

# "YOUR CAR MATTERS" HALLOWEEN EDITION!

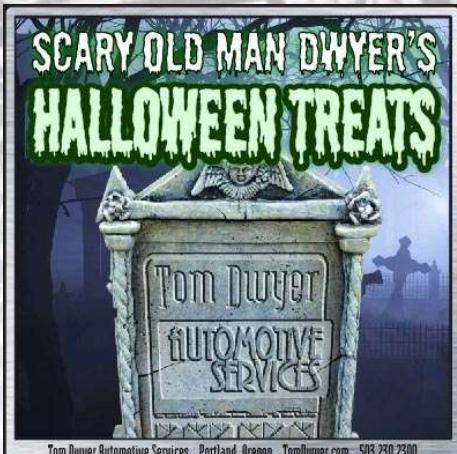


## When To Part With Your Vehicle

Tom Dwyer Automotive Services - Portland, Oregon - TomDwyer.com - 503.230.2300

### When to part with your car

How to know when it's time for the  
Automotive Graveyard



### Scary Old Man Dwyer's HALLOWEEN TREATS!

And this year there's a GIVEAWAY!  
Call NOW!

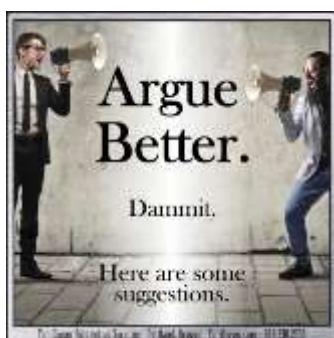


### Business or Politics?

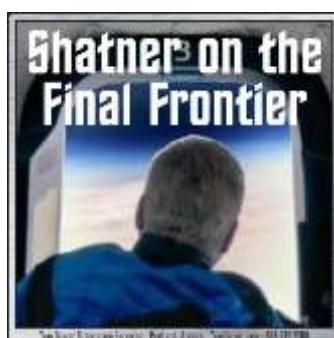
A client asked about our political  
involvement. We answered.



Expose yourself to art!  
At the Sitka Invitational  
Art Show, here in PDX!



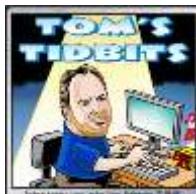
Suggestions for better  
arguments



Captain Kirk Went To  
Space, and we have full  
coverage... with memes.



The Nobel Prize,  
immigrants, and the  
minimum wage



Is Facebook  
the future of  
corporate  
responsibility?



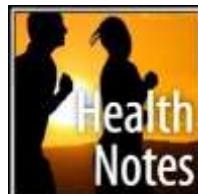
We respond to  
a Bad Review



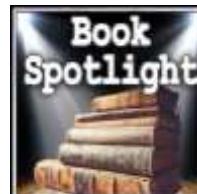
Your source for  
cartoons,  
puzzles,  
memes, jokes,  
and more



New forces, new  
fusion, and new  
superconductors



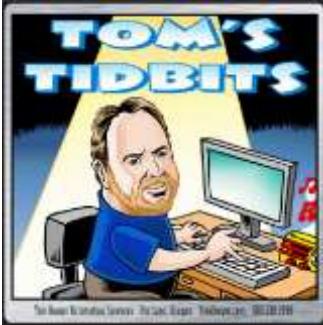
Brain  
stimulation  
offers hope for  
depression



Is this a book  
for you or your  
kids? Yes!



Halloween  
Treat- Mac-O-  
Lantern and  
Cheese Bowls



# Tom's Tidbits

## Is Facebook the future of corporate responsibility?

Greetings,

Do you remember Frances Haugen? She, and her allegations are already fading away, but she was the insider who gave us evidence Facebook consciously prioritized profit over teen suicide.

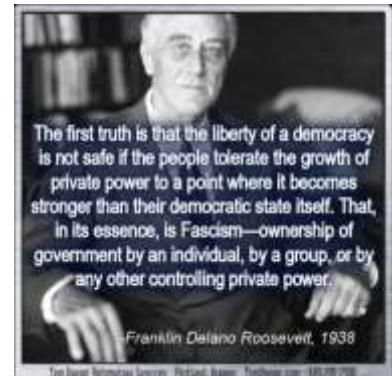
In some ways she didn't tell us anything new. Instead, she did something even more important these days... she confirmed what we all suspected. 'Everyone' has 'known' that Facebook is a damaging juggernaut that needs to be reined in, but we all make too many conclusions without enough facts. Haugen told us all we were right, and laid out why. And now I'm not sure what should be... or even could be... done about it.

Facebook joins a long line of corporations trading dollars for lives. We were all pretty darn sure cigarettes were linked to cancer well before [the tobacco companies' knowledge](#) came to light. Scientists (and as a result, rational people) have long thought Big Oil understood the scientific link between fossil fuels and Climate Change, so it wasn't a surprise to find [they've been cynically lying about it for decades](#). Pretty much every suspected the Health Insurance companies were/are colluding to prevent Single Payer, the lack of which kills [260,00 Americans](#) every year. It took [Wendell Potter blowing the whistle](#) from the inside to make it undeniable.

If Facebook is a problem, it's only one facet of the whole problematic Internet. In the heady days of the 80's the Net promised nothing but good, and social media was just one more benefit. After all, what could be wrong with knowing more about Aunt Edna's alternative health remedies or Uncle Ernie's insights on politics? As the Net has grown we've found the ugly dark side. As with the internal combustion engine and atomic energy, no one understood the downsides for years or decades after the technologies were created. Once the downsides were understood, the need for regulation became apparent. Facebook and the rest of the Net might not have needed regulation when they started but they do now, and now they've helped neutered the government implemented to do it.

Constitutional government, at least in America, is explicitly intended to secure the rights of life, liberty, and happiness for the governed, from threats both foreign and domestic. That doesn't just mean governing people, but also companies and other entities. (Even more so since the fine folks at the SCOTUS told us [corporations were people too](#).) Yet the government, OUR government, seems powerless to intervene. Why? Well, [Facebook spent \\$19.6 MILLION](#), by itself, on lobbying in 2020. They were hardly alone, with just the five Big Tech companies combining for \$61.09 million ([outstripping defense and telecom](#)). And now, shockingly, Congress just can't find the stomach to intervene in Big Tech. Faced with that spigot of cash, it's tragically unsurprising they see teen girls and the many other casualties of the Internet as disposable.

Tom Dwyer Automotive Services is hardly Facebook, but I can't help drawing parallels to my own company. I can't imagine a situation where I knew our company was endangering our clients yet *chose* to not to act! We know auto travel as a whole is dangerous already, so we take our role incredibly seriously and [design our policies and procedures to make sure our clients are as safe as they can be](#). On the rare, rare occasion there's a violation the people responsible are held accountable. As politically vocal as our shop is, we don't spend a dime trying to lobby for looser restrictions, lower wages, or lower taxes. Instead, we advocate for sensible restrictions when needed, living wages, and appropriate taxes, especially on wealth. I think there is a proper role for companies in politics, and for politics in companies, but Facebook's example isn't it. Our shop is politically active, but even the people who think they know 'my politics' are wrong. I'm neither a Republican nor a Democrat; I don't play 'team' politics at all, and I (or my company) might come down on any side of any particular issue. The proper role is a delicate balance, and we're running our "Business Or Politics?" article this month to talk about it in greater depth. We put a lot of thought and consideration into it and I hope you take a few minutes to read it.



