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News To Make You Furious

We're shocked...SHOCKED!...that money continues to influence politics

First Time Client Coupon

So your friends can get to know us



503.230.2300
TomDwyer.com
630 SE Tenino St
Portland, Oregon
At the east end of
the Sellwood Bridge

First-Time Clients ONLY!

Save **\$75 to \$150** on our most thorough inspection!

We'll take **\$75 OFF** our normal \$150 if you just do the inspection, **OR**
We'll take **\$150 OFF** if you have at least \$250 of work done.

Coupon **MUST BE PRESENTED BEFORE SERVICE** and **CANNOT BE COMBINED** with other offers.
Sorry, but our coupons are **VOID AFTER THE SERVICE IS PERFORMED**.

Expires March 30, 2011. Coupon Code FIRST2010

1997 AND NEWER vehicles only.



Tom's Tidbits
Your Vote Matters

Greetings!

Time once again for us to perform one of our most important civic duties: Vote!

Sadly, now that civics is not taught in school many citizens don't understand their critical duty to stay abreast of the issues and vote. In Oregon with "vote by mail" there is no excuse for not casting that ballot. We get almost three weeks from the comfort of our homes to study the candidates and issues, make the decisions and return our ballots. Even with this system Oregon does not enjoy full participation.

If you are a registered voter, have a pen and a stamp what could stop you from voting in Oregon?
One luxury our system affords us is the time to research. We can research the issues and candidates at our convenience before we mark our ballots, no need to make quick often poor decisions in the booth.

Even with the advantage of ample time to vote I still have some concerns; the corporate and private money now allowed via the Citizen's United v. FEC decision poisoning decisions and media propaganda swaying opinion. With the approval of our supreme court unlimited and anonymous money can now affect how we vote. We need to understand that our political process and our media are broken. Propaganda is alive and well here in the US and media is now owned almost exclusively by the [Economic Royalists](#). Unfortunately the [Fourth Estate](#) has been silenced and all but abdicated its duty to keep check on all matters political.

Sadly people in the US believe that the news they get is complete and truthful. In many ways the news on [Pravda](#) serves the people better than the news US new sources deliver. The people that consume news on Pravda know it is propaganda and treat it as such. The people consuming US media assume it is complete and free of prejudice or propaganda and formulate beliefs based on incomplete or biased information.

To paraphrase Will Rogers, "It's not the stuff you *don't know* that gets you in trouble; it's the stuff you *do know* that's wrong."

Make a great day,

A handwritten signature in blue ink that reads "Tom". The signature is stylized with a large, sweeping "T" and a cursive "om".



Hey, Waitaminute... Where Are The Coupons?

They've gone away, but there are better ways for you to save

You probably haven't thought about it much before, but what would you think is the most popular section of our newsletter? Is it the witty and sophisticated writing? The in-depth research? The hard-hitting investigative journalism? The obsessively proper grammarosity? No, it's not any of those. Month after month (although Drew's Kitchen is usually a strong second) the most popular section has been our Coupons. Our clients take their money seriously and want to save as much of it as they can, so naturally they're on the lookout for coupons. Our coupons have been missing from the past couple newsletter issues, so it's not surprising that we've had several calls wondering where they've gone. This month we thought we'd explain what happened to our most popular section, and what the future holds for Dwyer coupons.

Goodbye, Coupons

In short, the future for our coupons is pretty bleak. Our First-Time Client Offer is actually the only coupon we plan to continue. "But why?", you ask. Because coupons are a hassle for you and for us, and they don't support our goal of providing intelligent service based on your actual vehicle needs and your priorities. Here are some of the reasons we're kicking the coupon habit...

- **Coupons discourage coherent maintenance.** We base our advice on your vehicle's needs and your personal priorities, so we don't want to skew your rational decisions with coupons. If you make maintenance decisions based on "what coupons are available", you can be working against the logically prioritized service that's in your own long-term interest.
- **Coupons are confusing.** We try to be as clear as possible about the services we provide, and coupons detract from this clarity for ourselves and our clients. Expiration dates, covered services, or ambiguous wording sometimes lead to frustrated clients and Service Advisors alike.
- **Coupons are misleading.** Coupons are normally used as "loss leaders" so that businesses can sell you other products and services. We want you to know that we have no incentives to sell additional services to cover coupon discounts.
- **We already maintain our lowest possible price.** We've been in business since 1981, and plan to be here for you for years to come. To do that, our prices need to cover the expenses of our facility, superior parts and materials, continually updated training, tools, and equipment. They also need to cover the wages necessary to keep stable, qualified support staff, non-commissioned technicians, and non-commissioned service advisors delivering the consistent industry-leading repairs and customer service you expect. We keep our prices as low as possible while still covering all these expenses. If there's room for a lot of coupons, we must be charging too much to begin with!

