

AL OBLIGATION ' DEALER BEGINS FTER AUTO SALE

tomter Must Have Proper
ervice, Says Ormsby,
Noted Engineer

e real obligation of an auto-
le dealer to a customer actual-
gins after the sale of a car
been made and continues as
as the vehicle is in the serv-
f the purchaser, according to
Ormsby.

at obligation consists of seeing
that the automobile purchas-
ves throughout the ownership
e car a service that guarantees
and completely satisfactory
of the vehicle, he declares,
hing short of the entire ful-
nt of that obligation is unfair
e consumer and damaging to
dealer's business in particular
to the industry as a whole, Mr.
Ormsby believes.

D. Ormsby is a real pioneer
he automotive industry. He
ed as a mechanic's apprentice
than a quarter of a century

Progressively, he became an
rt mechanic, a world-famous
mobile race driver, a designer
utomobiles, a builder of auto-
cles, a consulting automotive
eer, and, lastly a dealer in
mobiles.

day, he occupies an outstand-
osition in the automotive
d. He operates the Ormsby
rolet Company, on St. Mary's
t, a block south of the Smith-
ing Tower. The Ormsby estab-
ment is one of the largest
s of its kind in Texas.

here is a definite reason why
urchase of an automobile
ld be considered in an entirely
rent light from the acquisition
y other kind of merchandise,"
res Mr. Ormsby. "For exam-
ake the selection of a suite of
iture, the equivalent in price
Chevrolet automobile. If the
iture is of good make and
ty, the responsibility of the
ture dealer practically ceases
a delivery of the suite is made.

furniture is placed in a home
other than the effect of tem-
ture and moisture, ordinary
and tear, and with reasonable
care, it should be good and
ceable, regardless of the num-
of years it is in use.

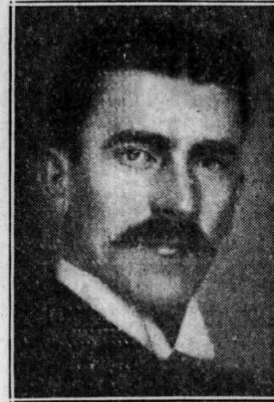
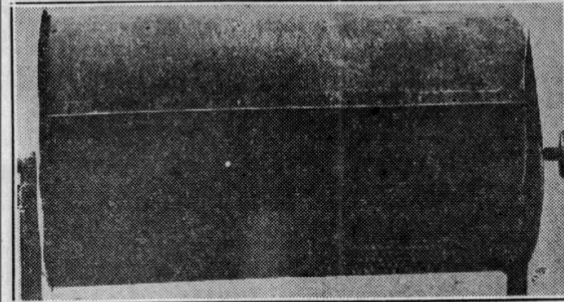
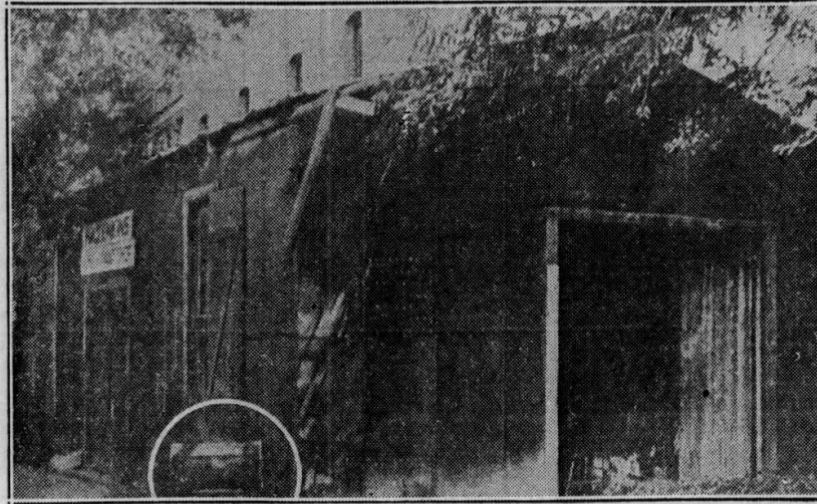
ontrast the furniture with the
mobile. Regardless of how
the make of the car in ques-
it is subjected to constant
use, abuse and depreciation.

ere is a steady need of adjust-
t, replacement of expendible
s and other service. Therefore,
natter of the dealer becomes a
tion of paramount importance
e purchase of any automobile,
e used, regardless of make
odel.

or, when the sale of an auto-
le is made, the obligation of
dealer to see that the buyer
the right kind of service from
automobile just begins and
ines as long as the purchaser
s the car. For an automobile
falls to give dependable, eco-
cal transportation under every
eivable condition of usage is
e than no automobile at all.

hich means that buyers
ld be sure of a number of
s before they part with their
y for an automobile. They
ld be absolutely certain that

Mighty Business Oak From Tiny Roaster Grows



Above—Shack in the rear of the Spahn bakery, in East Commerce street, where H & H Coffee Co. business began. Below (right), the first roaster used by H & H; and William R. Hoffman, founder of the business, which has grown to huge proportions. (Photos by Studer Studios.)

and has the facilities with which to give them service.