As a company changes from a sole-proprietorship to a small corporation to a global behemoth, the personal responsibility and obligations of the owners change as well. Yet I think some standards should apply no matter the size, and the safety of the customers seems non-negotiable. While most of the public would [agree with me on this](#), but the handful of corporations who have bought our government think otherwise. As long as America operates on the Golden Rule instead of the Constitution then the situation will continue, because 'he with the gold makes the rules'. Don't know about you, but it's not the way I think things should be run.

Make a great day,

## Digging Deeper...

[OpenSecrets.org](#)- The BEST Way To Follow The Money In Politics!

[Like whistleblower Frances Haugen, these Facebook employees warned about the company's problems for years. No one listened](#), Elizabeth Dwoskin and Craig Timberg in Washington Post, Oct 2021

[Why whistleblower Frances Haugen is Facebook's worst nightmare](#), Clare Duffy in CNN Business, Oct 2021

[What Does Facebook Mean When It Says It Supports "InternetRegulations"](#)?, Aaron Sankin on TheMarkup, Sep 2021

[Views of Big Tech Worsen; Public Wants More Regulation](#), Megan Brenan at Gallup, Feb 2021

[Fast facts on Americans' views about social media as Facebook faces legal challenge](#), Monica Anderson at Pew Research Center, Dec 2020

[Facebook Says It Supports Internet Regulation. Here's an Ambitious Proposal That Might Actually Make a Difference](#), Tom Wheeler in TIME, Apr 2021

[Facebook and Amazon Unleash Spending, Vault Atop U.S. Lobbying](#), Ilya Banares on Bloomberg, Mar 2021

[Yes, it's time to act against Facebook – just don't put the government in charge](#), Jared Schroeder in USA Today, Oct 2021

[Facebook spent more on lobbying than any other Big Tech company in 2020](#), Lauren Feiner at CNBC.com, Jan 2021

[Facebook's Commitment To Safety](#), Facebook, Aug 2020

[Facebook shields millions of VIP users from standard moderation protocols, per report](#), Salvador Rodriguez on CNBC, Sep 2021

[Facebook Plans to End Hands-Off Approach to Politicians' Posts](#), Mike Isaac in NYTimes, Jun 2021

[Facebook Will Not Fix Itself](#), Roger McNamee in TIME, Oct 7

[Leak shows Facebook's business model needs regulating, says MEP](#), Natasha Lomas in TechCrunch, Oct 2021

[Facebook's Response to the Oversight Board's First Set of](#)



[Recommendations](#), Nick Clegg on Facebook, Feb 2021

[Facebook plans to change its name as Mark Zuckerberg tries to distance the company from 'intense scrutiny'](#), John Wright on RawStory, Oct 2021

[Whistleblower: Facebook is misleading the public on progress against hate speech, violence, misinformation](#), Scott Pelley on 60 Minutes, Oct 2021

[Here are 4 key points from the Facebook whistleblower's testimony on Capitol Hill](#), Bobby Allyn on NPR, Oct 2021

[Mark Zuckerberg 'personally involved in decisions related to Cambridge Analytica'](#), David Badash on Raw Story, Oct 2021

[Facebook Harms Its Users Because That's Where Its Profits Are](#), Branko Marcetic in Jacobin, Oct 2021

[More than 26 000 Americans die each year because of lack of health insurance](#), Janice Hopkins Tanne in British Medical Journal, Apr 2008

["Exxon knew of climate change in 1981, email says – but it funded deniers for 27 more years"](#), Suzanne Goldenberg in The Guardian, Jul 2015

["Understanding ExxonKnew"](#). Exxon-Mobil website  
*In case you couldn't 'understand' it without their help, Exxon helpfully takes an entire website to dump on the campaign, without ever denying the written records of their knowledge*

[Inventing Conflicts of Interest: A History of Tobacco Industry Tactics](#), Allan Brandt in the American Journal of Public Health, Jan 2012

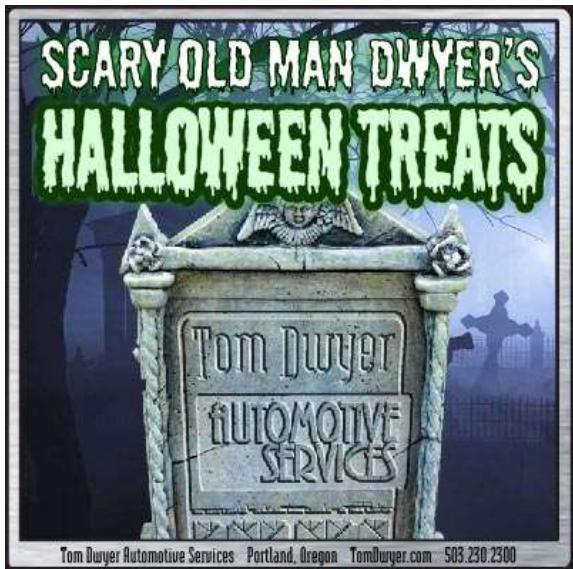
[Tobacco manufacturers' defence against plaintiffs' claims of cancer causation: throwing mud at the wall and hoping some of it will stick](#), Milberger et al in Tobacco Control, Dec 2006

[Hey, What's That Chalk Mark On My Tire?](#) Charles Letherwood in Your Car Matters, Dec 2016



[News To Make You Furious- Citizens United Turns 10!](#) Charles Letherwood in Your Car Matters, Jan 2020

[If Corporations Are People, They Should Act Like It](#), Kent Greenfield in The Atlantic, Feb 2015



## Scary Old Man Dwyer's HALLOWEEN TREATS!

And this year there's giveaways...  
**CALL NOW! 872-7270**

"They" say there's been strange goings-on at the old Dwyer Place lately, that old gray building down by the crumbly bridge. Course, "they" say it's a mighty strange place from the get-go... lots of cars going by all the time, makin' scary noises and stuff. But the thing is, see, that once those cars roll through the big, dark doors in front of Dwyer's, they never come out the same. Sure, the

cars'll look just fine, but you can bet they won't be makin' those scary noises no more! And the people who bring the cars? Well, you never, EVER hear 'em complain. Why, folks 'round these parts say it gets even stranger this time of the year, so settle in for all of Old Man Dwyer's Halloween treats but beware... you may have to stay the night! BWAHH HAAA HAAA HAA HA!

**CALL NOW FOR OUR MONSTROUS**  
**HALLOWEEN GIVEAWAY! 503-872-7270**

**READ OUR "2-SENTENCE TERRORS" BELOW AND TELL US WHICH ONE  
YOU LIKE THE BEST (OR HATE THE WORST!)**

We have TWO prizes you can choose from in our Halloween Giveaway...