Hello, Incentive Programs

All that said, we know how people love getting deals. So, we tried to find ways for our clients to save money that still made sense for their service needs and for our business. We decided to replace unpredictable coupons with a

few simple incentive programs that save you money while encouraging the consistent, planned maintenance we think is so critical for your long-term value. Here's what we came up with...

First-Time Client Offer

We love our existing clients, but new clients are also critical to our business and they may need a boost to try us for the first time. Because we encourage all new clients to get a comprehensive inspection for an accurate baseline of their vehicle's condition, we created this coupon to bring new folks in the door and still start us all out on the right path.



Tom Dwyer
AUTOMOTIVE SERVICES

503.230.2300
TomDwyer.com
530 SE Tenino St
Portland, Oregon
At the east end of the Sellwood Bridge

First-Time Clients ONLY!
Save **\$75 to \$150** on our most thorough inspection!

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Expires March 30, 2011. Coupon Code FIRST2010

1997 AND NEWER vehicles only.

Carbon Neutral Program

It's in everyone's interests to breathe clean air and slow global warming, so we started our innovative Carbon Neutral Program to encourage the purchase of Carbon Offsets. This innovative partnership with Bonneville Environmental Foundation has already offset more than 1.4 million pounds of carbon from our atmosphere, and saves you 10% on labor charges from day one!



Tom Dwyer Automotive Services
Carbon Neutral Program
TDA51CarbonNeutral.org

Carbon Neutral Program
Your **One-Year Registration** includes...

Offset of your vehicle's carbon production with wind and solar power
10% off labor costs for all repairs and services at Tom Dwyer Automotive

Only \$30, \$50, or \$90 per vehicle
(depending on whether you drive a sipper, a drinker, or a guzzler)

1997 AND NEWER vehicles only.

Labor Lock Program

The best client is a long-term client, and signing up for our Labor Lock Program rewards your loyalty. Just come in at least twice a year and spend a minimum total of \$250, and you'll keep the same hourly labor rate that was in effect when you started despite the inevitable labor rate increases over time. The longer you're with us, the more money you'll save! (There's a great real-world example of how effective this program can be in our "PopCorn Shorts" section this month.)



Tom Dwyer
AUTOMOTIVE SERVICES

503.230.2300
TomDwyer.com
530 SE Tenino St
Portland, Oregon

Labor Lock Program
Pay **today's prices** for the rest of your life!

If you opt-in to this program and come in for service **twice a year** (minimum \$250), you'll **maintain the labor rate you started with** as our labor rates inevitably increase.

1997 AND NEWER vehicles only.

Planned Maintenance Package

Aside from any specific service or failure issues your vehicle will have over its lifetime, there are basic maintenance needs every vehicle has every year. We pulled these basics together into our Planned Maintenance Package to make your planning and budgeting easier and to help keep you on track with the steady, coherent maintenance your vehicle needs. Each package is good for one year from your purchase date, and includes:

- Two (2) Minor Interval Services using synthetic oil- We're encouraging all our clients to make the switch from standard oil to synthetic oil to save both time and money! Using synthetic oil is better for you, better for your vehicle, and better for the environment. Since you can go twice as long between oil changes you will need half as many, saving you the hassle of chasing oil changes every three months. Synthetic oil will also extend the life of your engine, increase your mileage, and reduce your vehicle's emissions.
- One (1) 125-point Inspection- This is the Comprehensive Inspection we encourage our clients to have each year. This inspection allows us to be able to accurately track, prioritize and recommend the needs of each vehicle. This is our most comprehensive inspection, and the core of a good vehicle maintenance program.
- One (1) 90-point Inspection- We need to see your vehicles at least two times per year to deliver great service results. This is our mid-term inspection, used in conjunction with our 125-point inspection to help us to stay on top of your vehicle's service needs. This on-going inspection regimen means you'll always have peace of mind whether you're driving across town or across country.
- Two (2) Tire Rotations and Balances- Basic tire care twice a year will greatly extend the life of your tire investment. Even if your tires are covered by a free rotation policy somewhere else you won't need to run around, and you'll be confident that the rotation *and* balance will be done right.

