

Oregon Journal

AUTOMOTIVE SECTION

MURCH & BROMBERG, EDITOR

The Question of Service

A representative of one of the leading tire firms in the city made this remark not long ago: "The more a firm tries to be of service, the more, sometimes, it seems that customers treat it with a lack of consideration and thoughtlessness that is scarcely an incentive for rendering better service."

The comment is by no means the first of its kind. What is the reason for such an attitude on the part of the customer, and what will be the result as far as the distributor is concerned?

The man in business, distributing automobiles or accessories, is doing his best to make his business pay. To this end he puts his product before the public by means of advertising or by personal solicitation. He sells his article, and then arranges for service to take care of the customer and make him feel that the firm is behind the product it dispenses and did not lose interest in the customer the moment the deal was finished. The dealer may even go out of his way to serve the customer when the real profit he would make from the deal is almost nothing. There are such dealers, scores of them.

But how about the customer? Does the man who buys a tire under a certain guarantee, give that tire the most abusive wear possible and then come in for an adjustment because he fails to secure the full mileage guaranteed? A great many of them do.

Another patron of some particular firm may send in for some special part, answering to certain measurements. Due to his own carelessness in noting the specification or the measurements, he may get a wrong part or one that does not fit. Upon receiving the shipment and finding it is an error, he sends in word again ordering the correct part. The firm corrects the error, which in nine cases out of ten is the fault of the customer, without insisting on the return of the original shipment before the second one is made. Sometimes it is weeks before the customer finally ships back the wrong part. Nor is this an isolated case. It happens often.

Does such a practice of not treating the firm as it is trying to treat the customer engender much confidence in that customer on the part of the firm? It does just the opposite.

Every firm is putting up a strenuous fight, in the face of competition, to add to its list of good customers. That list is the "good will" of the firm and can be counted as a distinct asset to its prosperity, even almost as collateral in time of stress. The poor customer is a liability, a source of worry and a poor customer is one who does not shoot squarely with the firm. He is a person who does not apply the Golden Rule to business.

And who suffers when the firm becomes distrustful of its trade's honesty? The honest customer finds sometimes that his supply house is loath to trust him unless the relationship is one of long standing. The real customer, who figures as an asset, suffers because of the negligent customer. When the question of rendering service is considered, should it not be looked at from both angles, rather than from merely one?

"Don't cross a bridge until you come to it" is a good maxim, but it won't work for railroad crossings. The average motorist, and those others who do not consider themselves so average, would do better if they did their crossing of the tracks mentally before they made the actual attempt.

Duty and the Auto Show

The date for the automobile show is still some distance in the future, but it will eventually be the next number to tear from the calendar. When that operation becomes necessary and the Portland dealer approaches the entrance to the Ice Palace or the Armory to view his display and the displays of competitors, will he feel that he has not worked to the best of his ability to attract people from all over the Northwest to the show?

The automobile show has been cited as an opportunity for Portland to show just what it can accomplish in the way of collecting together a display representative of the best the local industry has to offer. But what will be the advantage if there are but few here to view that display?

Let those who care to say what they will about the superiority of Portland's efforts over the show to be held at San Francisco during the same week as the Portland festivities. The fact remains that we will have strong competition from our neighbors in the south, and it were better to look the situation squarely in the face with a view to opening a campaign of attraction for the benefit of those whom we would like to have on the ground in the Rose City during the week following February 22.

It simmers down to a case of necessity for every dealer and every person connected with the industry locally to talk, think and act "Portland show" from now to the time when the doors will actually open. Portland men must see fit to be on their toes to bring every automobile enthusiast in the state and the surrounding states here during the biggest week in the year.

It's up to the Portland motor car man. The element of salesmanship contained in the idea should appeal if nothing else does.

Whipping the man who steals automobiles, as an Eastern authority suggests, is beside the point. "Would be much better to make him overhaul the car under the supervision of a husky mechanic, and then send him to jail."

The New York auto show was staged in the armory built on the site of the old Jerome Park race track. Times certainly change, and for the better, but will future years see an aeroplane landing place on the same spot?

Automobile manufacturers are making ready for the next touring season by making suggestions for convenience equipment. What are the possibilities of having a transparent top of universal usage? It would greatly help those on tour who like the top up, but yet who desire to view everything above as well as on both sides of them in mountainous country.

JOURNAL'S AUTO DIRECTORY

BETHLEHEM TRUCKS Northwest Auto Co.
Electric Lights and Starter Distributors, Alder at 18th

Franklin offers more of "what you actually need in an automobile."
Main 4880, A-2881 19th and Washington Sts.