**Set of 2 Tickets to**  
**The Bella Organic Haunted Corn Maze**  
Oct 23,24 and Oct 30,31



**Set of 4 Tickets to**  
**The Portland Monster Truck Rally**  
Nov 5, 6, 7

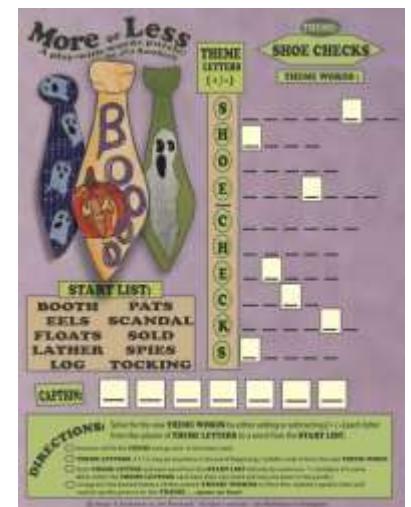
The choice is up to you if you call 503-872-7270 RIGHT NOW, but BEWARE... you'll have to give us your favorite story from our 2-Sentence Terrors below, and prizes are limited to our supplies. Get calling, and remember... the call is coming from INSIDE YOUR HOUSE! (And the contest ends Fri, 10/22, at 6p)

## Halloween Fun Goes on Year Round

Our monthly newsletter columns aren't usually about Halloween, but they're always worth a look. Here are contributions from our massive 'Your Car Matters' Newsletter Staff. Make sure you give them a look in the months to come!



[Kyle's Kitchen](#) has a Halloween recipe for you this month, but Kyle brings you a mouth-watering recipe every month including many Kyle Originals!



This [Halloween puzzle](#) is from last year, but Jen Rombach has a new, original puzzle for you this and every month on [our Funny Page!](#)



We're the only auto shop in the country (the world?) with our own political cartoonist. Check out Keith Tucker's work every month on [our Funny Page!](#)



### ARACHNO GIGANTICUS IS COMING TO SELLWOOD!

Bring the kids to see Arachno Giganticus, the World's Largest Spider, in his only Sellwood appearance (thankfully!) this year! He'll be at the Sellwood Community House on Tuesday, 10/26, from noon to 1p, with tricks, treats, and more. Either run to see him or run far, far away!

### Two-Sentence Terrors

If you love ghost stories but can just never remember them, then we're here to help. Here's a whole library of spine-chillers that are just two sentences long; some even less...

I woke up to hear knocking on glass. At first, I thought it was the window until I heard it come from the mirror again.

The last thing I saw was my alarm clock flashing 12:07 before she pushed her long rotting nails through my chest, her other hand muffling my screams. I sat bolt upright, relieved it was only a dream, but as I saw my alarm clock read 12:06, I heard my closet door creak open.

Growing up with cats and dogs, I got used to the sounds of scratching at my door while I slept. Now that I live alone, it is much more unsettling.

In all of the time that I've lived alone in this house, I swear to God I've closed more doors than I've opened.

A girl heard her mom yell her name from downstairs, so she got up and started to head down. As she got to

the stairs, her mom pulled her into her room and said "I heard that, too."

She asked why I was breathing so heavily. I wasn't.

My wife woke me up last night to tell me there was an intruder in our house. She was murdered by an intruder 2 years ago.

I awoke to the sound of the baby monitor crackling with a voice comforting my firstborn child. As I adjusted to a new position, my arm brushed against my wife, sleeping next to me.

I always thought my cat had a staring problem – she always seemed fixated on my face. Until one day, when I realized that she was always looking just behind me.

There's nothing like the laughter of a baby. Unless it's 1 a.m. and you're home alone.

I was having a pleasant dream when what sounded like hammering woke me. After that, I could barely hear the muffled sound of dirt covering the coffin over my own screams.

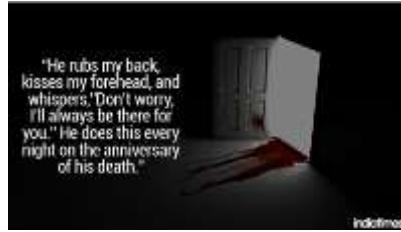
"I can't sleep," she whispered, crawling into bed with me. I woke up cold, clutching the dress she was buried in.

After working a hard day I came home to see my girlfriend cradling our child. I didn't know which was more frightening, seeing my dead girlfriend and stillborn child, or knowing that someone broke into my apartment to place them there.

I begin tucking him into bed and he tells me, "Daddy, check for monsters under my bed." I look underneath for his amusement and see him, another him, under the bed, staring back at me quivering and whispering, "Daddy, there's somebody on my bed."

You get home, tired after a long day's work and ready for a relaxing night alone. You reach for the light switch, but another hand is already there.

I can't move, breathe, speak or hear and it's so dark all the time. If I knew it would be this lonely, I would have been cremated instead.



She went upstairs to check on her sleeping toddler. The window was open and the bed was empty.

Don't be scared of the monsters, just look for them. Look to your left, to your right, under your bed, behind your dresser, in your closet but never look up, she hates being seen.

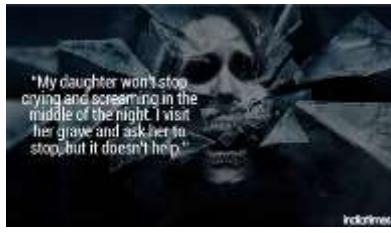
My daughter won't stop crying and screaming in the middle of the night. I visit her grave and ask her to stop, but it doesn't help.

After working a hard day, I came home to see my girlfriend cradling our child. I didn't know which was more frightening, seeing my dead girlfriend and stillborn child, or knowing that someone broke into my apartment to place them there.

There was a picture in my phone of me sleeping. I live alone.

They celebrated the first successful cryogenic freezing. He had no way of letting them know he was still conscious.

She wondered why she was casting two shadows. After all, there was only a single lightbulb.



I just saw my reflection blink.

They delivered the mannequins in bubble wrap. From the main room I begin to hear popping.

I kiss my wife and daughter goodnight before I go to sleep. When I wake up, I'm in a padded room and the nurses tell me it was just a dream.

The last man on Earth sat alone in a room. There was a knock at the door.

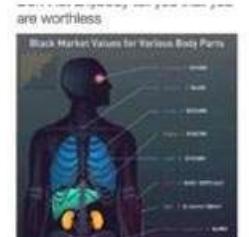
My sister says that mommy killed her. Mommy says that I don't have a sister.

# Hallowmeme

We started something new this year, a Halloween Meme-of-the-Day on [our Tom Dwyer Facebook page](#). Here's everything we've done so far this month, but since there's a little of October left you're also getting a look ahead at what's to come. Prophetic visions... it MUST be Halloween!



Halloween!





## Business or Politics?

People ask! Here's why we loudly say "YES" to both

It's common wisdom for a company to stay far away from politics, but we certainly don't. Three years ago on [Quora.com](https://www.quora.com) (a Q&A forum we follow and highly recommend) someone posed the question "[I work in financial services. Can I legally refuse service to Democrats?](#)" We took the opportunity to reply with the motivations for our own political outspokenness, and our response may have grown more relevant since. If you've wondered why we talk about politicians and voting almost as much as tires and brakes, we hope this might give you some insight...

### Should Business and Politics Mix?

*Posted on Quora.com March 22, 2017 by tomdwyer*

When a client recently asked about our "#NotNormal-RESIST!" bumper stickers, we told her they "were in protest of the new administration's irregular behavior". It didn't sit well. "Politics has no place in your business", she said. "I'm never coming back here again, and I'm telling my friends to do the same". Maybe she was right... keeping politics out of business is basic business advice; after all, why give any person any reason NOT to come to your business? Profit is critical in business but some things are just as important as profit. Staying quiet about those higher priorities can border on criminal, especially in today's world or to protect a dollar. Here's Tom to explain why he puts his company's neck on the political chopping block time and again, and why he's not likely to stop...