Sure, our Planned Maintenance Program saves you the most money immediately, but that's just the short-term advantage. Because you're committing to your most critical maintenance items, you're getting the long-term value of a more reliable and longer-lasting vehicle and the inestimable value of complete peace of mind while you drive it.

Planned Maintenance Package

Get up to a **60% discount** by buying your
basic yearly maintenance services in advance

	Passenger, Light trucks	European, SUV, 4WD	Large vehicle, HC Diesel
2 Minor Interval Services with synthetic oil	\$ 149.90	220.00	250.00
1 90-point inspection (Basic Inspection)	\$ 48.68	73.00	73.00
1 125-point inspection (Deep Inspection)	\$ 146.00	194.70	194.70
2 Tire rotation and balance	\$ 79.90	99.98	99.98
25% off diagnostic charges (up to \$100 per year)			

Total normal charges	\$ 424.48	587.68	617.68
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Cost to enroll	\$ 170.00	265.00	305.00
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You Save	\$ 254.48	322.68	312.68
	60% savings	55% savings	50% savings

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530 SE Tenth St
Portland, Oregon

1997 AND NEWER vehicles only.

Sounds Good! How Do I Start Saving Money?

We want to make it as easy as possible for you to enroll in any or all of our incentive programs. You can either call to signup, or just tell us which ones you want to be in next time you're by the shop. We'll make the appropriate notes on your Vehicle Record. What could be easier than that? Seriously, if you have any suggestions to make it even easier, or if you have any feedback at all on these programs, our coupons, or ANY aspect of our shop, please give us a call. Unlike many politicians, we actually want to hear from you and your voice will make a difference!



Close Boardman NOW

DEQ is in the home stretch for Boardman rules

Oregon's DEQ is in the final stages of creating emission rules for the Boardman Coal Plant, "Oregon's Dirty Little Secret." These rules will eventually be submitted to the EPA, and will help determine the legal standards for the plant for years to come. If you didn't make it to one of the final public hearings on the issue, a letter to DEQ or your Congressional representative could still help. This month, we'd like you to hear from the Sierra Club on what's at stake in the Boardman rules...

"Coal is the largest single contributor to global warming. 36% of carbon dioxide emissions in the United States came from coal in 2008. Combating climate change by reducing coal power is an opportunity we cannot afford to pass up, both because of the urgency of combating climate change, and because of the economic advantages of investing in clean, sustainable energy sources.

Oregon gets over 41% of its electricity from coal power. Oregon has one coal plant and also imports coal-fired power from other states, buying power from coal plants located in Montana, Utah, and Wyoming.

Portland General Electric (PGE) operates Oregon's only coal plant located in Boardman, Oregon. Located at the east end of the Columbia River Gorge, it is surrounded by one of the most beautiful and unique places in the Pacific Northwest. The Boardman Coal Plant emits 5 million tons of carbon dioxide (that's equivalent to almost 1 million cars), over 15,000 tons of sulfur dioxide and nitrogen oxide and over 200 pounds of mercury every single year making it Oregon's largest stationary source global warming pollution.

Portland General Electric wants to continue to avoid pollution controls, though these controls are required by the Oregon Department of Environmental Quality (DEQ) and the Federal Environmental Protection Agency (EPA). For three decades, Oregonians have been waiting for significant emission reductions, and we can't afford to wait another decade for PGE to comply with the law. Our health and environment depend on it.

Right now the DEQ is taking public commenting on when the Boardman coal plant should shut down and how much pollution controls should be installed on the plant. The least costly option for ratepayers, Option 3 would require closing the plant by 2015, while investing \$35 million to install nitrogen oxides and mercury controls. This option strikes the best balance between reducing harmful air pollution, preventing additional years of greenhouse gas emissions, and limiting ratepayer investment in Oregon's only coal fired power plant."

The last public hearing was September 30 in Hood River, but it's not too late to make your voice heard. **Please let the DEQ know that you support closing the Boardman coal plant as soon as possible! Tell the DEQ that you support Option 3.** DEQoptionsPGE@deq.state.or.us For more information visit www.coalfreeoregon.org or email robin.everett@sierraclub.org



Shop Talk

What's the value of our Post-Service Inspection?