King "8" RUBIN MOTOR CAR CO.
Oregon, Washington, Idaho Distributors
Broadway and Hoyt. Phone Broadway 89
First Car in the U. S. Sold Complete, including license and 52 weeks of free service.

BROADWAY AT OAK
Mitchell, Lewis & Staver Co.
FIRST AND EAST MORRISON

RAINIER Worm Drive TRUCKS
SALES AND SERVICE
SERVICE GARAGE
351 First St. Phone Main 2417

Standard MOTOR TRUCKS
1-2-3½ and 5 TON CAPACITY
Palace Garage Co.
15th and Stark Streets

WELL STORAGE BATTERY
Willard Threaded Rubber Insulation
Service Station—Ninth and Everett

Do You Know—

That you can figure out to the drop just about what your car's appetite for gasoline is?

That if you take a 4 cylinder automobile with 24 inch wheels, geared 3 to 1 and making 15 miles to the gallon of gas you will get something like this:

34 inch wheel equals 106.814 inches circumference.
1 mile equals 5280 feet, equals 63,360 inches.
62,360x15 miles equals 935,400 inches in 15 miles.

935,400 inches in 15 miles equals 8896.9 revolutions of wheel in 15 miles.
106.814 inches equals circumference of wheel.

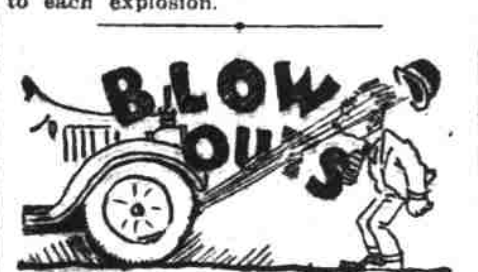
8896.9 revolutions of wheel times 3 (gear of engine) equals 26,690 revolutions of engine.

26,690 revolutions of engine equals 1 gallon of gasoline.

40 drops of gasoline equals 1 teaspoonful. 128 teaspoonfuls equals 1 pint, 8 pints equals 1 gallon.

60 times 128 times 8 equals 61,440 drops in 1 gallon.

61,440 drops in gallon equals 2.3 drops used at each one of the 26,690 revolutions of the engine, or about 1-25 teaspoonful to each explosion.



TALK

When you have a good car, one that satisfies you, try not to talk about it. If you succeed, you are not satisfied.

COOL

The car was in flames. Mary, the wife, shrieked frantically, but to no avail. John was hurrying over to a mail box on the corner.

"John, aren't you going to do something to put out the fire?"

"Certainly, woman. Give me time. First I've got to post this letter. It contains the premium on my automobile fire insurance, and is due tomorrow."

WIFE

A contemporary wants to know where is now the man who used to return the tire gauge he borrowed at the filling station. We know. He has eloped with the woman who used to return as much sugar as she originally borrowed.

PITIFUL

"One fellow I'm sorry for," said Silas Backfist. "Is a chap who takes his girl out driving for the first time, forgets to release the brake and has to explain away a lot of smoke from burnt brake bands. He is one liar! I am glad to extend the hand of pardon to him."

DIPLOMACY

Stout Prospect—I have only one objection to the car. The wheel seems to be too close to the seat for comfort.

Wily Salesman—Oh, you will find there is plenty of room there for a person of average build.

S. P. (greatly flattered)—I'll take the car.

TWO OF 'EM

Visitor—I would like to see a good used car.

Used Car Dealer—So would I, lady.

OVERHEAD

Customer (after garage man has finished estimating the cost for the spring repairing)—But why do you say you have to take a little time to figure out the expense of fixing up that top?

JOURNAL TROPHY PRESENTED



C. E. B. Clement, local M. & A. T. A. referee, who supervised the annual hill climb held by the Rose City Motorcycle club on New Year's day, presenting The Oregon Journal trophy to C. E. "Sandy" Sanderson of the Strine Cycle company. Edward Ryan, astride an Excelsior, for which the Strine Cycle company is distributor, made the best showing in the open event, pushing his machine 251 feet up the steep grade. The Journal trophy is a cup competed for annually, and goes into the custody of the company whose product wins the event. The company whose machine wins the trophy three times straight obtains permanent possession.

Is awarded Medal
Stanford University, Palo Alto, Cal., Jan. 16.—Miss Maude Cleveland, a former member of the Stanford service was awarded the distinguished service medal. It was announced recently. Miss Cleveland went overseas with the Red Cross and was cited for conspicuous bravery.