Greetings,

Here's a little secret... I was a registered Republican for 20 years before my political awakening. When I started my business 36 years ago I was politically clueless... I didn't even know the difference between the major parties! After a cursory investigation it seemed [Republicans were the party of business](#) and a little business networking seemed to make sense. It was a different time then. I never changed my registration because I was politically inert and was too busy trying to survive in business to care about politics, but around 1998 a co-worker helped direct my available bandwidth to some sources of real news and reporting. That set me on a path to enlightenment and the understanding that my interests would be best served if I woke up.

Reagan understood that people that are ill-educated, poor and over-worked seldom cause political ripples. He famously stated the reason he opposed free education: "why would I want to pay to educate people who would oppose my policies?" The decline in availability and quality of free public education, the "dumbing down of America" brings with it many slow insidious side effects and has led to the decline of Democracy. Civics and History are critical tools in the fight for political self-determination, but it seems we are no longer citizens and have become just people-that-live-in-America. "Citizens" should not be just passive residents in a society; the role of "citizen" obligates us to participate in creating the society we want.

I'm not a Republican OR a Democrat and I think my beliefs are widely shared by the people of (if not the leadership of) both parties. Both of the major parties have lost their way. The two party system is broken; The Republican leaders have fallen off the right side of the political landscape and the Democrats are no longer the opposition party. They have become Republican-lite and with very few exceptions mirror the Republicans subservience to the Corporate donors that now rule our failing country.

We are no longer "#1!, #1!, #1!" unless you are referring to poverty, hunger, infant mortality, bloated military, crumbling infrastructure or any of the other sad realities that we now lead in. I believe that government should work for the poor, the middle class, and the wealthy alike. I want a society that cares for its members and protects the commons, and I believe in the basic principles of accountability, freedom, and rule of law that people have died for for more than two centuries. I believe that corporations should not have the rights of people and that they have far too much control over our society. I think we do better as a country when everyone plays by the same rules.

With all the years I've put into Tom Dwyer Automotive Services it would have been impossible to keep my views out of the office even if I tried. For example, like every business we're asked to sponsor many worthy causes. We obviously can't support them all, so I choose what I think are important issues like single-payer health care or climate change. You'd get bored if our newsletter was about cars month after month so we try to bring you information on topics like police militarization or the federal budget. When our company chose to advertise we picked a fledgling Progressive station as an alternative to the Rush Limbaughs of the world, and instead of driving clients away the response was very positive.

Business has always been tied to politics... the titles "Merchant Prince" and "Robber Baron" have a long history. The British East India Company played quite a role in our country's earliest days, and "What's good for GM" was once assumed to be good for the country. Standard Oil at home, United Fruit in Central America, and Halliburton in the Middle East are three notorious names in global politics. Fossil fuel companies lobby for laws to continue profits even as the planet melts down while ALEC now puts lobbyists in the position of actually writing bills. The closely held religious views of Hobby Lobby and Chick-fil-A influenced recent decisions at the Supreme Court. BIG businesses have never shied away from politics even when they were being quiet about it, but for SMALL business silence has always been the rule.

That's been changing for a while. Local Chambers of Commerce never go beyond local politics and the NFIB seems to use small business as a fig leaf to advance big business agendas, but the evisceration of Main Street and the Middle Class have forced small businesses into politics for self-defense, if nothing else. Groups like the Main Street Alliance and National Small Business Association give small companies a way to bind together on issues bigger than their own industry or business district. Increasingly, small businesses aren't waiting to bind together but are taking stands on their own. Individual small business voiced concerns throughout the Obama administration, and Trump's recent travel ban prompted thousands of small businesses to close in protest. More and more businesses are putting up signs, or making donations, or hosting events that resonate with their own ideas of politics.

And customers seem to like it. The sterile, bland, and impersonal service at large companies comes from searching for a common denominator between ever-larger swaths of the population. Smaller companies serve their smaller niches more responsively, and so have more room to add distinct personality to their businesses. This gives their customer an advantage. Rather than patronizing some Big Gray Company with an obscure agenda the customer may not agree with, they know what the company stands for and can choose to support them... or not. Politics in business is a two-way street; a company can speak out but they'll have to stand by it when their customers vote with their dollars.

I think politics does play a role in business but not a primary one. I don't push or preach politics and many clients don't even notice or care, and that's as it should be. No company should offer products, services, or employment based on a political stance. Our shop isn't a political indoctrination facility for our employees

or our clients; we don't hire people based on their t-shirts or decide which cars to service based on their bumper stickers. If Rush Limbaugh lived in Portland we'd proudly give his vehicle the same care and attention we gave Thom Hartmann when he lived here.

Yes, politics is important and I don't shy away from it, but I run a business. I will never forget that our most important goal is our core mission statement: To deliver our clients impeccable, professional service beyond the rest of the industry while taking the best possible care of the people that make Tom Dwyer Automotive Services possible. I started working for myself in 1981 after my last-ever employer asked me to perform unnecessary work on a customer's vehicle. After pushing back unsuccessfully the wheels on my tool box went into action and I've never looked back.

Take care and make a great day,

A handwritten signature in blue ink that reads "Tom".

### Digging Deeper...

[The Politics of Small Business](#), National Small Business Association, Jun 2012

[Why Businesses Should Think Twice About Getting Involved in Political Issues](#), by Carol Roth, Entrepreneur.com, Apr 2015

[Should Companies Take a Political Stand?](#) by Simon Collins on BoF, Apr 2016

[Getting Political Can Cost Your Business Dearly If You're Not Cautious](#) by Jayson DeMers in Forbes, Feb 2017

[STUDY: The Public Wants Its Brands to Get MORE Political](#) by Patrick Coffee in AdWeek, Nov 2014

[Corporate Political Activism: Why Corporations Are Taking Political Stands More Than Ever](#) by Daniel Korschun on the Drexel University News Blog, Jun 2016

[Boycott Of Trump-Friendly Businesses May Be Having An Effect](#) by CBS-SFBayArea, Feb 2017

[Tech Companies Unite Against Trump Immigration ban](#) by Elizabeth Weise in Milwaukee Wisconsin Journal Sentinel, Feb 2017

[Yemeni Small Business Owners In New York Stage Protest Against Trump Travel Ban](#) by Susan Adams on Forbes.com, Feb 2017

[Businesses Must Make a Stand on Important Social Issues](#) by Peter Gasca on Entrepreneur.com, Apr 2016

[More Companies Taking Stands On Political Issues](#) by Frank Witsil in the Detroit Free Press, Jan 2017

[Mix Business With Politics? It's OK With Most Folks, But Consider These 5 Things](#) by Kent Hoover on BizJournals.com, Oct 2014

[Here Are The Most Polarizing Political Decisions That Companies Made Last Year](#) by Maxwell Tani in Business Insider, Jan 2016

[Companies Are Speaking Out On Social Issues And Getting Results](#) by Sarah Halzack and Drew Harwell in the Washington Post, Jul 2015

[VIDEO: Should Companies Take A Stance On Political Issues?](#) FOX Business, Nov 2014

[Should Small Business Owners Preach Politics?](#) by Hank Gilman on Forbes, Nov 2015



## When to part with your car

How to know when it's time for the  
Automotive Graveyard

We answered another question on Quora.com this month, and thought many of our clients may be interested as well. Emirey J. asked ["Is there any rule of thumb to decide whether to repair an old car or get a new car?"](#) This is one of the most common questions we hear, and as we told her, there's no right or wrong answer. It all depends on your plans for the vehicle, your budget, and the repairs on the horizon. There's no simple answer, but there are

hints...

