the exhaust. This gummy deposit gradually gets thicker and harder, eventually forming the hard carbon deposit so well known in cylinders. This gummy deposit is due to the action of the compounds mentioned in case 2. The free carbon liberated in case 2 is light and fluffy, and of itself would not form the hard deposit."

**Her Nervousness Betrays Companions.** Three Taken as French Spies Trying to Enter Germany; One Attempted to Commit Suicide.

Munich, Nov. 20.—Three French spies, two men and a woman, who tried to enter Germany from Switzerland, have been arrested at Lindau, on the Lake of Constance. They gave Spanish names and possessed Spanish passports, which seemed to be in order, as they were visited by the German ambassador at Madrid.

The officers at the dock were about to allow the alleged Spaniards to proceed when the nervousness of the woman aroused their suspicion. She was separated from her companions, and after a long cross examination she broke down. She confessed that the two men with whom she traveled were secret agents of the French government.

The spies were to get detailed plans of the Zeppelin works at Friedrichshafen and their defenses, and they had instructions to ascertain the exact location of the principal munition factories in the southern part of Germany. Their passports had been procured by French agents at Madrid.

One of the men tried to commit suicide when he was arrested, but he only succeeded in wounding himself slightly.

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**Fast Express Train Beaten by an Auto.** Slattering practically every known stock pleasure car highway speed record for the distance of 100 miles or more, A. E. Higgins of Buffalo, N. Y., on November 7, drove a 1915 Cole Eight stock touring car from Buffalo to Geneva, N. Y., a distance of 107 miles, in one hour and 55 minutes, defeating the famous Black Diamond Express, the prize train of the Lackawanna railroad, by 14 minutes. An average of 55.8 miles an hour for the entire trip was made including two stops and one delay necessitated by a detour.

**Palace Garage.** The new Palace Garage, recently opened by C. W. Pilchard and W. S. Thomas at 190 Twenty-second street north, between Johnson and Kearney. The new building is 50x100 feet and will accommodate 27 machines. This garage is in the Nob Hill district and service to automobile-owners of that locality will be made a specialty. Washing and polishing of the very highest order will be given special attention and every method used to preserve the original painting without scratches. Monthly service from \$7.50 up. Full line of accessories, gasoline and greases carried.

**Automobile Parts 1/2 Price.** ENGINES WHEELS RADIATORS FRAMES GEARS TRANSMISSIONS RIMS AXLES

We make a specialty of buying and dismantling all makes of cars for their good parts. In turn, the good parts are sold for 1/2 the catalog price. In ordering parts, to avoid errors, forward duplicate parts.

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**THE LAW SAYS:** You must not have glaring headlights

Any man that permits his headlights to "glare" into the eyes of other drivers invites accidents and hard feelings. Why class yourself among the "road hogs." Comply with the law and observe the ordinary courtesies of the road. You can have all the driving light you now have—without any of the glare.

Use the Perrin No Glare on Your Car's Headlights

The Perrin will give you a long, low, powerful driving light. Made of aluminum and slips around the light bulb. Held on with springs—can't vibrate or damage the bulb in any way. Use on any car—with or without a dimming switch. No buttons to push or levers to turn—always ready. Drive from city streets to country roads without change. Does not dim the light. Recommended by leading motorists and police authorities everywhere. Insist on having the original and genuine Perrin No Glare—it's the best.

At Your Dealer's or Garage, or Sent Postpaid by Mail.

Sold by **BALLOU & WRIGHT** PORTLAND—Broadway at Oak. SEATTLE—817 E. Pike St.

Price \$1 Per Set

Patented June 9th 1914

**Motor Parts Mfg. Co.** 325 Burnside Street, Portland Phone Broadway 3238 Mail Orders Given Prompt Attention



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### PERSONAL TASTE IN SELECTING COLORS IMPORTANT ITEM

Satisfaction of Owning a High Grade Car Is for Owner to Express His Wishes.

### MAKER'S AIM TO PLEASE

A. C. Stevens, Portland Branch Manager of Winton Company, Gives Ideas on Question.

The latest catalogue of one of the high priced makers announces that buyers will be limited to one set color scheme, although in former years this maker gave the buyers their option of several combinations. On the other hand another company announces that buyers of a practically unlimited number of color combinations in the car. The man who wants individual colors can't have them. Our company places the interests of the individual first, says that he may have any color combination he wants, and promises that it will take the time to execute his order as conscientiously as though that one order were the only one on its books.