Every vehicle that leaves our shop receives a Post-Service Inspection, whether it was in for an oil change or a new engine. Why? What's the value of yet another inspection, and why should you care?

Our Post-Service Inspection ensures that every vehicle is double checked after repair to maintain quality control and safety, ensuring that small but critical details are checked. We want to make sure that no obvious "oops" things were missed; tools left behind, warning lights back on, technician installed problems, or cleanliness issues. Something as simple as a burned out bulb or low fluid can cause real safety issues or lead to an expensive ticket, but all it takes is a quick look to make sure you're covered. We feel this final checkout is a valuable courtesy service that few companies provide these days.

Depending on the vehicle model, our inspection covers things like headlights, marker lights, turn signals, brake and reverse lights, tire condition and air pressures, critical fluid levels, windshield condition, front and rear wiper and washer function, and horn function.

Manufacturers recommended specific tire pressures for each vehicle. Proper tire pressure is key to maintaining traction in both wet and dry weather conditions. Improper tire pressures reduce traction and cause irregular tread wear. Lately, it has been a popular assumption that high tire pressure can raise overall gas mileage. We believe the risks of overpressuring outweigh the gains and that it is an overall unsafe practice. Low tire pressure is also dangerous, can damage the integrity of the tire side wall, and can eventually cause a blow out. It is impossible to just look and know when your tire air pressures are set correctly, especially when ultra-low profile sport tires are so popular. There's no substitute for actually checking each tire with an actual pressure gauge.

The under-the-hood inspection provides insurance that all is well by checking and topping off fluid reservoirs including window washer, brake hydraulic, power steering, automatic transmission, engine oil, and engine coolant.

Lights and signals are a critical part of vehicle safety. All external bulbs are checked for function. We usually replace failed light bulbs for just the price of the bulb unless the replacement requires extensive disassembly.

Often we clean the debris out of your cowl vents, because pine needles and leaves tend to settle and clog climate control air intake systems reducing air flow. A quick cleaning can ensure longer life for the blower fan and cabin air filters that screen out airborne contaminants from the ventilation systems.

Finally, we try to help with little things like lubing squeaky door hinges, cleaning smoke covered windshields, setting clocks or remounting that license plate that is ready to fall off.

These behind-the-scenes details may not seem like much, but they are a way for us to focus on your safety and show we care about your vehicles. The post service inspection covers over 20 important areas of detail and makes sure there's a second set of eyes on your vehicle to reduce the chance your vehicle leaves with problems that could have been prevented. This attention to detail is typical of the kind of fanatic service we provide here at Tom Dwyer.



Drew's Kitchen

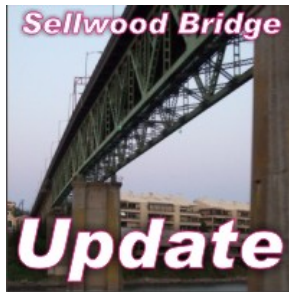
Smoked Salmon Stuffed Eggs

This month's Taste of Drew's Kitchen is a potluck show stopper! Quick and easy, it's one of Drew's personal favorites and he guarantee's that they'll be one of the first dishes to disappear at any gathering you go to.

6 jumbo hard boiled eggs
½ cup minced smoked salmon
¼ cup sour cream

¼ cup mayonnaise
1 tablespoon lemon juice
salt and pepper to taste

- Cut peeled eggs in half lengthwise.
- Slip out egg yolks and mash with fork.
- Mix in remaining ingredients.
- Cover and chill.
- Fill egg whites with salmon mixture.
- Garnish with paprika and dried parsley.



Sellwood Bridge Update

There's a light at the end of the bridge

The mythical Sellwood Bridge continues to slowly come into focus, and we're committed to slowly keeping you posted on its progress. Here's this issue's news you can use...



First, the Community Advisory Committee met in Sellwood on October 4 to pick a final design. They settled on a "steel deck arch" structure like the one shown above. For those of you who thought they picked the design back in 2008 when they had the noisy meetings at OMSI- sorry, but that was only for lane width and siting and things like that. For those of you who think that "picked a design" means that they've picked a design- sorry, but it only means they've selected the general structural type and are proceeding into the actual design phase. Construction is still planned to start in "late 2012".