There are two broad options for sensible vehicle ownership: either keep it maintained and drive it until the wheels fall off, or do minimal maintenance and trade in for a newer vehicle every few years. Both have pros and cons, but "when is it time to give up?" is one of the most difficult questions we solve with our clients because each person's expectations for their vehicles are so different. There's no single right-or-wrong answer, but you should be aware in talking with your mechanic that they often approach the question a little differently than you would.

Vehicles (much like humans) tend to gobble up the most repair money in the last months of their lives as system after system reaches the end of its planned design life. When Tom started as a mechanic in the seventies he was told 'no vehicle is ever beyond repair', which is true from a shop's viewpoint. Virtually all auto repair shops these days are commission-based and they often see older vehicles as cash cows. The longer they can be kept limping along, the longer the owners will pump money into the shop coffers. This is rarely in the vehicle owners' interest, so in most cases you'll be the best judge of when the plug needs to be pulled. Be wary.

Chances are you have a repair estimate that prompted the "should I give up" question, but that's probably not all the repairs you face. Start by finding a qualified mechanic or shop you trust to go over the ENTIRE vehicle and tell you what's likely to fail soon. We offer an in-depth Comprehensive Inspection to do exactly that, but not all shops do. However, almost all offer a "free inspection" of some type that might find obvious problems. Get that if it's the best you can find, but tell the shop what you're looking for from the inspection and tell them to go as deep as they can. Most cities have mobile inspection companies that check out used cars for purchase; one of those could be a very helpful alternative.

Next, determine the value of your vehicle using resources like Kelly Blue Book. You'll find a price, but your vehicle's VALUE is that number MINUS the repair cost of current breakdowns, MINUS any repairs you see on the horizon. (You might not do ALL those repairs if you're planning to sell the vehicle, but you should definitely include safety-related items like brakes.)

Now you have your choices... fix it, or sell it and use the money (plus whatever money you saved on repairs) as a downpayment on a different vehicle.

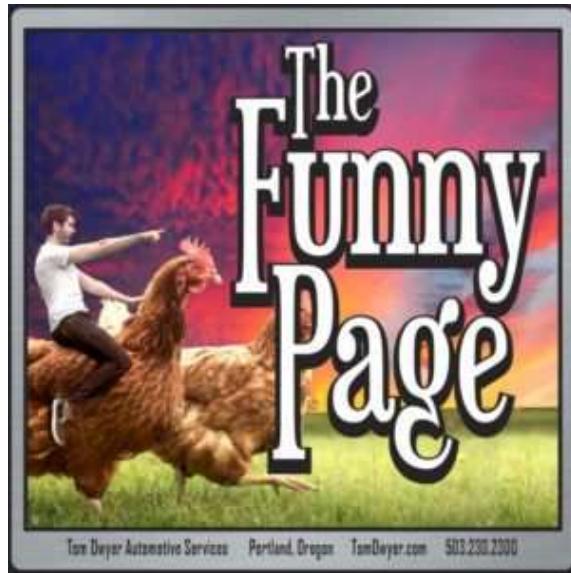
By itself, a big repair bill isn't necessarily a deal-breaker. Suppose, for example, your vehicle is worth \$5000 but it will cost \$2500 to fix its dead transmission. \$2500 is a big bill by any standard, but what kind of vehicle will you have when the repairs are finished? If it's a good, solid vehicle (like a Toyota or Honda) with few other issues, then it seems wise to do the repair because you'd have a reliable vehicle afterwards. Even if the vehicle has a shorter design life (like a VW or Hyundai) but still has few other issues, it might still make sense to do the repair. But if other major systems about to fail, if that big bill is just the start of what you're facing, then it probably makes sense to move on to a different vehicle.

When should you give up on a car? The decision is totally up to you, your expectations of your vehicle, and your budget. I hope this has given you some good general advice, but if you REALLY want specifics we found [an article in Motor Magazine that offers extremely detailed math on the question](#). It's more complex than most people want, but probably very useful if you want to dig deeper. Good luck!

## The Funny Page

These are the jokes, folks! Now all in one place.

If you never read our monthly Humorousness column, you see the problem... no one else ever read it either. That's a shame, too, because there was some pretty funny stuff on it. Once in a while. Well, once. But Tom's sole directive is to "make this newsletter worth your time", and if you weren't reading the Humorousness column our writing staff wasn't doing their jobs. We used Coronavirus as an excuse to fire them all and we brought in a whole new crew of edgy Millennials who'd work for just a sliver of the bloated salary we gave our past writers. We're pretty pleased with what the new, more motivated staff has come up with, and we think you'll like it too...



Keith Tucker' "What NOW?!!" Toon for October



© KEITH TUCKER  
WWW.WHATNOWTOONS.COM

Jen Rombach's "More Or Less" puzzle for October



**Orthographic neighbors** are words of the same sequence and length except differing by one letter.

Eg. **GATE** + **GAME**.... Or, of course, **GATE** + **MATE**!

For each pair of clues below, your answers will be orthographic neighbors differing by the same missing pair of letters that the picture suggests!



# welcome \_at

1. CONFRONT	NOTORIETY
2. CURVE	BODY PART
3. CHILLY	SHAPE
4. RODENTS	SILENTLY ACT OUT
5. MILK PRODUCER	LAWN CARE
6. PORTION	OOZE
7. PRICE	THE BULK
8. COST	TYPE OF NUMBER

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## The funniest thing we've seen all month...



This month's 'Funniest Thing' is locally sourced. Check out ["A Typical Friday in Oregon As Imagined by My East Coast Friends"](#)

## Laughs from around the InterTubes



There was a knock on our dressing room door. Our manager shouted: 'Yeah! Ron! The Police are here!' Oh, man, we panicked, flushed everything down the john. Then the door opened and it was Stewart Copeland and Zine.

"Sarcasm doesn't get you anywhere."

Me: Well it got me to the Sarcasm World Championships in Peru in 98

"Really?"

Me: No



Online lecture 😂 😂 😂

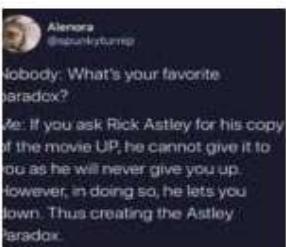


1986: "SCHOOL LIBRARY READING MATERIALS" - LIBRARY WITH A THREE 1986 MASS PROJECT. THE READING MATERIALS PROVIDED TO OFFER APPROXIMATELY

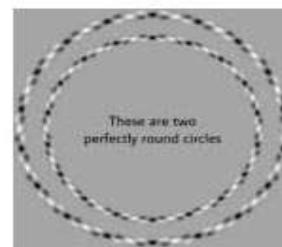
4. **Sarcasm:** Coming back to it as a hobby.
5. **Sarcasm:** The ability to turn your most positive that shows right idea into paradoxical. The become lesser, unfortunately, shows little signs of breaking down in the new future.
6. **Tolerance:** Any interpretation about yourself for the purpose of getting off.
7. **Caution:** Verbalism seems seemed very, very high.
8. **Curiosity:** The sort between the desire of curiosity, eh and the person who doesn't get it.
9. **Insolence:** To have rather intrusiveness when you are trying, now.
10. **Unconscious:** A dangerous disease. (This one get extra credit!)
11. **Curiosity:** It's like, when everybody is sending off all these really bad vibes, right? And then, like, the Earth explodes and it's like, a service learning.
12. **Curiosity:** The grasping, event of getting the right thing concerning only things that are good for you.
13. **Curiosity:** All talk and no action.
14. **Curiosity:** The tendency of stupid ideas to seem smarter when they come in you mouth.