**Personality Is Feature.** "We believe that the satisfaction of owning a genuinely high grade car is the opportunity the owner has to express his personal taste in its colors. To cater to this class of trade means that the factory must treat each order as a separate unit, and not as one of a gigantic mass. The maker who produces cars in great quantities, consults his own interests and says that it will take the time to execute his order as conscientiously as though that one order were the only one on its books."

**Personality Is Element.** "Personality is the element that makes one man more interesting than another. It is the element that makes one motor car so much more delightful to see and to own than any car that looks like thousands of other cars. The man and the woman who have personality invariably demand individuality in their motor cars, and our policy is to give them exactly what they want."

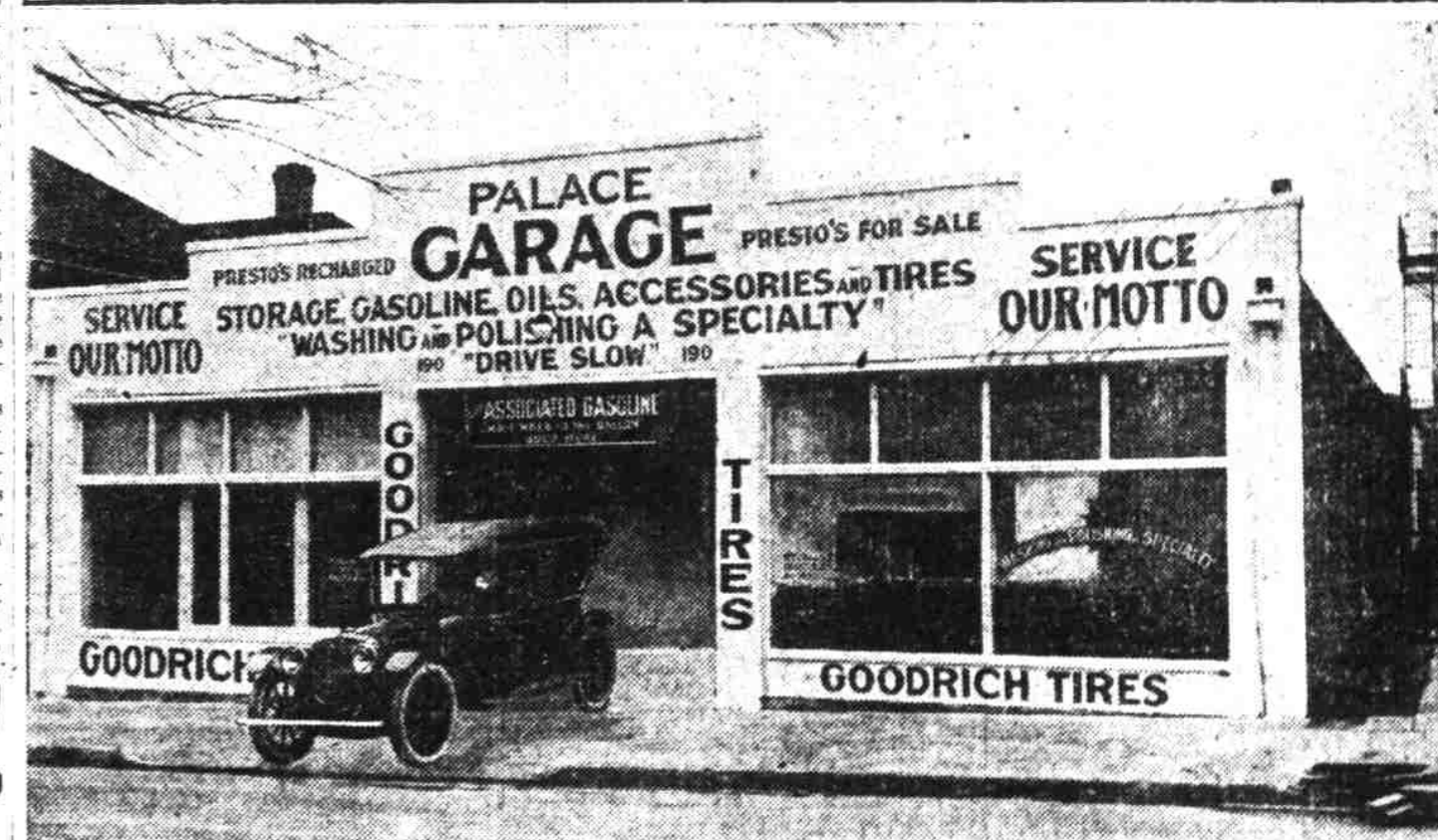
**Braves Death to Save Wounded Man.** Berlin, Nov. 20.—The general staff reports that Wilhelm Iusterslek, a private of the Fifty-fifth Reserve Infantry regiment, has been awarded the Iron Cross of the first class for an act of exceptional self-sacrificing bravery.