Is Awarded Medal
Stanford University, Palo Alto, Cal., Jan. 16.—Miss Maude Cleveland, a former member of the Stanford service was awarded the distinguished service medal. It was announced recently. Miss Cleveland went overseas with the Red Cross and was cited for conspicuous bravery.

Goes on New Basis
New York.—Electric Storage Battery company has declared quarterly dividends of 2½ per cent on both common and preferred stocks, putting those issues on a 10 per cent a year basis, compared with 8 per cent previously.

Plan Paved Road
Chehalis, Wash., Jan. 17.—Citizens of Winlock and Vader have launched plans for building a paved road between Winlock and Vader, a distance of seven miles.

Essex Output 20,000
Detroit.—Essex Motors company turned out its twenty thousandth car November 20, 10 days ahead of schedule. The demand is increasing and the production plan for 1920 contemplates 40,000 cars.

Essex Output 20,000
Detroit.—Essex Motors company turned out its twenty thousandth car November 20, 10 days ahead of schedule. The demand is increasing and the production plan for 1920 contemplates 40,000 cars.

Plan Paved Road
Chehalis, Wash., Jan. 17.—Citizens of Winlock and Vader have launched plans for building a paved road between Winlock and Vader, a distance of seven miles.

Essex Output 20,000
Detroit.—Essex Motors company turned out its twenty thousandth car November 20, 10 days ahead of schedule. The demand is increasing and the production plan for 1920 contemplates 40,000 cars.

Common Troubles Of Electric Wires Are Given in List

A few of the common troubles in lighting systems and the causes are given herewith:

1. Battery discharge, generally due to improper charging; may be short circuit in the lamp system, in the battery, circuit breaker or regulating mechanism, or generator.
2. Lamp shorts, bare wires touching each other, due to poor taping. Loose

strands, bridging terminals or defective sockets.

3. Battery shorts, worn-out battery, excessive sediment in bottom of battery, acid on top of battery, sulphated terminals, acid-soaked wire.

4. Lamps won't operate with engine stop; lamp shorts, switch-contacts, battery shorts, circuit-breaker shorts or open circuits.

5. Lights out or dim with engine running; defective generator, weak field magnets, burned-out armature, commutator trouble, faulty brushes.

6. Some lamps bright and other lamps dim, due to local trouble, partly discharged battery, defective circuit-breaker, broken lamp filament, partial shorts.

7. Starting motor cranks too slowly; battery in bad condition, bad connections of wires, poor brush contact, commutator troubles, mechanical disarrangement of starter engaging mechanism.

battery in bad condition, bad connections of wires, poor brush contact, commutator troubles, mechanical disarrangement of starter engaging mechanism.

Sayers Plant Grows
Cincinnati.—Plans for the erection of a new automobile plant for the Sayers & Scoville company here have been completed. It is expected that the first unit of the plant will be completed early in the spring and will afford 100,000 square feet of additional floor space for the manufacture of the Sayers six.

Sharp pointed lugs on the bearing surfaces of the rear wheels make a new factor practically walk over the ground.

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA

You will do both yourself and our Dealer a service by booking your order for a Paige car at once. There is an unprecedented demand for our various models and another "shortage" appears to be inevitable. Will you bear this in mind, please?

In the Paige line of open cars there are models for four, five and seven passengers. You alone can make a choice, but please remember that you cannot make a mistake. The Paige nameplate is your guarantee of enduring satisfaction.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, Mich.

COOK and GILL CO.

DISTRIBUTORS
Eleventh and Burnside Streets Portland, Oregon

BOSCH

UNIVERSAL SERVICE

We are one of the links in the nation-wide, world-wide chain of Bosch Service Stations. We are tangible and definite in our offer of whole-hearted service cooperation to the user, dealer or manufacturer of Bosch Equipt Products.

Ballou & Wright
Broadway at Oak St.

AMERICA'S SUPREME IGNITION SYSTEM

Maibohm

Pep!!

As fleet as a deer and as nimble, Maibohm craves the freedom of the open spaces where the rush of wind in your ears expresses Maibohm's disdain for miles. The joy of the vibrationless onward motion is accentuated by sinky cushion comfort and hulling spring action. Matching your every whim, Maibohm will throttle smoothly to a tortoise-like crawl yet ever watchful for permission to go. A thrilling companion—good to look at—Maibohm.

A. M. BEAVER MOTOR CO.
Temporary Location
854 EAST BROADWAY AT EAST THIRD
Phone 219-43

MAIBOHM MOTORS COMPANY
SANDUSKY OHIO