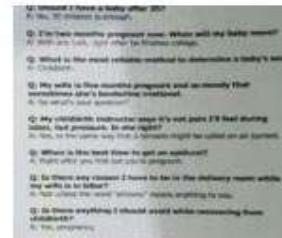
“We believe the world of the world economy will be very, very, very different, we believe that the period just will be filled with unprecedented opportunities for people.”



Since some people have no arms or one arm, the average number of arms a person has is somewhere just under two. So if you



These are two perfectly round circles



## Memes from your Mechanic



## "More Or Less" Solution for October



# Shop Talk

## We respond to a Bad Review



### Comment of the Month



Henry B. offered this month's Comment via Google, where he gave us a 1-star review. Our response is below, but you can always find it and all our other bad reviews at [OUR BAD REVIEWS](#).

Henry Brentlinger, Google review, 1 star out of 5-

*TOM DWYER WILL NOT WORK ON CARS THAT HAVE A BRANDED TITLE. I learned this after waiting in line for two weeks to get my started replaced. Once they received my car (not yet aware that my title is branded) they quoted me \$850 to change out my starter. This quote sounded incredibly high so I shopped around and found multiple mechanics in town who quoted \$450–\$500. On top of this they then tried to sell me on a laundry list of fixes including the classic "Your cabin air filter is dirty". When I called to have Tom Dwyer explain their pricing I mentioned that my title was salvaged in which case they explained to me that they will not even touch my car. I have never had another mechanic say this is an issue and nowhere on their site does it mention that this non-starter. After two weeks of waiting and accumulating 2 rounds of tow fees, I still have a car that will not start.*

Our Response- We hate to say it, but Henry's major point is right on target... we don't work on branded title (salvaged, reconstructed, retitled) vehicles and we should have brought it up with him when he called. We don't apologize for the policy, but we certainly apologize for Henry's bad experience because it was clearly our fault. The salvage-title policy IS on our website, but buried too deeply for anyone to see and our Webmaster should have made it much more obvious. Our Service Advisor should have asked about the vehicle's title status when Henry scheduled and referred him to a shop that could have met his needs, but he didn't. Those minor errors combined into a major waste of two weeks' time, and Henry, we apologize.

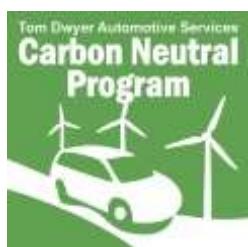
On Henry's point about pricing, we understand. But for every review we have that mentions our high prices, another mentions how much lower we were than some other shop. We may be higher or lower than any particular shop on any particular repair, but in the long run we think we offer the best balance of price and quality anywhere.

Part of that quality is the assurance you won't be up-sold, pressure-sold, or sold services you don't need, and we didn't in Henry's case. We had already checked out Henry's car and told him we weren't going to work on it, but Kyle put together an estimate for the work it needed so Henry would have it when he found a new shop. Dirty cabin air filters are 'classics' because they get dirty... that's how they work. We told him it was dirty because that's what we found when we physically examined it, and let him decide whether or not to replace it. When we start with any new client we examine their vehicle, tell them EVERY issue we found, then prioritize the repairs. It's up to the client to decide what work

to do based on their schedule and budget. Since we didn't plan to do any work at all for Henry, we certainly didn't try to 'sell him on a laundry list of fixes'.

Every business has its own restrictions, but it's on the business to tell potential clients about them and we didn't. Henry, thank you for pointing out our failure on this. Our Service Advisors have been reminded to ask about title status so the next person won't have the same inconvenience you did. More obviously, our Webmaster added a salvage-title notice to our website right up front where it belongs. We apologize again, and hope you found a shop that is more helpful than we could be. If you get a non-branded vehicle in the future, we invite you to give us a call again. We promise you a very different experience!

## We always have ongoing offers you might find valuable...



**Carbon Neutral Program-** Our company's commitment to the environment led us to partner with [Bonneville Environmental Foundation](#) to create our Carbon Neutral Program in 2007. **Client members offset the carbon production of their vehicles for one year AND save 10% on Labor Charges here at the shop!** It's a win for you AND our environment and it's been very successful... since we instituted the program our members have prevented over 1.9 MILLION POUNDS of carbon from being dumped into our air!



**Referral Reward Program-** Year after year, referrals from our existing clients are our greatest source of new clients, so we've tried hard to think of some way to appropriately reward people for their referrals. Our solution is our Referral Reward Program, where **we make donations to the non-profit group of your choice to say 'thanks' for your generous referrals.** Here's how it works...

## Your reviews and referrals matter



We are constantly grateful for the supportive and loyal clients we have developed over the years. Your comments and appreciation keep us on the right road to providing the superior automotive service you deserve. Your reviews and referrals are not only the highest compliments we can receive, but they're the lifeblood of our new business. If you like what you've found at Tom Dwyer Automotive Services, please tell a friend or take a minute to write a review on [Yelp](#), [Angieslist](#), [Google](#), or the review site of your choice. Thank you!

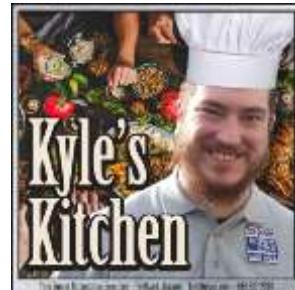
## Latest Automotive Recalls



Automobiles are just like any other product; occasional flaws in manufacture or design can cause problems once they leave the factory. When an issue is identified the manufacturers and government work hard to bring the vehicles back in for refit or repair, but not all recalls make the front pages. The National Highway Traffic Safety Administration maintains a [constantly updated list of recalls from every manufacturer](#). The last month's recalls are below, but clicking the button at right will take you to the full list at the NHTSA website.

# Kyle's Kitchen

## Halloween Treat- Mac-O-Lantern and Cheese Bowls



Halloween has always been a big event in our Kitchen, and we've always tried to bring you something special. For his first year in the Halloween Kitchen, Kyle is popping out of his tomb to pass the torch to a new generation of monsters with another terrifying treat. ...

### Mac-O-Lantern and Cheese Bowls

#### Ingredients:

- Kosher salt
- 6 medium orange bell peppers
- 8 ounces elbow macaroni
- 1 1/4 cups half-and-half
- 8 ounces cream cheese, at room temperature
- 4 ounces mild Cheddar, shredded (about 1 1/2 cups)

#### Preparation:

- Bring a large pot of generously salted water to a boil. Fill a large bowl with ice water.
- Cut the tops off the peppers and reserve. Remove the seeds and membranes. Put the peppers and the tops in the boiling water and cook until just tender, 2 to 3 minutes. Plunge the peppers into the ice bath. Once cool, remove them and use a sharp knife to carve a jack-o-lantern face into one side of each pepper.
- Return the water to a boil, add the macaroni and cook until al dente, about 6 minutes. Reserve 1 cup of the pasta water and drain (don't rinse the pasta).
- Heat the half-and-half in a large saucepan over medium heat until it just comes to a simmer. Continue simmering until reduced to about 3/4 cup, about 10 minutes. Add the cream cheese and stir until melted. Whisk in the Cheddar until all the cheese is melted and the sauce is smooth.
- Off the heat, add the macaroni to the saucepan and stir to combine. Stir in some of the reserved pasta water to thin the sauce if needed. Season with salt if needed. Let sit for 10 minutes, then divide the mac and cheese among the peppers and cap each with a pepper top.