He was in a trench in the Champagne with his company three weeks ago. During a dark night the soldiers heard heartrending cries for help from the field before their position. The cries soon became weaker and after a while only moaning was heard.

Iusterslek decided to save the wounded man from whom the cries came, although his comrades told him that this would be suicide and tried to keep him back. Under cover of the darkness he left the trench and crept over the field. After passing French outposts he found the wounded soldier, leading the helpless man on his back he started to creep back to the trench which he reached safely, although he was fired at repeatedly by the French pickets.

The Prince of Lippe decorated him with the merit-cross for bravery and with the Iron Cross of the first class.

**Bullet's Efficiency Fatally Proved.** London, Nov. 20.—The tremendous force of a modern rifle bullet was strikingly shown when a gun was actually discharged while soldiers were being instructed at a camp in Sussex. The bullet passed through one man, who was badly wounded, went through a wooden partition into another room, killed a private there, and then cut a hole through a second partition.



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recently opened by C. W. Pilchard and W. S. Thomas at 190 Twenty-second street north, between Johnson and Kearney. The new building is 50x100 feet and will accommodate 27 machines. This garage is in the Nob Hill district and service to automobile-owners of that locality will be made a specialty. Washing and polishing of the very highest order will be given special attention and every method used to preserve the original painting without scratches. Monthly service from \$7.50 up. Full line of accessories, gasoline and greases carried.

### POWER

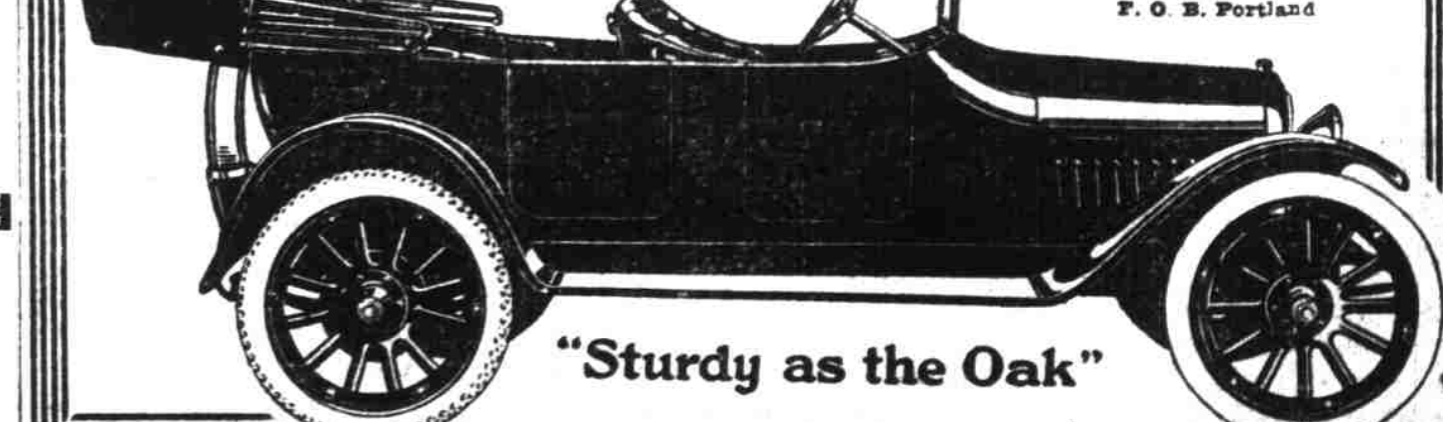
That's what you want—power—when you buy an automobile. So many people have bought light cars, with a woeful lack of power, that they do not believe they can get power in a light car. The

### Oakland SIX

has more power than you ever thought possible in a car of this size. And it is a little beauty, too. Seats five people and rides like a canoe floating down stream. See this new wonder car.

### OAKLAND AUTO CO.

16th and Alder Streets \$895 F. O. B. Portland



"Sturdy as the Oak"