Second, you can't not build a bridge without not funding it. There is a package of local and federal funding and new vehicle registration fees that's expected to cover the \$300 million bill, but it's all contingent on funding from the City. That's where most of the bridge news has been made for the past several weeks, as Portland Mayor Sam Adams and Multnomah County Chair Jeff Cogen [duke it out over finalizing the City's contribution](#). One of the most interesting stories about this fight comes from the Oregonian, who published a [series of emails between representatives of Adams and Cogen](#) who were exchanging baby gifts while bickering about bridge funding. **HOLD THE PRESSES! THIS JUST IN!** Adams and Cogen made a deal on Wednesday, Oct 6, that would fund the Sellwood as well as part of a TriMet line they were arguing about. Read all about it [right here!](#)

Third, if your main source of info on the Bridge is this newsletter, we're flattered but you need to get out more. Here's a few of the places where we've been pulling most of our information...

[The Sellwood Bee](#)

[Portland Business Journal](#)

[KATU TV](#)

[The Oregonian](#)

[Portland Mercury](#)

Finally, we like to recognize good writing. The following paragraph comes from Peggy Bodner, writing in the [Portland Republican Examiner](#) about the crumbling infrastructure nationwide. It's one of the tightest descriptions of our decrepit little landmark that's shown up anywhere. Nice job, Peggy!

"Here in Portland we have the Sellwood Bridge, a terrifying little structure built in 1924-25 using some girders from the old 1894 Burnside Bridge on the approaches, and set on fill at the west approach which has slid in the past. This bridge ranks a 2 on a scale of 0-100 in terms of likelihood of failure, and would not withstand a significant earthquake, which can happen in Portland. Some of the concrete supports on the spans are literally wrapped in cellophane wrap to support them. Cracks were filled with epoxy in 2007 after being clamped in 2004, and TriMet had to reroute buses off the bridge, since it could no longer handle the load. This bridge ranks as one of the busiest in the state, and is the main way to connect SE Portland and the Sellwood district with the main part of town and the west side."



Popcorn Shorts

Cool and important stuff that's too short for a big article



Summer Postcard Contest is over- \$100 cash left unclaimed!

Our Summer Postcard Contest drew to a close on Labor Day with no winners. We think the most probable reason was that no one had the money this year either to travel or to pay for a postcard. In any case, there was \$100 cold cash left on the table, and it could have been yours. Don't let this happen again next year! We'll be running the Postcard contest again starting Memorial Day, so start saving for that postcard stamp now!



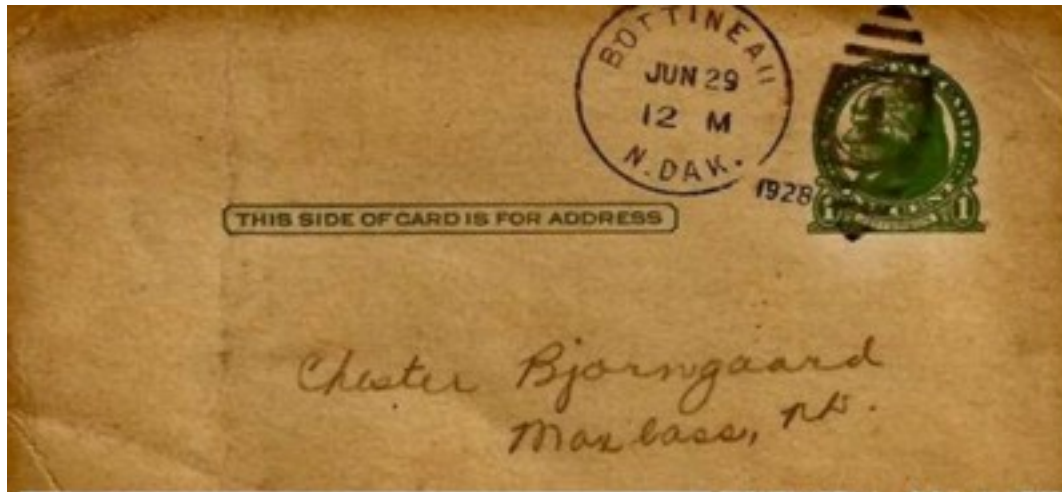
FOX News Eats Our Dust

If there are any loyal readers of "Your Car Matters" out there, you'll probably remember our tour-de-force article from May, 2010, entitled ["Hey, it's 2010... Where's My Jetpack?"](#), in which we explored the world of the personal jetpack and why none of us has the one we were promised when we were 8 years old. A mere 5 months later, Keith Olberman used our headlines to announce that Fox News was reporting the purchase of 10,000 Martin Jetpacks by the LAPD. Of course, neither Martin nor the LAPD had ever heard of the deal, but the Weekly World News had... they were the ones who made the whole thing up. Get the whole cringeworthy story from Media Matters [here](#).