Great how-to video!

[Original recipe from Food Network Kitchen](#)

6 servings, Total prep and cook time :40 min

**Take a trip into the terrors of the past with Drew's Kitchen... of FEAR!**

Drew's Experimental Test Kitchen is a shining temple of culinary technology, but most people don't know about the dusty, secret door in the back, the one that leads to... Drew's Dungeon. It's where Drew cooks up his scariest concoctions, the ones that are only unveiled on Halloween. Click here for [Drew's Halloween Meat Hand](#), [Spider Cookies](#), [Flayed Face Cheese Ball](#), [Ultimate Eyeballs](#), and [Tentacle Pot Pie](#). Yum!



# Health Notes

## Brain stimulation offers hope for depression



[Brain stimulation acts 'like a switch' to turn off severe depression for one patient](#), Maggie Fox on CNN, Oct 2021

*(from the CNN article)-*

After years of suffering, a patient with severe and untreatable depression has finally found relief with an experimental brain implant originally developed to help people with epilepsy, researchers in California reported Monday.

It's only a single patient, but the team at the University of California San Francisco says it has seen remarkable results with the device, which is calibrated to detect the signals associated with depressive symptoms in the patient's brain, and interfere with them.

"When we turned this treatment on, our patient's depression symptoms dissolved and in a remarkably small time she went into remission," Dr. Katherine Scangos, a psychiatrist and neuroscience specialist at UCSF who led the study team, told reporters, "It was like a switch."

One year later the patient, who is identified only as Sarah, says the device has banished her depression with no side-effects. "I had exhausted all possible treatment options with no success at lifting the depression that had descended five years earlier," Sarah told reporters.

"My daily life had become so restricted and impoverished by depression that I felt tortured by each day and forced myself to resist the suicidal impulses that overtook me several times an hour. When I first received stimulation, I felt the most intensely joyous sensation," she added.

"And my depression was a distant nightmare for a moment."

*(article continues...)*

### Digging Deeper

['Personalized' Brain Zaps May Ease Tough-to-Treat Depression](#), Brigham and Women's Hospital Library, Oct 2021

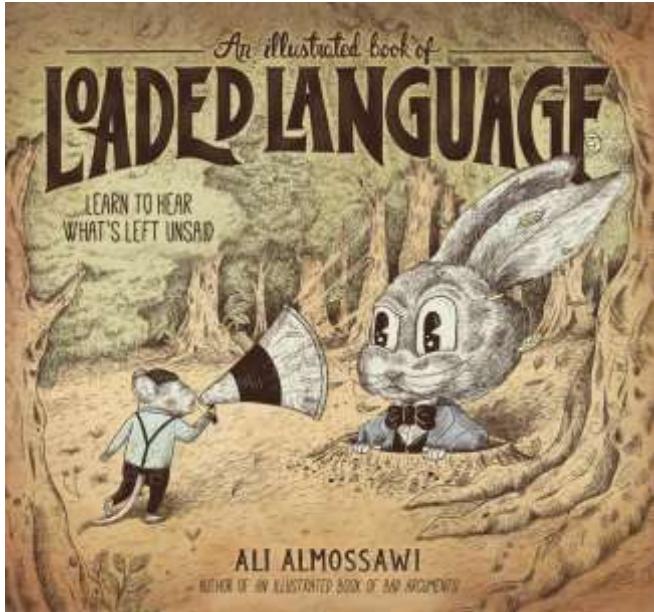
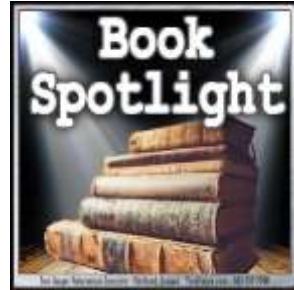
[Woman successfully treated for depression with electrical brain implant](#), Hannah Devlin in The Guardian, Oct 2021

[More on Depression](#) from the National Institute of Mental Health

**if you're struggling with depression, help is available at the Substance Abuse and Mental Health Services Adminstration. Call their [helpline](#) at 1-800-662-HELP (4357), 24/7/365.**

# Book Spotlight

“An Illustrated Book of Loaded Language”  
by Ali Almossawi and Alejandro Giraldo



## “An Illustrated Book of Loaded Language”

by Ali Almossawi and Alejandro Giraldo

(from the publisher)-

Tens of thousands of demonstrators packed the city's streets on Friday. The actual count was 250,000. Why tens of thousands, then, and not a quarter million?

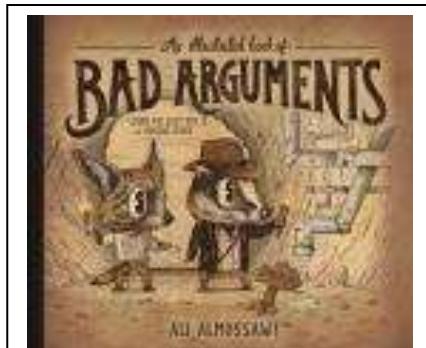
The grocer takes woke orders on its brands from a 17-year-old. The nameless 17-year-old's opinion seems not worth considering. At what age will it be?

Rabbits zapped three badgers in an ambush last night, hours after six rabbits in a neighboring town lost their lives. Were the six rabbits the sole participants in losing their own lives? Those silly rabbits . . .

In this adorably illustrated book, old Mr. Rabbit is your guide to these and many more examples of loaded language. He mines real reporting (by respected and rogue media alike) to unmask rhetoric that shifts blame, erases responsibility, dog-whistles, plays on fear, or rewrites history--subtly or shamelessly. It takes a long pair of ears to hear what's left unsaid--but when the very notion of truth is at stake, listening for "spin" makes all the difference. The creators of An Illustrated Book of Bad Arguments return at last with a desperately timely guide to rhetoric.

Public discourse? More like public discord. The battle cries of our culture wars are rife with “loaded language”—be it bias, slant, or spin. But listen closely, or you’ll miss what Ali Almossawi finds more frightening still: words that erase accountability, history, even identity through what they leave unsaid.

Speaking as wise old Mr. Rabbit, Almossawi leads us through a dark forest of rhetoric—aided by Orwell, Baldwin, and a squee-worthy cast of wide-eyed woodland creatures. Here, passive voice can pardon wrongdoers, statistics may be a smokescreen, gaslighting entraps the downtrodden, and irrelevant adjectives cement stereotypes. Emperor Squirrel isn’t naked; he has a clothes-free sartorial style. Mouse’s roof becomes flattened (Elephant’s foot just happens to be there at the time). And when keen-eyed Owl claims a foreign shore, he seems to be overlooking someone . . .



[Click here for Almossawi's Illustrated Book of Bad Arguments](#)

Fans of Almossawi’s An Illustrated Book of Bad Arguments couldn’t ask for a better primer on the less logical ways that words can trick us. It takes a long pair of ears to hear what’s left unsaid—but when you’re a rabbit in a badger world, listening makes all the difference.