"For a dealer may be willing to give proper service, yet lack the money, the facilities, or the experience to give service. Or, a dealer may have the experience, the facilities and the experience yet lack the willingness to give service. Or, a dealer may have the willingness, facilities and money to give service, yet lack the right experience. Or may have the experience, the willingness and the mechanical facilities, yet lack the financial ability to give service.

"But it makes no difference which the dealer lacks, the customer isn't receiving fair treatment, or a run for his money, unless he gets proper service, regardless of the reason. So, the customer either receives the right service, or he doesn't. And it all gets back to the dealer whether he does or not. So, the customer should be absolutely sure about the dealer before he buys the car.

"The Ormsby Chevrolet company has the experience, the facilities, the willingness and the financial strength to see that its obligation to its customers is carried out in every respect after the sale of a

The history of the Hoffmann-Hayman Coffee company, with plant and offices at 601 Delaware, is a real romance of brilliant success in the growth and development of the Southwest and constitutes a forceful example of the truth of the old saying that mighty oaks from little acorns grow.

The accompanying pictures furnish a graphic illustration of the

NEED FOR CHIROS GAINS, SAYS DRAIN

The number of people who take chiropractic adjustments to get well and keep well has grown so tremendously in the last few years that many new chiropractors are needed to take care of the demand for this kind of professional service, according to Dr. James R. Drain. He is president of the Texas Chiropractic College, in Myrtle street, directly opposite San Pedro Park.

Students from all over the world have come to the Texas Chiropractic College. Many foreign lands are represented in the present student body. Graduates of the college have risen to prominence in many cities, it is stated.

humble beginning of this concern which, today, is one of the largest of its kind in the country.

William R. Hoffmann, one of the pioneers of the coffee industry in the Southwest, was the founder of the company. In 1904, Mr. Hoffmann purchased for a few dollars a small hand coffee roaster, of 25-pound capacity, which he installed in a shack located in the rear of the old Spahn Bakery in East Commerce street. During the day, Mr. Hoffman solicited orders, roasted the green coffee at night and delivered it by horse and buggy the next morning.

Upon the death of Mr. Hoffmann, his business was combined with another small enterprise conducted by W. E. Hayman. The new firm from then on was operated under the name of the Hoffmann-Hayman Coffee Company.

Today, it is one of the leaders in the coffee industry and occupies one of the finest daylight plants of its kind.

The three leading brands of the company are H. & H., Sam Houston and Texas Girl coffees, which have become favorites in tens of thousands of homes all over the Southwest.

The slogan of the company is: "We Roast It, Others Praise It."

BUYING SWING TO U. S. TIRES, SAY JACK FLAHERTY

Product Better Than Ev
Popularity Increases, H
Declares

The big swing of the pres-
summer automobile travel sea-
is to United States tires, made
tempered rubber and priced
meet every competition, accord-
to Jack Flaherty, of the Hain-
Flaherty Tire company,
Mary's street and Brooklyn ave-

United States tires for 1935
bigger, tougher, stronger, long-
wearing and the best United St-
tires ever produced, Flaherty
declares.

The Haines-Flaherty Tire c-
pany is in the 15th year of
existence. In addition to being
of the biggest metropolitan d-
ers in United States tires in
Antonio, the Haines-Flaherty c-
pany conducts a one-stop au-
service station at the St. Mar-
Brooklyn address, including w-
ing, greasing and chassis lub-
tion. In lubrication of vehicles
famous Moto-Sway apparatus
permits this service to be c-
under actual road-operating c-
ditions is used. The company
penses Texaco gasoline and lu-
cants and also handles other l-
ing brands of motor oils, inclu-
Havoline, Veedol, Pennzoil
Quaker State.


"United States tires come in
eral price classes," Flaherty p-
out. "These are the Royal, P-
less and Guard—each a pos-
leader in its particular field.
United States tires, made of t-
pered rubber, have been se-
sionally improved for 1935. T-
pered rubber is an exclusive
ent feature with these tires
is one of the big reasons for
increased safety, longer wear
greater value and satisfac-
which motorists are reporting.

"A convenient budget plan
purchase of United States tire
available at the Haines-Flah-
company. Payments as low
75 cents per week can be m-
Many motorists are using
budget plan so they can ride
have the increased safety, qui-
and comfort of United States t-
while they pay."

Frank Haines and Flaherty,
compose the company, are re-
nized tire and automotive exp-
Haines is a former president
the San Antonio school board
has been active in politics
many years. Flaherty is a for-
post-office employe. Both l-
large circles of friends and
acquaintances.

ORMSBY

Helped
Raise



The Automobile

Fro