Model T Pricing

If you read this month's article on "Hey Waitaminute... Where Are The Coupons?", then this feature is for you. It's a great illustration of how our Labor Lock Program could save you money. Suppose the CR Gleason Company of Bottineau, North Dakota, was as far-sighted as our own Tom Dwyer Automotive Services and had started their own Labor Lock Program in June of 1928. Suppose further that you were just as far-sighted, and had enrolled in the program when it started and continued as one of their clients since 1929. Not only would you finally be old enough to drive in Miami, but here are the prices you'd be paying when you came in for service...



Dear Sir:—

We're writing this letter to you today because we want to help you get your money out of your Model T.

It's still as good a car as it was the day the new Model A Ford was announced and there's no need to sacrifice it.

The Model T Ford is still used by more people than any other automobile. Eight million are in active service right now and many of them can be driven one, two, three and five years and even longer.

Bring your car to us and let us look it over. You'll be surprised to see how little it costs to put it in tip-top shape.

New fenders, for instance, cost from \$3.50 to \$5.00 each, with a labor charge of \$1.00 to \$2.50. Tuning up the motor and replacing commutator case, brush and vibrator points costs only \$1.00, with a small charge for material. Brake shoes can be installed and emergency brakes equalized for a labor charge of only \$1.25. A labor charge of \$4.00 to \$5.00 will cover the overhauling of the front axle, rebushing springs and spring perches, and straightening, aligning and adjusting wheels.

The labor charge for overhauling the average rear axle runs from \$5.75 to \$7.00. Grinding valves and cleaning carbon can be done for \$3.00 to \$4.00.

A set of four new pistons and rings cost only \$7.00. For a labor charge of \$20 to \$25.00 you can have your motor and transmission completely overhauled. Parts are extra.

Bottineau, N. Dak.

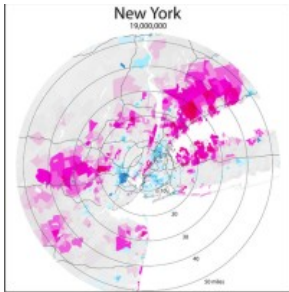
Very truly yours,

C. R. GLEASON CO.



Free Carwash Season screeched to a halt on September 15!

If you've been counting on a free car wash on your next visit, it's going to be a while. Free Carwash Season ended on September 15, as we're beginning to look to the Oregon rains to keep our parking lot's dust under control. Sorry to disappoint, but the season will return next May. Hope you return before then!



Radical Cartography

Often, it's not what you see but how you see it that matters. [Radical Cartography](http://www.radicalcartography.net) is a great website that maps a wide variety of variables like income (above), pet ownership, presidential counties, and evil, all in way that makes you think about new information in new ways. Prepare to have your worldview changed, or at least re-mapped.



News To Make You Furious

We're shocked...SHOCKED!...that money continues to influence politics

As November nears it's becoming more likely that we may be living under the last Congress representing the American PEOPLE, at least as we've defined "people" since people began. Arguably, that Golden Age is already long gone or never really existed at all, but until Citizens United there was at least a fig leaf of propriety; a nod to the formality that bribery and corruption were best done behind closed doors. Now, elections have become gladiatorial games where the rich pick their champion and send them in to do battle against the opposition. The ideas of some "public good" from government, or a "societal obligation" from people, companies, or politicians, are as laughably quaint and outmoded as the Geneva Conventions on torture. The strongest (read: richest) win, and the richest haven't been people for a long time.

But we here at the Furious Newsdesk can't stop watching. It's like a slow-motion car crash, and we just can't take our eyes off it as it happens. If you've long since given up hoping for change and all you want is a better seat for the show, here are some websites that can give you the most appalling closeups available. All of them believe that more information leads to better government, but information that no one sees does no good at all. Please click any logo below to go to their websites, and then remember what you find when you're ready to fill out YOUR ballot.