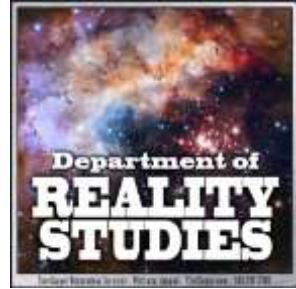
“This short book makes you smarter than 99% of the population. . . . The concepts within it will increase your company’s ‘organizational intelligence.’ . . . It’s more than just a must-read, it’s a ‘have-to-read-or-you’re-fired’ book.”—Geoffrey James, INC.com

“I love this illustrated book of bad arguments. A flawless compendium of flaws.”—Alice Roberts, PhD, anatomist, writer, and presenter of The Incredible Human Journey

# Department of Reality Studies

## New forces, new fusion, new superconductors

"My ignorance is just as good as your knowledge." Do you believe that? We don't.



Basic science, even basic consensual reality, seems under attack these days. Science and education are increasingly something for the 'elite'; something to be distrusted by honest folk. Scientists aren't trusted on public health, environmental science, or even cosmology, not because they've been proven wrong but because they've been proven so ruthlessly right. Objective reality is inconvenient for those who would like their whims to create reality instead. RestOfNewsletter But society has always and only existed in the real world and modern society isn't possible without science. Pretending otherwise can, and will, get us all killed.

The way to promote understanding and appreciation of science isn't to tell people they should care... it's to show them why it's so exciting. From the unimaginable expanse of the multiverse to the tiniest living beings and the quarks and leptons they're made of, science is an adventure. The "Department of Reality Studies" may do little to affect the appreciation of science for many people one way or another, but we'll enjoy sharing our own excitement with you so we hope you'll check back frequently to see some glimpses of Reality that may not have made your radar. Let's go!

[\*\*New Universal Force Tested by Blasting Neutrons through Crystal\*\*](#), Karmela Padavic-Callaghan in Scientific American, Oct 2021

Mysterious forces may be a reliable trope in science fiction, but in reality, physicists have long agreed that all interactions between objects evidently arise from just four fundamental forces. Yet that has not stopped them from ardently searching for an additional, as-yet-unknown fifth fundamental force. The discovery of such a force could potentially resolve some of the biggest open questions in physics today, from the nature of dark energy to the seemingly irreconcilable differences between quantum mechanics and general relativity...

[\*\*New nuclear fusion reactor design may be a breakthrough\*\*](#), Stephen Johnson in TheBigThink, Mar 2020

The promise of nuclear fusion is tantalizing: By utilizing the same atomic process that powers our sun, we may someday be able to generate virtually unlimited amounts of clean energy. But while fusion reactors have been around since the 1950s, scientists haven't been able to create designs that can produce energy in a sustainable manner. Standing in the way of nuclear fusion are politics, lack of funding, concerns about the power source, and potentially insurmountable technological problems, to name a few roadblocks. Today, the nuclear fusion reactors we have are stuck at the prototype stage. However, researcher Michael Zarnstorff in New Jersey may have recently made a significant breakthrough while helping his son with a science project. In a new paper, Zarnstorff, a chief scientist at the Max Planck Princeton Research Center for Plasma Physics in New Jersey, and his colleagues describe a simpler design for a stellarator, one of the most promising types of nuclear fusion reactors...

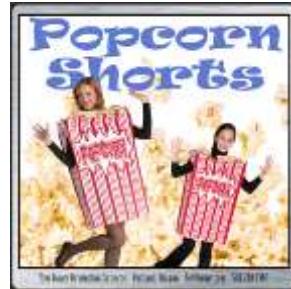
[\*\*After decades, room temperature superconductivity achieved\*\*](#), Robert Service on Science.org, Oct 2020

Fulfilling a decades-old quest, this week researchers report creating the first superconductor that does not have to be cooled for its electrical resistance to vanish. There's a catch: The new room temperature superconductor only works at a pressure equivalent to about three-quarters of that at the center of Earth. But if researchers can stabilize the material at ambient pressure, dreamed-of applications of superconductivity could be within reach, such as low-loss power lines and ultrapowerful superconducting magnets that don't need refrigeration, for MRI machines and maglev trains.

"This is a landmark," says Chris Pickard, a physicist at the University of Cambridge. But the extreme conditions of the experiment mean that even though it was "pretty spectacular," says Brian Maple, a physicist at the University of California, San Diego, "this is certainly not going to be useful in making a device."

# Popcorn Shorts

Cool stuff that's too small for a big article



Just like it says, Popcorn Shorts is about the kind of things we think are really interesting, but don't really need a large article to explain them. From the sublime to the ridiculous, check in here for crunchy bits of info you'll love to munch. By the way, much (but not necessarily all) of our delicious Popcorn comes from articles we've posted on [our Facebook page](#). If you're on Facebook, please stop by and "Like" us and we'll keep a fairly-constant-but-not-frequent-enough-to-be-annoying stream of these coming to your virtual door!

## [Expose yourself to art at the Sitka Invitational](#)



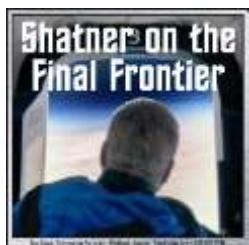
The Sitka Art Invitational is a juried art exhibition and sale held in Portland, Oregon. The event occurs annually the first full weekend of November and brings together work by over 100 nature-inspired regional artists. Art sales are split 50/50 between the artist and the Sitka Center. More than 2,000 local art collectors and enthusiasts attend the show each year. "After having to cancel last year's Invitational due to the pandemic, and after such a challenging year for so many working artists in our community, we are overjoyed to finally bring this show to Portland and showcase the work of so many regional artists," shared Sitka's Executive Director Alison Dennis. "Sitka's Art Invitational has earned a reputation for being artist-centric, with generous commissions and artists choosing the work they exhibit. We hope the art community shows up in full force to celebrate and support these wonderful working artists in November."

## [Argue Better. Dammit.](#)



([from the Allstate project site](#))- "The Better Arguments Project, a national civic initiative spearheaded by Allstate, the Aspen Institute, and Facing History and Ourselves, believes the United States can live up to its promise, not by having fewer arguments, but by having better ones. The Better Arguments Project is rooted in five principles: 1) Take winning off the table, 2) Prioritize relationships and listen passionately, 3) Pay attention to context, 4) Embrace vulnerability, 5) Make room to transform." If that's something you just can't get on board with, we argue that these articles on "[Great Ideas On How To Argue Better. No Kidding](#)", and an "[Exercise To Argue Better](#)" might be helpful.

## [Shatner on the Final Frontier](#)



William Shatner, or Captain Kirk as he's known around the world, went to space last week in one of the most bizarre amalgams of fantasy and history we're ever likely to see. It was a shallow, self-serving PR event for Jeff Bezos' Blue Origin, yet at the same time it WAS amazing to see Star Trek's predictions of humanity's future in space begin... *begin...* to become true. [We put together a page](#) as a nod to this surreal moment with several articles, links to Blue Origin, and the piece-de-resistance: a collection of memes from the mission. Live long and prosper!

## [The Nobel Prize, immigrants, and the minimum wage](#)



([from the NPR article](#))- "The paper was called, "Minimum Wages and Employment: A Case Study of the Fast-Food Industry in New Jersey and Pennsylvania." Up until then, economists thought about the effects of the minimum wage as they did most other subjects — mostly in theoretical terms. Their view of the world was more influenced by cartoon models drawn on chalkboards than hard data. And this cartoon world said that the minimum wage kills jobs... Lacking the ability to conduct a randomized trial, Card and Krueger pioneered an alternative method to credibly estimate cause and effect... [The result] was a bombshell for the economic world, challenging an orthodoxy that had dominated the field for decades..."